

By their **advertising** thou shalt know them

50-plus magazines are not attracting enough brand advertising. If it wasn't for the advertising from L'Oréal the situation would be dire.

Dick Stroud - 20plus30

Who is advertising in the main UK 50-plus magazines and what does it tell us? Well, by measuring the raw volume of advertising provides an indication of how companies view and value the 50-plus market.

In the UK the main 50-plus print magazines are published by Saga, Heyday and Yours (*an EMAP publication*).

This approach has its flaws. In truth it is only a rough proxy of what corporate UK is doing to reach the 50-plus. Comparing magazines by measuring the volume of advertising also has its limitations. For instance, magazines have different costs of the advertising and mixes of full and part page ads. Some of the magazines, especially Heyday, include a lot of affiliate advertising with third party companies. This type of ad was not counted. Some advertisers will have realised, quite correctly, that age-focused magazines have limitations and will be avoiding them like the plague and instead selecting their media on the basis of lifestyles.

In spite of this list of caveats, a simple measure of advertising provides a "dip stick" indication into the state of 50-plus advertising and the respective health of the different magazines. It also gives a good indication about the types of product companies think the 50-plus are interested in buying.

The research

Three magazines were researched:

Saga - published by Saga, a UK company that is dedicated to the 50-plus market. Available as part of a Saga membership.

Heyday - a new commercial venture of Age Concern (UK Charity) targeted at the 'young' older market. The magazine is produced by Redwood. Available as part of a Heyday membership.

Yours – a monthly magazine published by EMAP and sold at the newsstand.

The end of November edition of each of the magazine was analysed. Only full page advertisements were counted. All affiliate advertising was excluded (i.e. where the company had linked with a third party to co-brand the product).

What did we find?

The full analysis of each of the magazines and a breakdown by the industries of the advertisers is at the end of this paper.

These are the headline conclusions that jump-out of this analysis

- ▶ Heyday has the least advertising by a long way – a third of the other two publications.
- ▶ Saga and Yours had pretty much the same number of full page advertisements. Yours had a much larger number of "off-the-page" ads.
- ▶ L'Oréal contributed over 50% of the global brand and 100% of the cosmetics advertising!
- ▶ Peugeot, Ford, Bose, Shredded Wheat and Birds Eye were the only other global brands advertising in these magazines.
- ▶ There is an absence of luxury brands in any of the magazines.
- ▶ Health related advertising accounts for 20% of all the ads.
- ▶ Travel only accounted for 5% of the ads (this is partly explained by the large number of affiliate travel marketing schemes in all of the magazines)

So What?

Heyday is not attracting much advertising. This might be due to the newness of the publication, the intention to focus on affiliate advertising or the decision to limit advertising and rely on subscription funding. Whatever the reason it is definitely "advertising-lite".

Big brand are not using these magazines. If it wasn't for L'Oréal then brand advertising would be sparse across all three magazines.

Health supplements, health food, healthy living aids – these are the products that attract the advertising pound.

The bottom line. Most of the advertising is age and product specific. Global brands are either capturing the 50-plus eyeballs elsewhere or have still not woken up to the importance of this market.

Magazine Details

Heyday



www.heyday.org.uk

Company	Industry	Pages
Global Brands		
L'Oreal	Cosmetics	4
Peugeot	Cars	1
	Total	5
UK Companies		
National Express	Travel	1
Sirco	Health drink	1
New Nordic	Health foods & other products	1
Healthspan	Health vitamins & supplements	1
Julian Graves	Food	1
Heather Valley	Women's clothing	1
Thomas Sanderson	Conservatory Blinds	1
Braemar	Travel (cruises)	1
	Total	8

Total full page advertising (13 pages)

Saga

SAGA
MAGAZINE

www.saga.co.uk/magazine

Company	Industry	Pages
Global Brands		
L'Oréal	Cosmetics	4
Peugeot	Cars	1
Ford	Cars	1
Bose	Consumer Electronics	1
Land's End	Clothing	1
Shredded Wheat	Food	1
Birds Eye	Food	1
Total		10
UK Companies		
Consumers' Association	Associations	1
Quintiles	Pharmaceutical research Health	1
Windsor Products	products/books/gadgets	2
Bausch & Lomb	Eye health company	1
Nature's Best	Nutrition supplements	1
Herbaceutical	Health supplements	1
GlaxoSmithKline	Dental product	2
Ibuleve	Health (pain relief)	1
Dollond & Aitchison	Spectacles	1
Medick	Health monitor	1
Covent Garden Food Company	Food	1
Pomegreat	Food	1
Wiltshire Farm Foods	Food	1
Plumbs Covers	Home furnishing	1
Thomas Sanderson	Conservatory blinds	1
Worcester	Home furnishing	1
HSL	Home furnishing	1
Dolphin	Home furnishing	1
Looking Good	Clothes	1
Cotton Traders Ltd	Clothes	1
De Agostini UK Ltd	Home entertainment	1

T2 Direct	Home electronics	1
Tektra	Computer training	1
British Heart Foundation	Charity	1
Flying Flowers	Bouquets & plants	1
Painting for Pleasure	Hobby	1
Variety Club	Charity	1
Garden Bird Supplies	Hobby	1
Speakout	Pressure Group	1
Josephine Cox	Books	2
Woolworths	Retail	2
Bunches	Gifts	1
Torvill & Dean	Entertainment	1
	Total	37

Total full page advertising (47 pages)

Yours

Yours.co.uk

www.yours.co.uk

Brand advertising

Company	Industry	Pages
The Outside Clinic	Opticians	1
Acorn Stairlifts UK	Health (stair lifts)	1
Plumbs Covers	Furnishing	1
Norwich Union	Equity release	1
Great Magazines	Gifts	1
In Retirement Services	Equity release	1
Wiltshire Farm Foods	Food	1
Great Rail Journeys	Travel	1
McCarthy & Stone	Property	1
Poligrip	Health	1
HSL	Furnishing	1
Key Retirement Solutions	Equity release	1
Cif	Household cleaning	1
	Total	13

Off-the-page advertising

Industry	Pages	
Health supplements	6	
Clothes/Jewelry	6	
Consumer electronics	2	
Books	1	
Health aids	3	
Home decorations	3	
Entertainment	1	
Household gadgets	3	
Travel	2	
Bouquets & plants	1	
	Total	28

Total full page advertising (41 pages)

Analysis of advertisements by industry

Industry	% of ads	Cumulative %
Health	20%	20%
Clothes/Jewelry	10%	30%
Cosmetics	8%	38%
Home furnishing	8%	46%
Food	7%	53%
Travel	5%	58%
Books	4%	62%
Consumer Electronics	3%	65%
Equity Release	3%	68%
Home decorations	3%	71%
Cars	3%	74%
Household gadgets	3%	77%
Charity	2%	79%
Dental products	2%	81%
Entertainment	2%	83%
Bouquets & plants	2%	85%
Hobby	2%	87%
Gifts	2%	89%
Retail	2%	91%
Associations	1%	92%
Computer training	1%	93%
Pharmaceutical research unit	1%	94%
Home electronics	1%	95%
Home Entertainment (DVDs)	1%	96%
Household cleaning	1%	97%
Pressure group	1%	98%
Property	1%	99%
Spectacles	1%	100%