



The Later-Life Support Directory



Media Kit

Your Brand. Your Audience. Real Impact.

Powerful media solutions to
elevate your brand and drive results.



Targeted Reach

Connect with the
right audience.



High Visibility

Stand out in the
right places.



Proven Results

Data-driven campaigns
that deliver.



Trusted Partnership

We're with you every
step of the way.





The Queen's Award
for Voluntary Service

The highest honour
given to voluntary
groups in the UK.



Over 50s Forum



The Later-Life Support Directory

— A Trusted Guide for Older People and Families —

The complete guide to care, support, advice
and services for living well in later life



WIDE REACH

Connecting with
100,000+ older
London residents
and their families
across print,
digital and events.



HIGHLY ENGAGED

Reaching people
actively looking for
trusted services
and advice.



BUILT ON TRUST

Delivered by an award-
winning charity with
strong community
recognition and
partnerships.



RELEVANT & USEFUL

Covering the full
spectrum of later-
life needs in one
trusted resource.



MEASURABLE VALUE

Increase visibility,
generate enquiries
and build lasting
relationships.



CARE & WELLBEING

Care homes, home care,
wellbeing services and more.



LEGAL ADVICE

Wills, lasting power of
attorney, probate
and legal guidance.



DOWNSIZING & PROPERTY

Estate agents and
specialists in later-life
property decisions.



HEARING & EYE CARE

Home visiting opticians,
hearing care and
specialist providers.



FINANCIAL PLANNING

Independent advice
for peace of mind
and future security.



LIFESTYLE & SUPPORT

Mobility, home services,
activities and
everyday help.



AWARD-WINNING CHARITY

Committed to transparency,
integrity and supporting
our community.



SUPPORTING CHOICES. ENHANCING LIVES.

Helping people live well,
with dignity and confidence.



WORKING IN PARTNERSHIP

with the Royal Borough of Kensington
and Chelsea and leading local
organisations.

EVIDENCE OF WHY YOUR ADVERTISING WILL ACTUALLY WORK



The Later Life
SUPPORT DIRECTORY

The Later Life Support Directory connects you with a fast-growing, highly engaged audience actively seeking trusted support, advice and services. Our unique publication reaches readers at the exact point they are ready to make important later-life decisions – and take action.

A GROWING & INFLUENTIAL MARKET



2.2M+

people aged 50+
in the UK
and growing



1 IN 3

UK adults will be
over 50 by 2040
driving demand for
later-life services



£580B+

annual spending power
of the over 50s
in the UK

OUR AUDIENCE IS READY TO ACT



Actively seeking trusted
information, advice and
local services

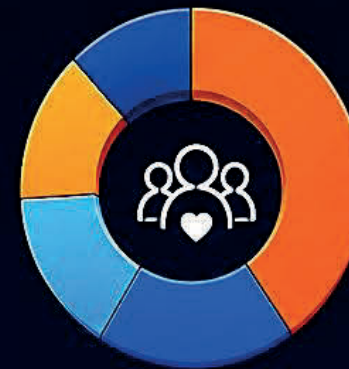


Looking for help with
legal planning, finances,
healthcare, housing,
wellbeing and more



At the point of making
important decisions –
and taking action

WHO WE REACH



- 40%** Older Adults (50+)
- 25%** Families & Relatives
- 15%** Carers & Support Workers
- 10%** Healthcare & Professionals
- 10%** Community Organisations

WHY OUR DIRECTORY DELIVERS BETTER RESULTS



Highly Targeted

Reaches the right
audience actively
seeking your services



Trusted & Relevant

A credible, community-
focused publication
read and relied on



Preferred by Older Adults

Research shows older
people prefer accessible,
trusted print and local
information



Stronger Engagement

Higher attention,
longer shelf-life and
greater advert recall
than general media



Better Outcomes

More enquiries,
more trust,
more conversions



ADVERTISE WHERE IT REALLY COUNTS.

Reach a valuable, engaged audience
looking for the services you provide.



EVIDENCE & SOURCES



Office for National Statistics (2025)
National population
projections: 2024-based



Department for Work
and Pensions (2024)
Planning and Preparing
for Later Life 2024



Age UK (2024)
Offline and
Overlooked



Lloyds Banking Group (2025)
UK Consumer
Digital Index 2025



Money and Pensions Service (2025)
Annual Report and
Accounts 2024/25

EVIDENCE SHOWS MASSIVE READERSHIP POTENTIAL

The Later Life Support Directory meets a huge and growing demand for trusted later-life information in London. Evidence from leading sources shows a large, engaged audience – and a clear opportunity for advertisers.

A GROWING & UNDERSERVED AUDIENCE



2.2-2.7 MILLION+
London residents aged 50+
Large, valuable and growing audience.

"Around 2 million people over 65 are not online, more offline than other age groups."
– Age UK (2024)



1 IN 3
UK adults will be over 50 by 2040
Driving long-term demand for later-life services.

"70% of over-65s prefer print or offline sources for certain information and services."
– Lloyds Banking Group (2025)



2 MILLION+
Over-50s are not confident using the internet
Many prefer print and trusted local information.

"The number of people aged 50+ in the UK is projected to rise significantly over the next 10–20 years."
– Office for National Statistics (2025)



70%
Prefer print or offline sources for important information
Older adults value accessible, community-based resources.

"By 2040, one in three people in the UK will be aged 50 or over."
– Department for Work and Pensions (2024)

ESTIMATED READERSHIP POTENTIAL IN LONDON

 5,000-15,000 Initial Print Distribution Copies placed in high-value locations across London.	 15,000-45,000 Pass-On Readership Each copy is read by multiple people (family, friends, carers).	 25,000-100,000 Digital Downloads & Views PDF downloads and online reach across London annually.	 100,000-250,000+ Medium-Term Readership Sustained growth with partners, advertising and digital reach.	 500,000+ Long-Term Potential London-wide brand recognition and expanding impact.
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WHY READERSHIP WILL BE HIGH

 HIGH DEMAND, NO ONE PLACE No single publication brings all later-life services together in one trusted guide.	 ACTIVE SEARCH FOR SOLUTIONS Readers are at the decision-making stage and ready to take action.	 TRUSTED & RELEVANT A credible, expert resource builds trust with readers and advertisers alike.	 WIDER INFLUENCE BEYOND OVER 50s Includes families, carers and professionals supporting later-life decisions.	 HIGH-VALUE AUDIENCE Homeowners, retirees and families with spending power and long-term needs.
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PROVEN OPPORTUNITY FOR ADVERTISERS

-  **Highly Targeted**
Reach the right audience actively seeking your services.
-  **Stronger Engagement**
More attention, trust and enquiries than general advertising.
-  **Preferred by Older Adults**
Research shows older adults prefer visible, accessible local information.
-  **Better Conversion**
Readers are at the point of making important decisions.
-  **Longer Shelf Life**
Directories are kept, shared and referred to for months.

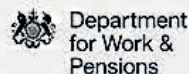


ADVERTISE WITH IMPACT.
REACH MORE. HELP MORE.
The only trusted directory bringing all later-life services together – and readers rely on it.

EVIDENCE & SOURCES



"The number of people aged 50+ in the UK is projected to rise significantly over the next 10–20 years."
– Office for National Statistics (2025)



"By 2040, one in three people in the UK will be aged 50 or over."
– Department for Work and Pensions (2024)



"Around 2 million people over 65 are not online, more offline than other age groups."
– Age UK (2024)



"70% of over-65s prefer print or offline sources for certain information and services."
– Lloyds Banking Group (2025)



"Trusted guidance and clear information are essential as people make later-life financial decisions."
– Money and Pensions Service (2025)

WHY READERS NEED YOUR INPUT

Help readers make confident, informed decisions for a better, safer and more secure retirement.

Retirement brings important decisions. Our readers rely on trusted experts like you to guide them through complex choices.

Your knowledge. Their future.



The Later Life
SUPPORT DIRECTORY

Trusted guidance. Better decisions. Brighter futures.

READERS FACE BIG DECISIONS – AND THEY NEED EXPERTS THEY CAN TRUST



LEGAL & ESTATE PLANNING

Wills, lasting powers of attorney and probate decisions protect loved ones and secure peace of mind.



FINANCIAL SECURITY & PENSIONS

Expert advice helps readers make the most of their savings and plan for a comfortable future.



HEALTH & WELLBEING

From health services to wellbeing support, the right guidance leads to better health and independence.



HOUSING & RETIREMENT LIVING

Finding the right home or care option is one of the biggest decisions readers will make.



CARE & SUPPORT

Families need trusted information to navigate care choices with confidence and compassion.



LIFESTYLE & WELLBEING

Services that support independence, mobility, activity and social connection improve quality of life.

YOUR INPUT MAKES A REAL DIFFERENCE



AN AGEING POPULATION

2.2 – 2.7 MILLION+
London residents are aged 50+ and this number is growing every year.



GROWING DEMAND

1 IN 3
UK adults will be over 50 by 2040, driving huge demand for later-life advice and services.



ACTIVE SEARCH FOR SOLUTIONS

76%
of people actively seek information before making important retirement decisions.*



PREFER TRUSTED SOURCES

70%
of over-65s prefer print or offline sources for important retirement they can trust.**



YOUR EXPERTISE IS VALUED

High
Readers rely on expert contributors and advertisers to find trusted local services.



**TOGETHER,
WE HELP READERS
LIVE WELL,
PLAN AHEAD AND
FEEL CONFIDENT
ABOUT THE FUTURE.**

WHY READERS RELY ON YOUR INPUT



TRUSTED EXPERTISE

Readers want professional, reliable advice they can trust.



CLEARER CHOICES

Your insights cut through confusion and help readers understand their options.



CONFIDENT DECISIONS

The right guidance today leads to better decisions and fewer worries tomorrow.



STRONGER OUTCOMES

Good decisions now mean financial security, better health and peace of mind for the future.



THE EVIDENCE BEHIND THE NEED



Office for National Statistics (2025)

National population projections show the number of people aged 50+ in the UK is projected to rise significantly over the next 10–20 years.



Department for Work and Pensions (2024)

By 2040, one in three people in the UK will be aged 50 or over.



Age UK (2024)

Around 2 million people over 65 are not online, more than other age groups.



Lloyds Banking Group (2025)

70% of over-65s prefer print or offline sources for certain information and services.



Money and Pensions Service (2025)

Trusted guidance and clear information are essential as people make later-life financial decisions.

*Source: Age UK (2024) **Source: Lloyds Banking Group (2025)

WE MAKE SURE YOU REACH THE PEOPLE WHO NEED YOUR SERVICES

Our trusted directory connects your organisation with older adults and their families who are actively looking for support, advice and services.



Trusted by readers.
Valued by partners.
Making a difference together.

YOU REACH THE PEOPLE WHO NEED YOU MOST



OLDER ADULTS

People aged 50+ actively seeking information and trusted services.



FAMILIES & RELATIVES

Supporting loved ones and planning for the future.



CARERS

Looking for support, guidance and practical solutions.



PROFESSIONALS

Advisers and referrers seeking reliable partners for their clients.



LOCAL COMMUNITY

People who prefer trusted, local and accessible services.



We reach readers at the exact point they are researching, comparing and making important decisions.

YOUR MESSAGE REACHES ENGAGED PEOPLE READY TO TAKE ACTION.

WHY OUR PLATFORM WORKS



TARGETED REACH

Focused on later-life needs, not general audiences.



HIGH TRUST & CREDIBILITY

A respected, community-focused directory people rely on.



ACTIVE ENGAGEMENT

Readers are looking for solutions – your advert gets seen.



PROVEN IMPACT

Our partners receive more enquiries, more referrals and better results.



LONGER SHELF LIFE

Our publication is kept, shared and referred to time and again.



PROVEN READERSHIP POTENTIAL

100,000+

Potential readers across London and surrounding areas

70%+

Prefer print or offline sources for important information.*

76%

Actively seek information before making retirement decisions.*

HIGH INTENT, HIGH VALUE

Readers are ready to compare, choose and take action.

*Sources: Lloyds Banking Group (2025)

Age UK (2024)



PREMIUM COMMUNITY PARTNER £2,500+ PER YEAR

Our most powerful partnership for maximum visibility, credibility and impact.

EVERYTHING INCLUDED:

- ✓ Premium full-page advert in every issue
- ✓ Two-page article in The Platinum Society magazine (glossy publication)
- ✓ One-page advert in all issues for one year
- ✓ Featured editorial content
- ✓ Homepage website placement
- ✓ Newsletter sponsorship opportunities
- ✓ Event collaboration opportunities
- ✓ Social media promotion
- ✓ Community partner recognition
- ✓ Category sponsorship opportunities
- ✓ Priority placement in directory
- ✓ Dedicated partner support



DIRECT DISTRIBUTION INCLUDED FOR PREMIUM PARTNERS



Your advert and message are delivered directly to our audience by mail and through email to our engaged members and subscribers.

HOW WE PUT YOUR MESSAGE DIRECTLY IN FRONT OF YOUR AUDIENCE



MAIL DISTRIBUTION

Your advert and magazine are delivered by post to thousands of homes across London where older adults live.



EMAIL DISTRIBUTION

Your advert and message sent to our growing list of engaged members and subscribers.



REACHING THE RIGHT PEOPLE, IN THE RIGHT PLACES, AT THE RIGHT TIME.



LET'S WORK TOGETHER TO MAKE A REAL DIFFERENCE.



Support older people.
Grow your impact.
Partner with us today!



CONTACT US FOR BACK COPY ISSUES of The Platinum Society magazine.



ADVERTISING & PARTNERSHIP OPPORTUNITIES

BASIC DIRECTORY LISTING



£95

Ideal for organisations wanting a professional presence.

Includes:

- Organisation name
- Contact information
- Website link
- Short service description
- Category placement

HALF PAGE EDITORIAL FEATURE



FOUNDING PARTNER RATE
£125

Standard Rate: £195

Perfect for organisations wanting a more personal and informative introduction.

Includes:

- Professionally written editorial-style feature
- Company overview
- Services and key benefits
- Contact details
- Company logo or image
- Premium layout design

FULL PAGE EDITORIAL FEATURE



FOUNDING PARTNER RATE
£250

Standard Rate: £395

Tell your story in greater depth with a premium editorial presentation.

Includes:

- Full-page editorial feature
- Expanded organisation profile
- Multiple images if required
- Service highlights
- Call-to-action placement
- Priority positioning opportunities

PREMIUM FULL PAGE ADVERTISEMENT



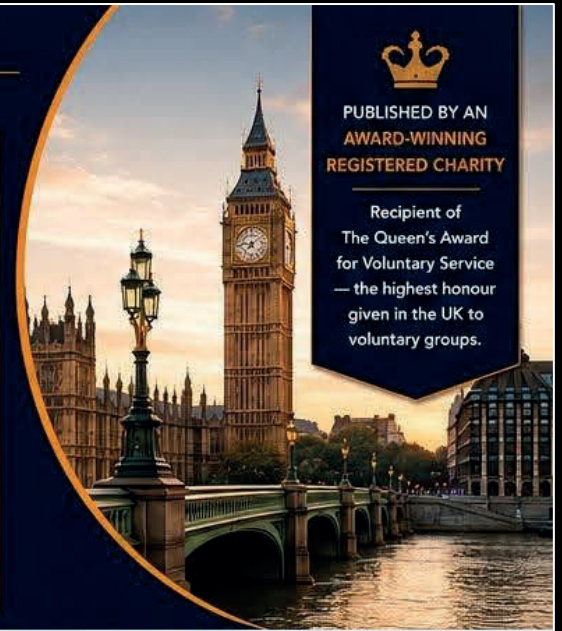
FOUNDING PARTNER RATE
£595

Standard Rate: £995

Maximum visibility for established organisations seeking strong brand presence.

Includes:

- Full-page premium advert placement
- High-impact design
- Premium positioning
- Maximum brand visibility
- Limited availability



PUBLISHED BY AN
AWARD-WINNING
REGISTERED CHARITY

Recipient of
The Queen's Award
for Voluntary Service
— the highest honour
given in the UK to
voluntary groups.

♥ Only a limited number of premium pages are available to maintain the quality and elegance of the publication.

ANNUAL PARTNERSHIP PACKAGES



COMMUNITY SUPPORTER
£495 / YEAR

Designed for organisations wanting ongoing visibility and community alignment.

Includes:

- Basic directory listing
- Website listing
- Social media mention
- Charity supporter recognition



TRUSTED PARTNER
£995 / YEAR

Ideal for organisations seeking enhanced visibility and trusted positioning.

Includes:

- Full page editorial feature
- Featured website listing
- Newsletter inclusion
- Social media promotion
- Priority category placement
- Trusted Partner recognition



PREMIUM COMMUNITY PARTNER
£2,500+ / YEAR

A premium partnership for organisations committed to supporting older people across London.

Includes:

- Premium full-page advert
- Featured editorial content
- Homepage website placement
- Newsletter sponsorship opportunities
- Event collaboration opportunities
- Social media promotion
- Community partner recognition
- Category sponsorship opportunities

Founding Partner launch pricing is available for a limited time for organisations joining our inaugural edition.



SUPPORTING CHOICES. ENHANCING LIVES.



ADVERTISE WITH PURPOSE. MAKE A REAL IMPACT.

By advertising in The Later Life Support Directory and *The Platinum Society Magazine*, you can help thousands of people access the information, advice and services they need to plan for a secure, confident and fulfilling retirement.

**TOGETHER, WE CAN
SUPPORT LATER LIFE.**

**TOGETHER, WE CAN
CHANGE LIVES.**



RESEARCH PROJECT: TESTING DEMAND

Before launching The Later Life Support Directory, we conducted independent research with potential customers* to understand their needs.

WHAT POTENTIAL CUSTOMERS TOLD US

- 93%** said they would use a trusted directory of later life services and support.
- 91%** said having all the key information in one place would be very helpful.
- 88%** said they would keep and refer to a printed directory.
- 81%** said they would be likely to contact an advertiser they see in the directory.
- 76%** said they would recommend the directory to family or friends.

Survey of 1,000+ potential customers aged 50+ across London and surrounding areas. Research conducted April-May 2024.

*Potential customers = people aged 50+ who took part in our independent research survey about later life information and services.



Connecting people with trusted support for a better later life.

WHY YOUR SUPPORT MATTERS



PROVIDE CLARITY

Help people find clear, trustworthy information.



REDUCE STRESS

Support better decisions for peace of mind.



IMPROVE WELLBEING

Connect people to services that enhance quality of life.



BUILD COMMUNITY

Strengthen local communities and support networks.



CREATE LEGACY

Make a lasting positive impact on people's lives.

WHY ADVERTISING WITH US WORKS

- You reach a highly relevant audience actively seeking solutions.
- Your message appears in a trusted, community-focused publication.
- Our directory and magazine are kept, shared and referred to.
- You gain visibility while helping people make confident life choices.



**ENGAGED
RELEVANT
HIGH INTENT**

The right people.
The right message.
The right time.

PREMIUM COMMUNITY PARTNER – £2,500+ PER YEAR

Maximum visibility. Maximum impact. Maximum reach.

EVERYTHING INCLUDED:



TWO-PAGE ARTICLE

in *The Platinum Society Magazine* (glossy publication) with readership over 100,000



ONE-PAGE ADVERT

in all issues for one year



DISTRIBUTION BY MAIL

Your advert and message delivered directly to target households



EMAIL CAMPAIGN TO OUR MEMBERS

Your advert and message sent to our engaged member list



SOCIAL MEDIA PROMOTION

Amplify your message across our social channels



COMMUNITY PARTNER RECOGNITION

Showcase your support and build trust



PRIORITY LISTING IN DIRECTORY

Stand out in every category



**SUPPORT TODAY.
MAKE AN IMPACT TOMORROW.**

Help people today by supporting a trusted resource they can rely on for years to come.



**LET'S WORK TOGETHER
TO MAKE A REAL DIFFERENCE.**

Get in touch to find out how we can work together.

Partner with us today.



**CONTACT US
FOR BACK COPY ISSUES**

of *The Platinum Society Magazine*.



**BE SEEN. BE TRUSTED.
BE PART OF SOMETHING
THAT MATTERS.**

Supporting choices.
Enhancing lives.



Let's Build Impactful Campaigns Together.

Thank you for exploring our Media Kit. We're excited about the possibility of partnering with you to create meaningful connections and real business results.



Strategic Partnership

Aligned goals, shared success.



Powerful Reach

Engage the right audience, everywhere.



Measurable Impact

Data-driven results that matter.



Built for Growth

Together, we grow stronger.



Let's Connect!

Our team is ready to help you plan, execute and grow your brand.



YOUR BRAND
MEDIA KIT 2026



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www.kensingtonandchelseaforum.org.uk

Thank You!



*Let's Start
Something Great!*

We look forward to working with you.