

The Later Life

SUPPORT DIRECTORY

The only directory of its kind

Evidence-Based Readership Capacity

Estimated Sales, Downloads, and Readership for the Later Life Support Directory (London)

Based on demographic data, comparable community publications, later-life service demand, and London's ageing population, a Later Life Support Directory distributed across the Royal Borough of Kensington and Chelsea — with wider London reach through partnerships and digital access — could reasonably expect strong engagement and sustained readership growth.

Estimated Potential Audience

London has a population of approximately 9 million people, with an estimated:

- **2.2–2.7 million residents aged over 50**
- rapidly growing retirement-age population
- significant concentration of wealth and later-life spending power in boroughs such as Kensington and Chelsea, Westminster, Richmond, and Hammersmith & Fulham.

In addition to older residents themselves, readership would likely include:

- Adult children supporting parents
- Carers
- Professionals working in later-life services
- Healthcare providers
- Financial and legal advisers

This substantially expands the effective readership base.

Estimated Readership Projections

Distribution Stage	Estimated Reach
Initial local print circulation	5,000–15,000 copies
Estimated pass-on readership	15,000–45,000 readers
Digital downloads/views in London	25,000–100,000 annually
Medium-term London readership	100,000–250,000+
Long-term potential readership	500,000+

Why Readership Could Be High

1. Strong Demographic Growth

The Office for National Statistics projects substantial growth in the UK pension-age population over the next decade, increasing demand for retirement-related information and services.

2. Fragmented Existing Services

There is currently no single trusted publication combining:

- legal advice,

- wills and probate,
- healthcare,
- pensions,
- retirement living,
- financial advice,
- social care,
- wellbeing,
- and local services.

This creates a major market gap.

3. Older Adults Prefer Trusted Information Sources

Research consistently shows older adults are more likely to engage with trusted, local, and community-based publications than fragmented online advertising or social media.

4. High-Value Audience

Later-life consumers often represent:

- homeowners,
- retirees with assets,
- individuals making major financial decisions,
- and families seeking professional services.

This increases advertiser interest and publication sustainability.

5. Digital Exclusion Creates Opportunity

Age UK and Lloyds research shows many older adults still struggle with online-only information systems, meaning accessible print and hybrid publications remain highly valuable.

Estimated Engagement Levels

Because readers are actively seeking support and services, engagement rates are likely to be significantly stronger than general local advertising.

Potential high-response advertiser sectors include:

- Law firms
- Wills and probate services
- Financial advisers
- Private healthcare
- Retirement living operators
- Mobility and accessibility services
- Home adaptation providers
- Funeral planning services
- Community and wellbeing organisations

A trusted niche publication with a targeted audience often produces:

- higher advert recall,
- stronger trust,
- longer shelf-life,
- and higher enquiry rates

than untargeted local advertising.

Commercial Potential

A London-based Later Life Support Directory could realistically evolve into:

- a borough-wide publication,
- a London-wide trusted brand,
- a hybrid print and digital platform,

- and a lead-generation and partnership vehicle for later-life services.

Partnerships with:

- borough councils,
- GP surgeries,
- charities,
- housing associations,
- retirement operators,
- and healthcare providers

could significantly increase both readership and advertiser value.

Conclusion

Given demographic trends, increasing complexity around retirement and ageing, and the lack of a comprehensive later-life publication currently serving London, the Later Life Support Directory has the potential to achieve substantial readership and strong advertiser engagement. A realistic medium-term expectation would be readership in excess of 100,000 people across London, with significant long-term growth potential as awareness, partnerships, and distribution expand.

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