

A woman with long, wavy blonde hair is shown in profile, looking upwards and to the right. Her hand is gently touching her chin. The background is a soft, light blue. Overlaid on the image is the text 'fifty & me' in a large, elegant serif font, with 'MAGAZINE' in a smaller, spaced-out sans-serif font below it.

fifty
& me

MAGAZINE

MEDIAKIT 2025

fifty & me

WHAT IS FIFTY & ME?

BEAUTY ♦ HEALTH ♦ TRAVEL ♦ CULTURE ♦ GASTRONOMY



Fifty & Me is a premium magazine that reaches women over 50 who have the time and desire to **enjoy life, travel** and **take care of themselves**. Our readers like to take care of their skin and their health.

As they age, they want to refocus on the **essential things** in life and are attentive to their needs. They have an **altruistic approach** and are also **great travelers**.

Period of publication

Published 4 times a year
in Spring, Summer, Fall and Winter

Circulation

45.000 copies overall
25.000 copies FR | 20.000 copies NL

Distribution

Bookshops & selective subscriptions,
golfs, theaters and business circles

KEY FIGURES

fifty & me

OUR DNA

BEAUTY ♦ FASHION ♦ WELLBEING ♦ TRAVEL ♦ GASTRONOMY



FILES & THEMES

BEAUTY ♦ HEALTH ♦ TRAVEL ♦ CULTURE ♦ GASTRONOMY

BEAUTY

When a woman turns 50, it's often the beginning of a new "me" time... as she's getting more and more concerned about taking care herself. Nowadays, young seniors are even more conscious about their needs.

HEALTH

50 on their id, but 40, 30 or 20 in their mind, depending on the subjects... and quite right to do so ! As we live older we also aim for betterness. At Fifty years old, the woman finds herself more active than ever.

TRAVEL

Driven by rising hedonism, travelers now seek frequent, comfortable trips, prioritizing destinations with quality lodging, cuisine, culture, and wellness.

CULTURE

This cultural feature highlights a curated selection of must-see events locally and globally: exhibitions, theater, concerts, art galleries, new books, and top films—all for inspiring unique and enriching experiences.

GASTRONOMY

Enjoy, taste, discover delicacies and fine wines are our readers big little pleasures.



EDITORIAL
calendar

| ISSUES | NUMBER | PUBLICATION |
|-----------|--------|---|
| MARCH | 69 | 28/03 material to be sent on or before 28/02 |
| JUNE | 70 | 06/06 material to be sent on or before 09/06 |
| SEPTEMBER | 71 | 19/09 material to be sent on or before 22/08 |
| NOVEMBER | 72 | 28/11 material to be sent on or before 24/10 |

PRINT
SIZES & PRICES

SINGLE PAGE

225 mm x 235 mm + bleed zone: 5 mm
4.350€

DOUBLE PAGE

450 mm x 235 mm + bleed zone: 5 mm
8.700€

HALF PAGE

HEIGHT: 112,5 mm x 235 mm (useful format)
WIDTH: 225 mm x 117,5 mm (useful format)
2.500€

1/3 PAGE

HEIGHT: 112,5 mm x 117,5 mm (useful format)
1.125€

COVER 2

5.000€ VAT

COVER 3

4.675€ VAT

COVER 4

6.345€ VAT

C2 + P3

11.690€ VAT

fifty & me

DIGITAL

WEBSITE & SOCIAL NETWORKS' STATISTICS

SOCIAL MEDIA

FACEBOOK FR: 15K FOLLOWERS

FACEBOOK NL: 3,4K FOLLOWERS

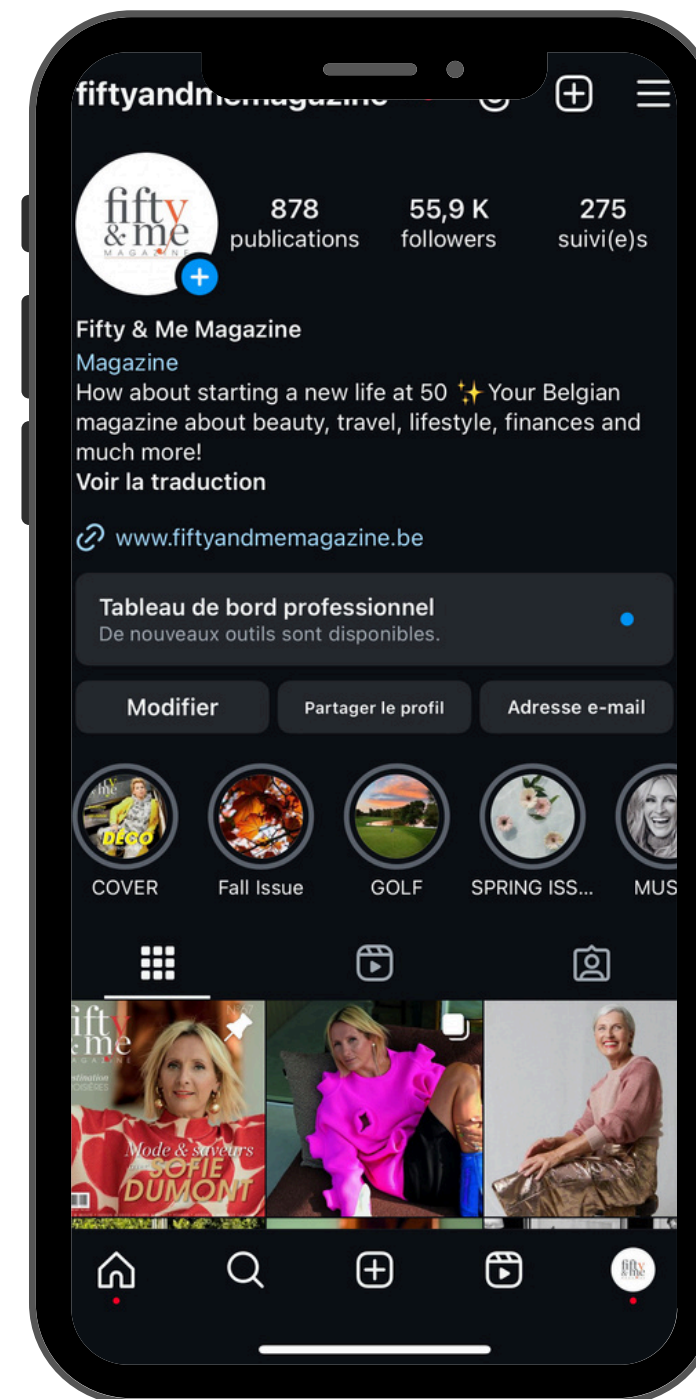
INSTAGRAM: 55,9K FOLLOWERS

WEBSITE

210 K PAGES/VIEWS PER MONTH

150K UNIQUE VISITORS

+/- 1,55 MIN PER VISIT



NEWSLETTER

FR 19.954 SUBSCRIBERS

NL 15.322 SUBSCRIBERS

OPENING RATE: 30%

NEWSLETTER PARTNER

FR 26.188 SUBSCRIBERS

NL 22.452 SUBSCRIBERS

OPENING RATE: 28%

MOBILE 49,53% ♦ DEKSTOP 37,02% ♦ TABLET 13,55%

fifty&me

DIGITAL THE WEBSITE

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DEKSTOP 37,02%
TABLET 13,55%



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+/- 1,55 MIN PER VISIT

TOPICS

BEAUTY, HEALTH, TRAVEL , CULTURE, GASTRONOMY

DIGITAL OPPORTUNITIES & PRICES

| | |
|--------------------------------------|------------------------------|
| NATIVE ARTICLE | 1.500€ VAT + 500€ TC |
| FACEBOOK POST | 750€ VAT |
| INTEGRATION TO OUR NEWSLETTER | 750€ VAT |
| INSTAGRAM POST | 750€ VAT |
| INSTAGRAM STORY | 550€ VAT |
| INSTAGRAM REEL | 1.000€ VAT |
| VIDEO CREATION | 1.200€ VAT |
| CONTEST | 1.500€ VAT + 500€ TC + GIFTS |
| DEDICATED NEWSLETTER | 4.200€ VAT + 500€ TC |

fifty&me

DIGITAL ADVERTORIAL NATIVES

NL Q

fifty&me

MAGAZINE

Et si la vie commençait à 50 ans ?

JE M'ABONNE

NEWSLETTER

BIEN-ÊTRE

SANTÉ

BEAUTÉ

ÉVASION

CUISINE

CULTURE

DROIT ET ARGENT

CONCOURS

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AU BOUT DU MONDE

Oceania Cruises, le plaisir de croisières savoureuses

La croisière du XXI^e siècle n'a plus rien à voir avec son passé. Tout est pensé aujourd'hui pour surprendre le client. L'étonner. La destination comme le voyage en lui-même. Ce qu'a bien compris Oceania Cruises avec la combinaison du voyage de luxe et de la gastronomie.

Publi communiqué

Reading Time: 3 minutes

Allier plaisir de voyager et celui de profiter d'une cuisine d'exception, préparée à la minute uniquement avec des produits frais. Un concept présent au cœur du core business du croisiériste **Oceania Cruises**, l'un des leaders mondiaux du marché. Le groupe a su réinventer le concept de croisière pour y apporter une note de luxe supplémentaire avec sa spécialité, The Finest Cuisine at Sea®. Mais pas seulement.

Des navires à taille humaine



Les plus lus



PSYCHO
La philosophie kosselig pour contrer le blues hivernal



SEXO
Pourquoi choisir une sexfriend ?



PSYCHO
Comment arrêter de vivre dans le passé

fifty&me

MAGAZINE

Fifty & Me Magazine

16 oct. •

...

Et si on pensait aux prochaines vacances ?



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fiftyandmemagazine.be

Oceania Cruises, le plaisir de croisières savoureuses - Fifty & Me MAGAZINE

MATERIAL

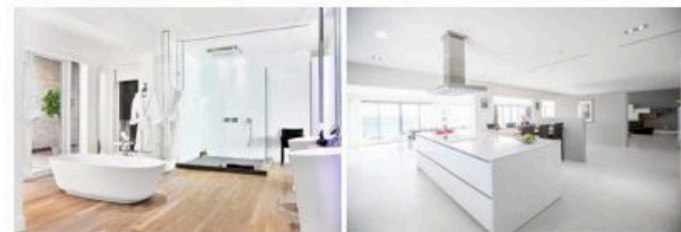
Attractive pictures, a presentation text, a link referring to your site or your online shop.

DIGITAL ADDITIONAL PUSH & DATABASE

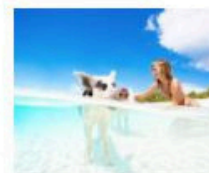


Het was hier dat Christoffel Columbus in 1492 voet aan wal zette. Maar verder kennen weinigen van ons deze uitzonderlijk mooie archipel waar de natuur nog vrijwel ongerept is gebleven. De Bahama's – een onafhankelijk land dat lid is van de Britse Commonwealth – ontleen hun naam aan het Spaanse 'baja mar'.

Stanisl Rents biedt twee grote villa's te huur aan. De eigenares verzorgde zelf de hedendaags geïnspireerde inrichting. Beide villa's tellen respectievelijk 4 en 5 slaapkamers waarin tot 18 personen logies kunnen vinden



Zin om meer informatie te krijgen?



Big Major Cay: een eiland dat uitsluitend door zwemmende varkens wordt bevolkt



Zwemmen met de (mensvriendelijke) haaien van **het eiland Compass Cay**



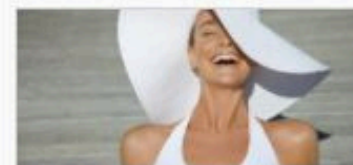
Het eiland Twin Cays de allerbeste plek om de innerlijke mens te versterken.

Laat je inspireren



De psychologie achter de midlifecrisis

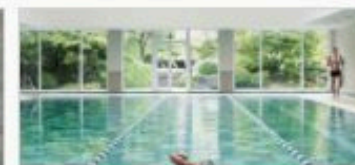
Lees meer >



Zo verdient u een zonnig diploma

Beknopte gids om te flirten met de god Ra zonder rimpels of vlekken op de huid

Lees meer >



Als verjongen mogelijk wordt

En als we de tijd nu eens terugdraaiden?

Lees meer >



Speel mee en win een robot blender van Cuisinart

Speel mee >



Dit is Belgisch

Lees meer >

MATERIAL

Attractive pictures, a video, a presentation text, a link referring to your site or your online shop.

If you want a highlight, if you wish to appear on a specific theme, if you would like to combine several approaches between the print and the web, it's possible!

**Contact us and we will think together
about a device that suits you.**

CONTACT

PUBLISHING DIRECTOR

Manoëlle Sepulchre
mse@editionventures.be

+32 495 28 31 91

COORDINATOR

Aurélia Api-Mutela
aap@editionventures.be

+32 488 22 07 92

ADVERTISING

Noemie Marion
nma@editionventures.be

+32 486 73 27 23

Isabelle Ferrier
ife@editionventures.be

+32 476 85 08 34

In collaboration with Edition Ventures
Chaussée de Louvain, 431D - 1380 Lasne - BELGIUM
+32 2 379 29 90

