



fifty
& me
MAGAZINE

2021

FASHION, WELL-BEING, ADDRESSES,... THE VERY BEST MUST-HAVES,
SEES AND DOS ARE COLLECTED BY FIFTY&ME MAGAZINE. EACH WEEK,
STAY TUNED AND ENJOY YOUR 50'S TO THE FULLEST WITH A SELECTION
OF INSPIRING TOPICS !



OUR DNA

AND IF LIFE STARTED AT 50 ?

50 YEARS OLD WOMEN : REPRESENT 1/4 OF
THE POPULATION AND HAVE THE HIGHEST
PURCHASING POWER

QUARTERLY PUBLISHED
45.000 COPIES (25.000 FR 20.000 NL)

DISTRIBUTION: BOOKSHOPS & SELECTIVE
SUBSCRIPTION, GOLFS, THEATRES, BUSINESS
CIRCLES

FINANCE

**FROM INVESTMENTS TO LEGACY, FIFTY&ME
RESPONDS TO ALL QUESTIONINGS
... BECAUSE :**

**The 50+ HAVE THE HIGHEST PURCHASING
POWER**

REPRESENT 53% OF THE ECONOMIC MARKET

**MORE AND MORE SELF-EMPLOYED
WORKERS STAY ACTIVE AFTER RETIREMENT**

**THE AVERAGE AGE FOR STARTING A NEW
ACTIVITY AFTER THEIR RETIREMENT**

**BUSINESS STARTERS ARE INCREASING
AFTER RETIREMENT (60%)**





STATE OF MIND

FIFTY & ME MAGAZINE IS A
FEMININE, OPTIMISTIC AND
AUDACIOUS MEDIA

ULTRA-CONSUMER-FRIENDLY
WOMEN

A TOP-OF-THE-LINE
AND SELECTIVE MAGAZINE

A BEAUTIFUL SETTING



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. HEALTH IS THEIR MAJOR
PREOCCUPATION : 57 % OF HEALTHCARE
COSTS CONCERNS SENIORS.**

**92% OF WOMEN DON'T WANT TO SEE THEIR
BODY CHANGE WITH AGE.**

**AT FIFTY YEARS OLD, THE WOMAN FINDS
HERSELF MORE ACTIVE THAN EVER.**



INTERVIEWS,
EXPERTS,
SOLUTIONS,..



DECORATION

AFTER THE DEPARTURE OF THEIR
CHILDREN, OUR READERS HAVE MORE
FREE TIME...REORGANIZING THEIR
INTERIOR IS ONE OF THIS NEW ACTIVE
GENERATION'S FAVORITES !

70 % OF THEM ARE OWNERS

**54,2 % OF THEM ARE WISHING TO ADAPT
THEIR HOUSING ENVIRONMENT TO
THEIR NEEDS**

**30 % OF THE COUPLES, BETWEEN 50 AND
70 YEARS OLD, HAVE A HOLIDAY HOME**





FASHION & 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 OF HERSELF**

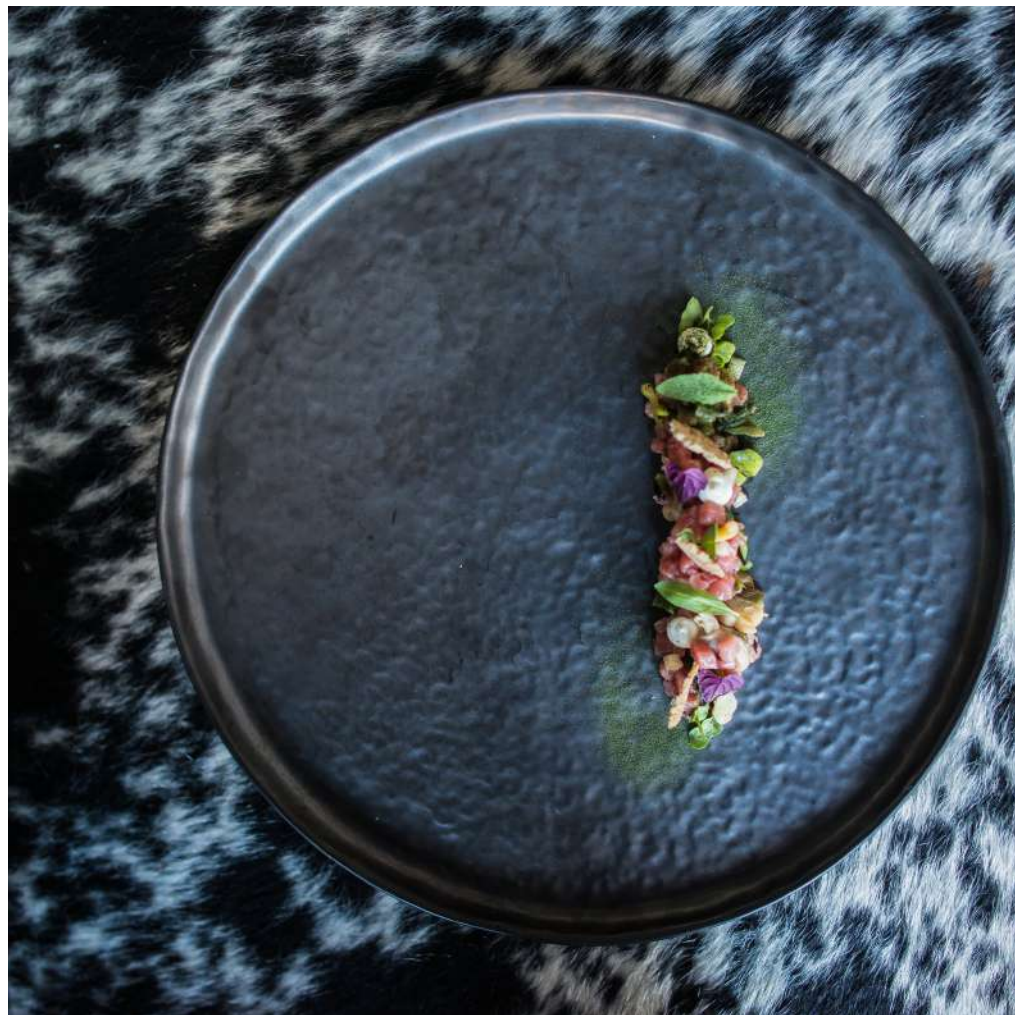
**NOWADAYS, YOUNG SENIORS ARE EVEN
MORE CONSCIOUS ABOUT THEIR NEEDS**

**81% OF FEMALES AGED 50 AND OVER, USE
FACIAL SKINCARE
78% USE A DAILY CREAM
62% USE MOISTURIZERS**

GASTRONOMY

ENJOY, TASTE, DISCOVER,...
DELICACIES AND FINE WINES ARE OUR
READERS BIG LITTLE PLEASURES

CONSUMERS OF “GRANDS CRUS” AND
CHAMPAGNE, STARRED RESTAURANTS,
GOURMET WEEK-ENDS,...





TRAVEL

IN RESPONSE TO THE SURROUNDING GROWING
HEDONISM, TRAVELLING ACROSS THE WORLD
AS WELL AS GOING ON CITYTRIPS SEEMS TO BE
A NEW ELDORADO.

THEY ARE READY TO PAY A MORE CONSEQUENT
PRICE FOR MORE COMFORT (58%)

LIKE MAKING SHORT STAYS 3 TO 4 TIMES A YEAR

OFTEN CHOOSE PERIODS OUTSIDE SCHOOL
HOLIDAYS TO TRAVEL

THE QUALITY OF THE ACCOMODATIONS AS
WELL AS THE GASTRONOMY, CULTURAL
RICHNESS OR WELLNESS OFFERS, EXTREMELY
INFLUENCE THEIR DESTINATION'S CHOICE



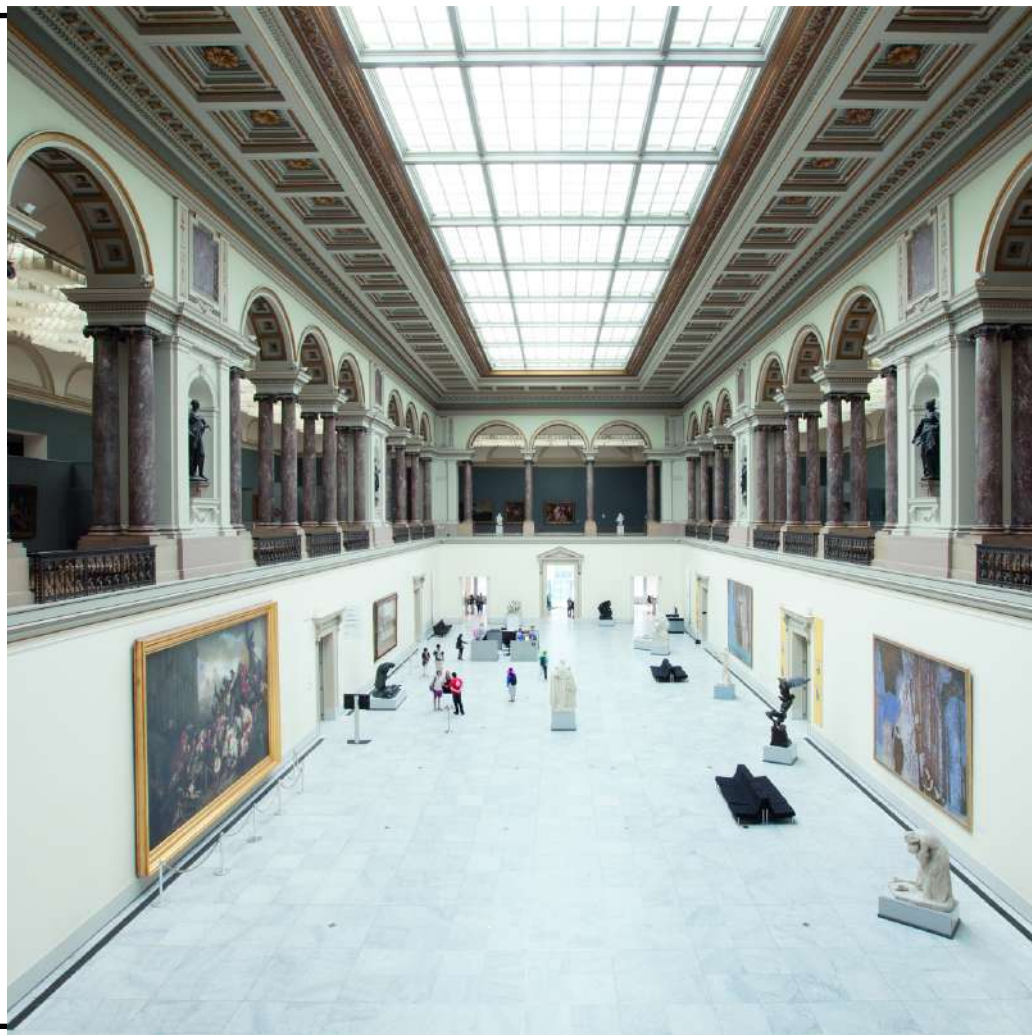
DREAM ADRESSES, BEST HOTELS, CITY GUIDES...



CULTURE

A SELECTION OF THE HIGHLY
RECOMMENDABLE CULTURAL EVENTS
NEXT DOOR OR WORLDWIDE

EXHIBITIONS, PLAYS, CONCERTS, ART
GALLERIES, LAST BOOKS & BEST MOVIES,
...



ONLINE VERSION

TRENDS, SHOPPING, GOOD ADDRESSES,
CITY GUIDES & PORTRAITS OF
INFLUENCERS

KEY FIGURES

17.935 FOLLOWERS ON FACEBOOK

28.103 SUBSCRIBERS

204.650 PAGE VIEWS

47.965 UNIQUE VISITORS

WWW.FIFTYANDMEMAGAZINE.BE



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2021

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Half-page

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Width: 225 mm x 117,5 mm (useful format)

2.250€ VAT

1/3 page

Height: 112,5 mm x 117,5 mm (useful format)

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