

Advertise with us

Showcasing your organisation to a community interested in services and products for older people, those living with dementia and their carers in Plymouth couldn't be easier.



Prime of Life, the free quarterly magazine created by Age UK Plymouth was first published in 2022.

Stories, articles and features focus on showcasing the charity's work and sharing community news and services.

Join trusted brands in advertising your service or product, maximise your investment with a block booking today!

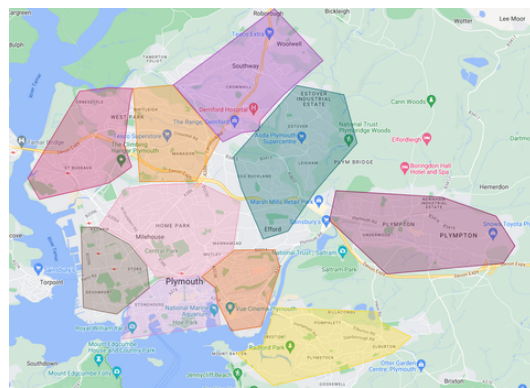
OUR FUNDRAISING PLEDGE

As an independent charity, here at Age UK Plymouth we rely on donations and fundraisers to help us to continue to provide vital services to our community. When you support us you can count on every penny staying in Plymouth supporting over 50s, those living with dementia and their carers.

Hyperlocal advertising

Thanks to our volunteer network we distribute 10,000 magazines in 10 zones across the greater Plymouth area.

Our handpicked distribution locations are selected to maximise reach to our demographic and include:



 37 NHS & medical sites	 24 dentistry practices	 23 libraries & community centres	 10 Wellbeing Hubs
 117 sheltered accommodation & nursing homes	 17 sports & leisure centres	 51 places of worship	 11 Ear & eye health facilities

Rate card

		Single issue	Two/Three issues 12% discount	Four issues 25% discount
Quarter Page	100mm (w) x 150mm (h)	£250	£220	£190
Half page	200mm (w) x 150mm (h)	£400	£350	£300
Full page	210mm (w) x 300mm (h)	£600	-	-
Back cover	210mm (w) x 300mm (h)	£800	-	-

Artwork

Not sure about your ad? Our Communications Department offer a **free artwork service** and will work with you to create your Prime advert completely free of charge!

Artwork should be provided with a 3mm bleed, where possible we ask for a resolution of 300dpi to ensure the best possible reproduction. In order to make our magazine as accessible as possible, please ensure that any copy uses a minimum font size of 12pt and that the colour contrast ratio is sufficient to be read with ease.

We reserve the right to refuse the use of artwork that is deemed to be offensive, inflammatory or unsuitable in tone. Should we feel the need to refuse artwork we are committed to working with you to find a suitable alternative that reflects both your brand and our position as a charity and advocate for older people.

For more information please contact us

01752 256020

email marketing@ageukplymouth.org.uk or

visit ageuk.org.uk/Plymouth

