

The Over 60s - the fastest growing demographic sector



Platinum Choice is the key Card Deck for targeting the over 60s. Due to its continued success, Platinum Choice will be mailed to 4.75 million highly targeted consumers in 2010. With 7 issues being mailed throughout the year, there are plenty of entry points for targeting the UK's fastest growing demographic sector.

Demographics

60-80, ABC1 homeowners, 50/50 male/female split.

Lifestyle Characteristics

In their retirement prime these consumers own credit cards, are keen gardeners, whose spare time is split between the grandchildren, pursuits of charity/voluntary work and financial investments. They enjoy travel at home or abroad, home improvements and motoring.

Circulation 2010	750,000	500,000	750,000	750,000	750,000	500,000	750,000
Month	Jan	Feb	Mar	May	Jul	Sep	Nov

Platinum Choice is one of five titles that reach mail responsive and mail order buyers at home in an involving and personalised pack of offers and services.

Card Decks are the proven way to generate quality, consumer leads to a targeted audience and for companies to share the costs of data, print, packing and posting.



Further information

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