

# Media Pack

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## The Market

The Over 50s market is at a point of significant change, and its potential has yet to be picked up by many organisations, according to research findings presented jointly by The Chartered Institute of Marketing (CIM) and Elderflower, the strategic marketing consultants.

So-called 'Boomers' aged 45 to 60, who account for more than £466 billion of the UK's personal wealth, feel that many marketers are either treating them like senior citizens or ignoring them altogether.

The research to date concludes that 'Boomers' detest stereotypes relating to age, feeling that age is an attitude of mind. Although one third of the population is over 50, many are turning away from companies that treat them as traditional greys.

The population of 55-64 year olds is also expected to grow by 20% by 2010. Within the next twelve months it is estimated that six million retirees will regularly use the Internet and they're rarely like Victor Meldrew. **myPrime** aims to meet the needs of this growing audience, currently the second largest demographic group online.

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## Content

Website content is in magazine style with articles that are updated on a regular basis. Also included are amusing and interesting articles from the News. Articles are written by our in-house team, partner providers or sourced externally. There is a Directory of websites that we feel might be of interest to our target audience, along with an interactive forum area.

All areas of the site are currently available to all visitors. However, visitors are invited to sign up as members, which will enable them to opt into receiving additional news and special offers via email. Competitions and offers are only available to site members.

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## Opportunities

There will be opportunities to reach **myPrime** members via our newsletter and other mailings in the near future.

**myPrime** also invites companies to partner with us to provide competition prizes and special offers.

**myPrime**

the definitive over 50s portal



## Media Pack continued

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### User Profile

- 80% of nations wealth
- 65% are aged 50-60 years
- Those aged 50-60 year are aiming and planning for early retirement
- Spend more time online that any other age segment
- 35% have a broadband connection
- 49% are female
- 65% have regularly purchase goods online
- Members are more likely to buy from a recommendation from a website they trust
- Half recommend sites they trust to their friends
- More than one fifth are self employed or company directors
- If separated or single many members use or have used dating clubs and online dating
- Children have generally left home
- Children more likely to be University educated
- Buy clothing and gifts for grandchildren
- Predominantly ABC1

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### Visitor info

*Figures as at July 2006*

myPrime website attracts approx. 500 visitors per day, each visitor views an average of 12 pages per visit. That's more than 6,000 pages per day, the most popular areas are the homepage, the Directory and the Lifestyle section. Visitor numbers are growing rapidly, with more and more visitors choosing to sign up for full site membership.

### Rates

Advertising within our mailings can be customised to the individual advertiser. Please email us to discuss your needs.

Please contact us at InternetNow! for our current rate card.

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