

Yours Overview

Yours is the UK's best-selling fortnightly lifestyle magazine and website targeting women aged 50 and over.



The Yours reader want to help, to be involved, to be listened to and to have a voice.

She sees Yours as a friend and comes to us for trusted news, advice and to put a smile on her face She is extremely caring and kind, as well as being a mum, grandma or even great-grandma, she is likely to work part-time and volunteer within her community.

She has a young outlook on life and places importance on maintaining a healthy lifestyle.

THE MISSION:

Yours offers highly relevant, trusted and useful advice, whether it's to help readers look their best, to stay healthy and active, to enjoy their free time or to manage their money better.

Yours celebrates 50+ women, whether they're overcoming difficulties or achieving amazing things.

We like to look back with our readers and listen to their views, enjoy a shared heritage, shared values and a sense of friendship and community.

For further information please contact: bauerpublishingadvertising@bauermedia.co.uk

THE STATS



251K
READERSHIP



118K
CIRCULATION



380K+
UK-UU



395K+
IMPRESSIONS



54K+
COMBINED
SOCIAL
FOLLOWERS
(TT, IG, FB, X, YT, P)

