

OVER 50'S

A large data base of adults aged over 50 years. Use email, telephone or postal channels to make your connection to them.

PRICES ARE
AVAILABLE
ON REQUEST

Terms & Conditions apply.



IMMEDIATE | ACCURATE | INTELLIGENT

Over a third of the UK population is aged over 50 years and the size of this segment of consumers is increasing. The over 50's is arguably the highest proportion of the UK population with high levels of disposable income.

TPL Media understand the importance of this segment and equally understands that the needs and requirements of the over 50's is diverse and challenging to predict, often due to misguided pre-conceptions about the UK's ageing population. TPL Media can assist with targeting due to the nature of the information we collect on this important consumer segment.

Typical selections:

Age

Health and mobility issues

Parents and grandparents

Property equity

Financial services

Holidays

Income

Marital status

Interests

Finances