

# Lifestyle

fifty plus



## The Publisher and the Publication

TILT is a pioneer of collaborative marketing and has adopted a whole new approach to direct marketing. As publishers of the trusted **asrecommended** consumer publications with experience of planning over a billion doordrops, it is no surprise that 'Lifestyle Fifty Plus', launched three years ago has been a great success. The winning combination of our experience coupled with targeting a demographic who are receptive to door to door items and have disposable income makes this publication an obvious choice for our clients.



## asrecommended lifestyle fifty plus Key Features

- Targeted to ABC1, Financially Active, Home Owning, Affluent over 50's
- Distributed to the most responsive post code sectors based upon our planning experience
- Bespoke Modelling techniques have generated the optimum mature audiences for all products
- Delivered via Royal Mail Door to Door on a non-competing basis Glossy paper quality creating a high impact item with significantly lower
- We guarantee no more than 16 advertisers in the publication
- Carol Vorderman will be fronting our 2010 campaigns
- Gloss covers, celebrity participation and editorial ensure long dwell time in the home – up to 14 months

## Our Service

All you do is book and provide artwork and we do the rest –

- Target & plan the distribution
- Collate and Print the Publication
- Ensure distribution takes place on time

## asrecommended lifestyle fifty plus

Month	Products	Distribution	Pagination	Editorial	Advertisers	Copy Deadline	Volume
February	Multi-Product	Doordrop	20 pages	2 pages	15	7th December 2009	2,000,000
July	Multi-Product	Doordrop	20 pages	2 pages	15	10th May 2010	2,000,000
<b>Total</b>							<b>4,000,000</b>

- All brands will receive a complimentary page on [www.asrecommended.com](http://www.asrecommended.com)
- Editorial sponsorship is also available across the product range