

# Age Space Media Pack

2022

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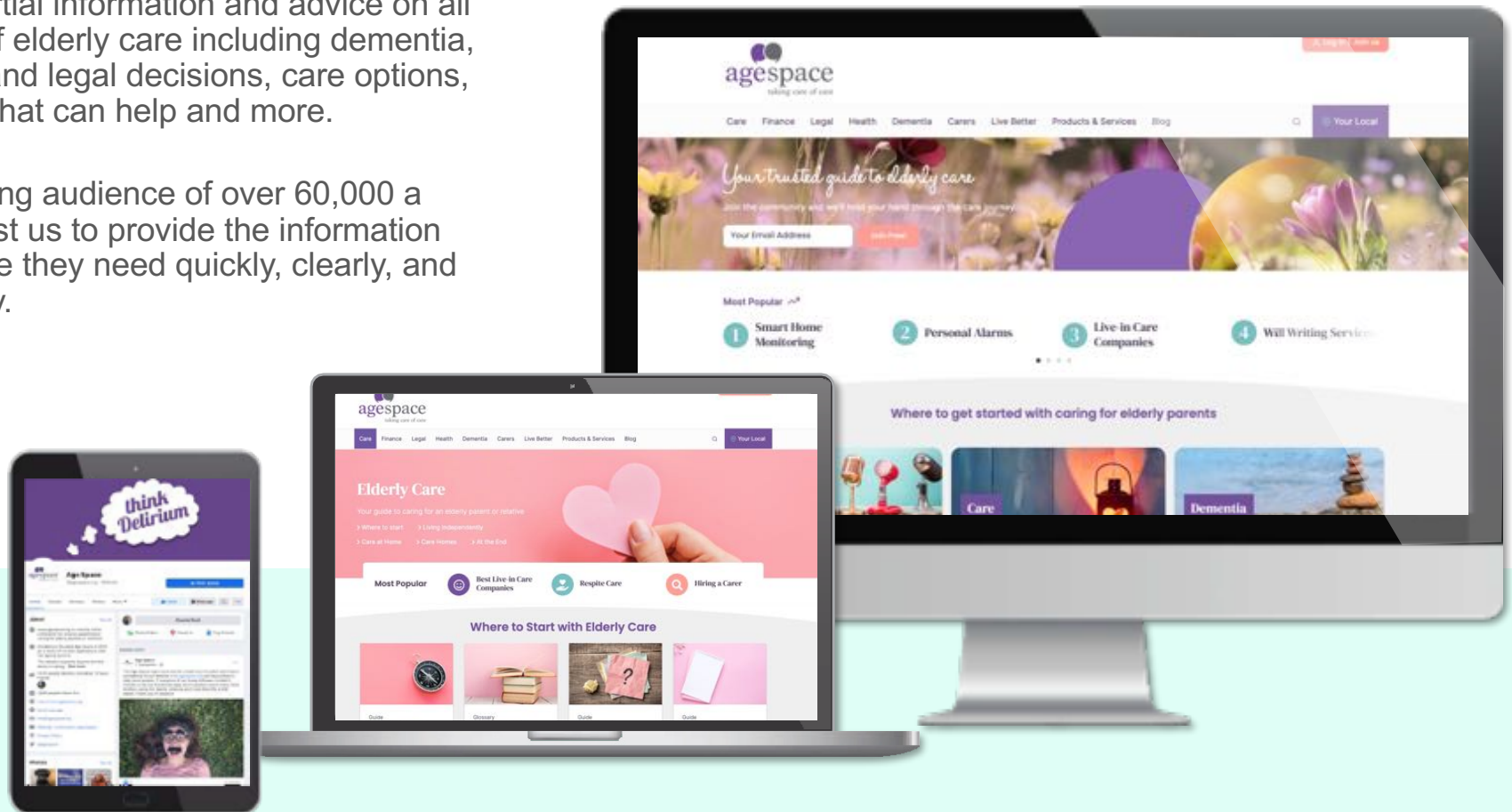
1. Our Mission
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# 1. Our Mission

To help families take care of their elderly parents and relatives. We do this by offering free impartial information and advice on all aspects of elderly care including dementia, financial and legal decisions, care options, products that can help and more.

Our growing audience of over 60,000 a month trust us to provide the information and advice they need quickly, clearly, and sensitively.



# 2. Audience & Reach

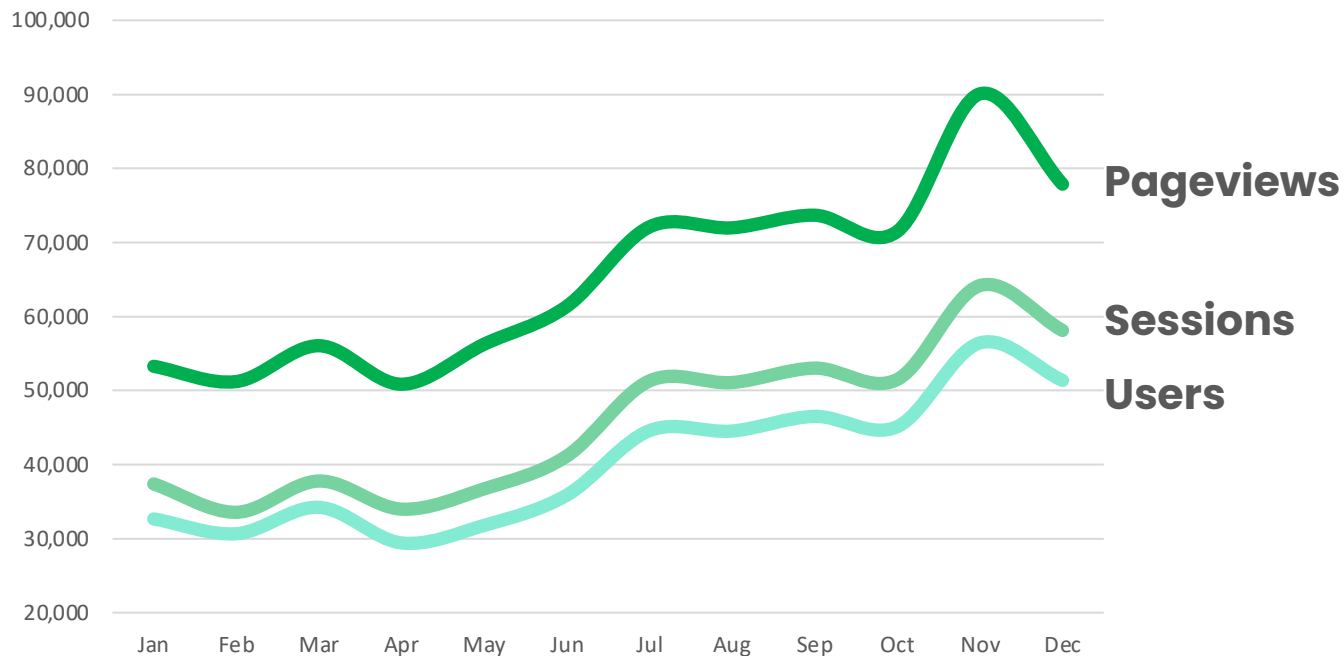
Year ending 31<sup>st</sup> December 2021

**Users** **474, 437**

**Sessions** **549, 752**

**Pageviews** **786, 197**

**Growth**  
**Year-on Year**  
**+ 115 %**



\*data from Google Analytics

## Geography



**56%**

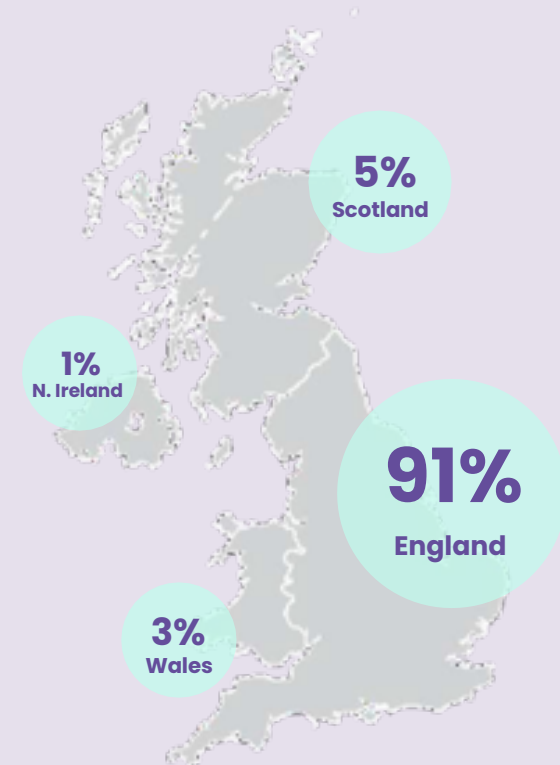


**23%**



**21%**

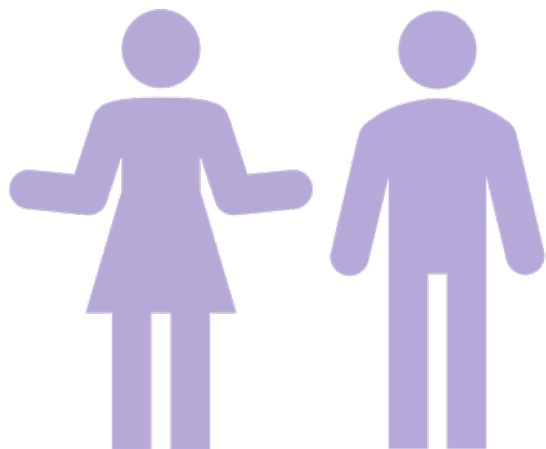
## UK breakdown



# 3. Demographic

Year ending 31<sup>st</sup> December 2021

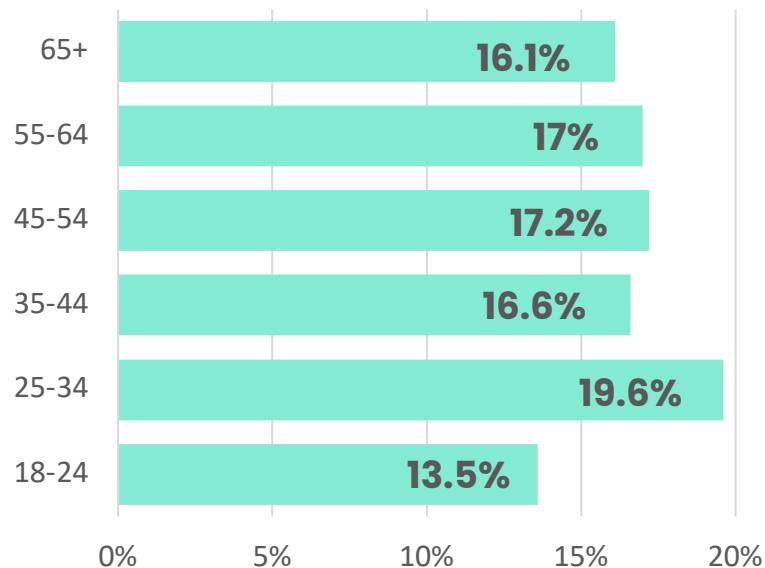
## Gender



**59%**  
**Female**

**41%**  
**Male**

## Age



## Acquisition



**84%**  
**Organic**



**10%**  
**Direct**

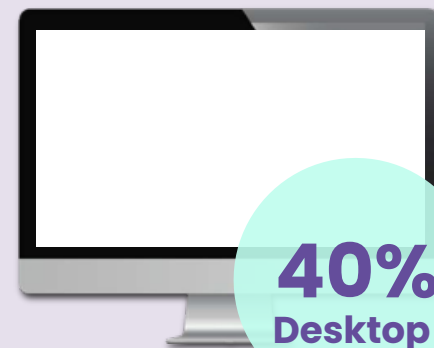


**6%**  
**Referral &  
other**

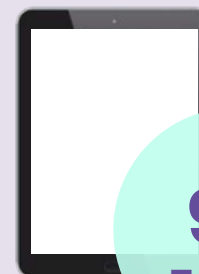
## Devices



**51%**  
**Mobile**



**40%**  
**Desktop**



**9%**  
**Tablet**

## 4. Audience Engagement

Research shows more than half of Britons aged 45 and over are concerned about their ageing parents and in need of advice and help, but unsure where to find it.

Age Space is aimed at largely 45+ ABI females as data indicates that they are most likely to research, organise and/or provide care for their elderly parents or relatives.

Age Space's targeted audience demonstrates high levels of engagement and response with high click rate and propensity to buy online.

### Monthly Users

Users

**60,566**

Sessions

**69,504**

Pageviews

**98,345**

Average Time on Page

**3mins 40secs**

Events per session with Event

**2.45 events**

## 5. Contact Age Space

To discuss advertising or other commercial activity please contact us:

### **Sponsorship, Advertising and Affiliate Partnerships:**

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For editorial, guest posts, link requests or any other enquiries please  
contact [info@agespace.org](mailto:info@agespace.org)