2026

Magazine Profile

A UNIQUE MAGAZINE FOR SENIORS IN SOUTH AFRICA

Plus 50 is a bi-monthly (every two months) bilingual magazine with the interests of senior people at heart. It has been in existence for 20 years and is distributed nationwide.

The articles and columns feature various topics of interest to seniors, such as retirement planning, interesting lifestyle options, inspiring personalities, health, sport and activities, hobbies, look-good fashion, anti-ageing strategies, money matters, and provide information about current events in the seniors' world.

People over 50 have by no means lost their spark – they prefer to stay active, make new discoveries and experience new adventures. They like to travel and meet interesting people. They want to stay healthy, look good and enjoy a new phase of life. Nowadays, it is not unusual to start a new career after 50!

Plus 50 offers advertisers the opportunity to showcase their products or services for at least 60 days, as each issue of our magazine is available in shops for a period of two months..

Plus 50 appears in printed format, is available online and also has a presence on television in a kykNET series "Met 'n huppel in die stap". Please also see our Facebook page and our web page at www.plus50.co.za.

Printed copies are mailed or hand delivered to subscribers, are delivered free of charge to medical consulting rooms and are for sale at supermarkets such as Spar, Pick n Pay and Clicks. The magazine is also available at selected branches of CNA and Exclusive Books.

The magazine is published by Plus 50 Media (Pty) Ltd in Lynnwood, Pretoria.

READERS' PROFILE

The readers of *Plus 50* magazine fall into two categories. Firstly, the group currently at the height of their careers and planning for retirement. They usually fall in the age group of 50 to 65.

Secondly, the group who has already retired, mostly aged 65 to 70 and older. Naturally, the readers have a keen interest in personal finances and read extensively about the topic. Affordability of membership of a medical aid and investments in case of pension pay-out or retrenchment are topics of major importance.

For the affluent readers, this is the beginning of a period with fewer expenses. Property and cars are fully paid and many own a second property. Less affluent readers consider a second career to make adequate provision for their old age.

The readers are faced with several major decisions, of which housing is probably the most important. This can entail selling the current property and buying a smaller property. It can entail moving to a retirement village in which case the availability of a frail care unit is decisive. However, it can also mean that their children move into the property and they move into a smaller unit on the same stand.

The readers have an intense interest in health. Firstly in age-related illnesses and secondly in a healthy lifestyle such as dietary habits, sport activities, positive ageing and optimal living in one's senior years.

Often, this is the period of the readers' life during which more time is allowed for travelling. The magazine publishes articles on overseas destinations for those who enjoy travelling abroad. For those who mostly travel or go on vacations locally, it offers a wide variety of choices. Readers are interested in all types of holidays and tours. They require information about self-catering or luxury accommodation versus caravanning. They require information about affordable airlines and trustworthy tour operators.

Plus 50 publishes columns written by experts in all the above-mentioned fields. The magazine also offers profile articles on well-known local personalities. Articles on various hobbies are also included.

The largest percentage of readers reside in Gauteng, followed by the Western Cape.

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