

# SIXTY+ME



Sixty and Me is a community of women over 60

- 600,000 unique users monthly
- 200,000 YouTube subscribers
- 92,000 Daily Newsletter subscribers
- 131,000 Facebook members

## About Margaret Manning

My name is Margaret Manning and I am the founder of Sixty and Me. I started Sixty and Me to help other women my age to live happy, healthy and financially secure lives. Together, we are on a journey to finding joy, passion and a sense of purpose in the best years of our lives.

### LOCATION

66% USA  
13% UK  
8% Canada

### AGE

64% 61-70  
28% 71-79  
6% 50-60






45%

ENGAGE WITH  
SIXTY & ME DAILY

\$189

AVERAGE ONLINE  
ORDER SPEND\*\*

### READER INTERESTS

-  **HEALTH** - 500,000 MONTHLY READERS
-  **BEAUTY** - 335,000 MONTHLY READERS
-  **TRAVEL** - 272,000 MONTHLY READERS
-  **LOVE** - 258,000 MONTHLY READERS
-  **MONEY** - 232,000 MONTHLY READERS

### PARTNERSHIP OPPORTUNITIES

- Email Newsletter Sponsorship
- Website Advertorials
- YouTube Video Sponsorship
- YouTube Shorts
- Social Content

83%

HAVE 4+ HOBBIES

79%

SHOP ONLINE

### MOST POPULAR HOBBIES

- Reading
- Getting Outdoors
- Cooking
- Gardening
- Crosswords/Sudoku
- Shopping
- Journaling
- Sewing
- Painting
- Photography

*\*\*Based on average order value reported by our top 3 affiliate partners in 2022  
Data source: Sixty and Me Annual Survey. Conducted Dec 2022, 4,000 responses*