

shine

MEDIA

PACK

ABOUT

Shine amplifies the voice of older people. We tell older people's stories in a printed magazine and online through podcasts, films and articles. We include interviews, first-person narratives, memories, advice, issues, opinion and information.

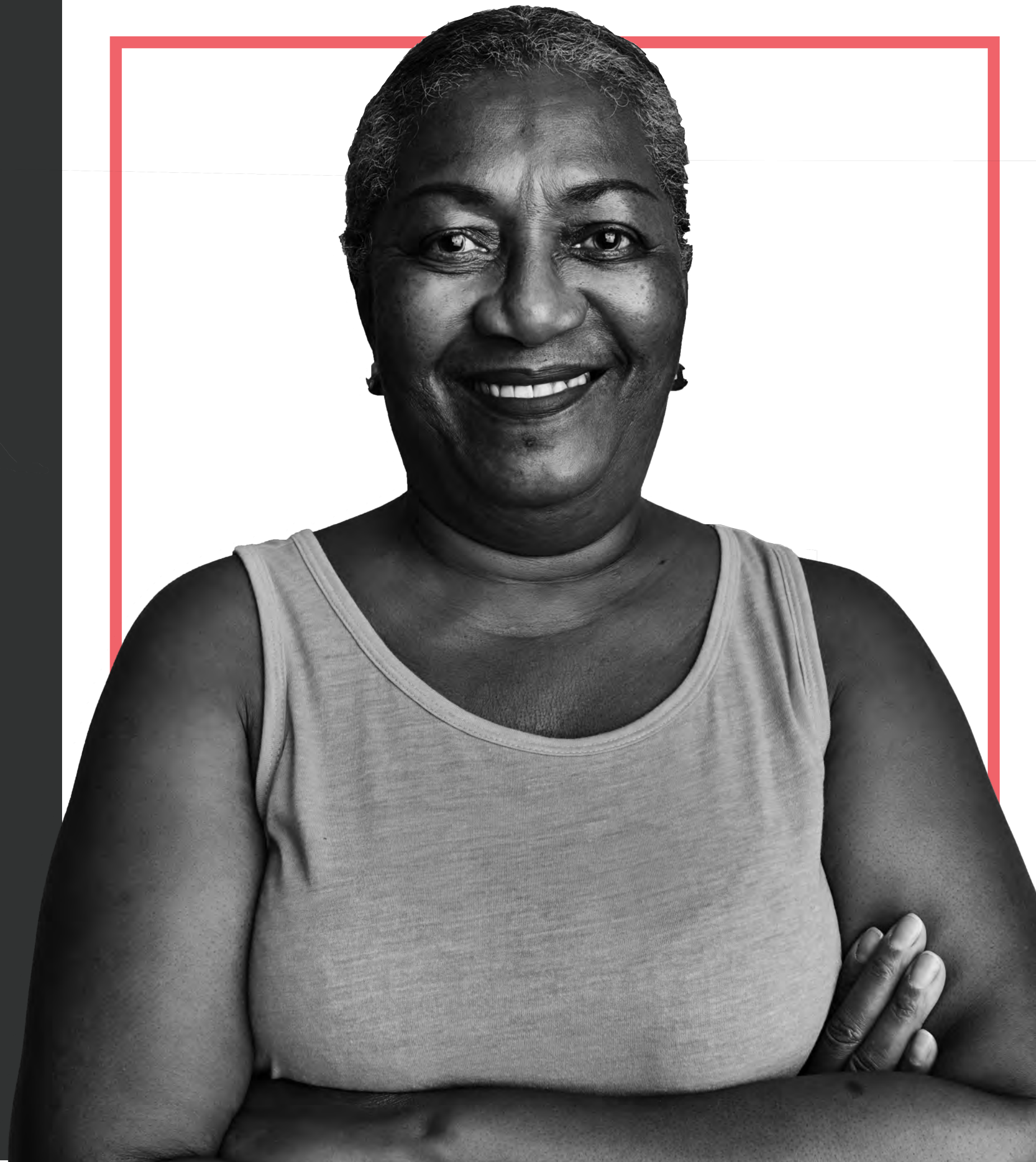
Shine has been in circulation since spring 2020, initially in response to lockdown. Since then we have distributed over 100,000 print copies, reaching thousands of older people across Leeds in print and online. We specifically target 5000 older people who may not access to the internet. We provide a sense of community and connection to lonely older people in the city. After initially being funded by the National Lottery through the Time to Shine project, Shine is now an independently-run arm of Leeds Older People's Forum.

Shine works with a group of older writers who interview people, write articles and produce other content. We work in close partnership with many older people's organisations to source stories and make sure the magazine reaches the target audience.

“SHINE IS DIRECTED RIGHT AT MY AGE GROUP. SO OFTEN IT FEELS LIKE OLDER PEOPLE'S VIEWS ARE DISCOUNTED OR NOT EVEN SOUGHT.

**SHINE IS NOT PREACHY - IT IS COMFORTING!
I HOPE YOU KEEP IT GOING - WE NEED IT.”**

Shine Reader





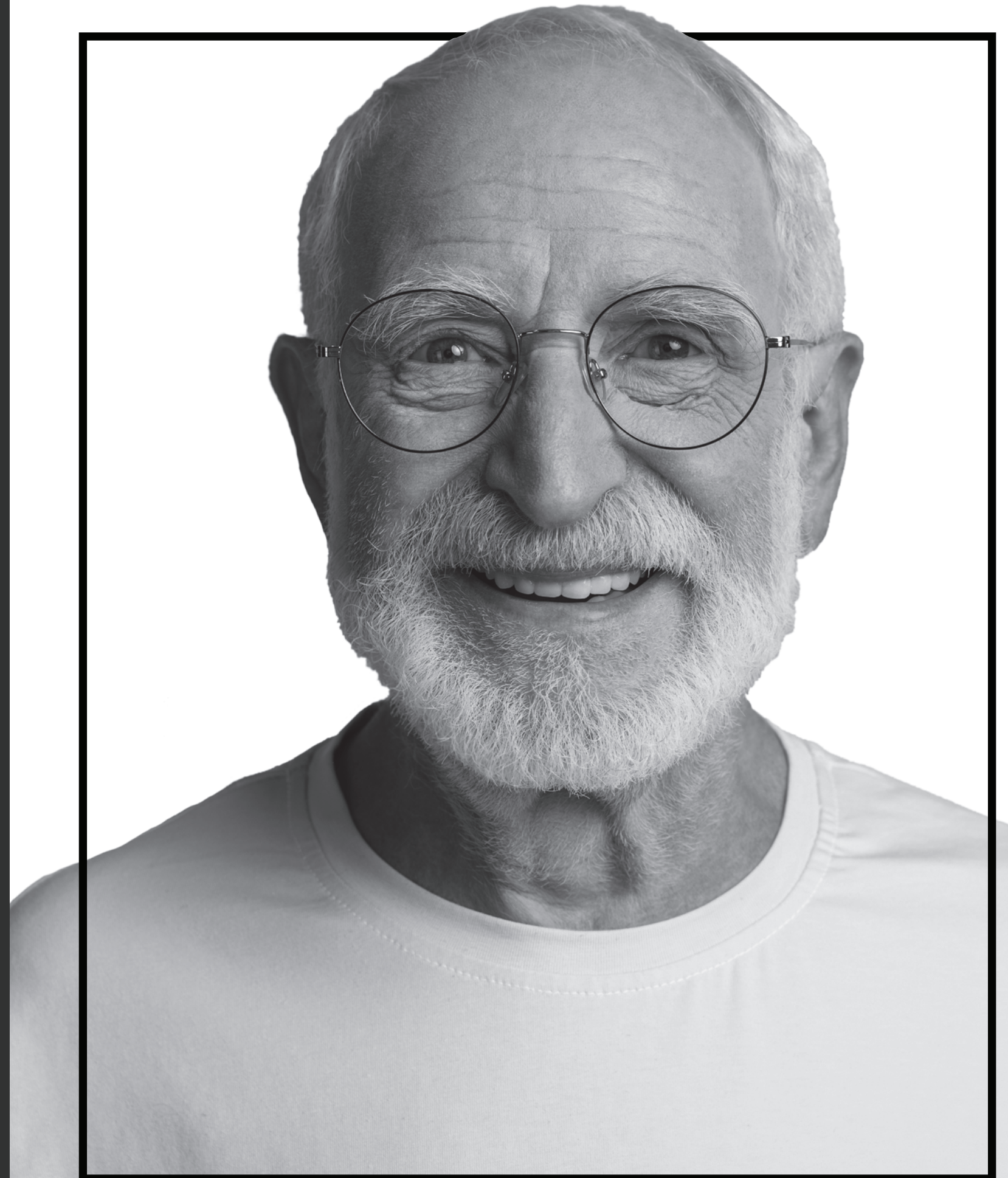
OUR IMPACT

- We combat isolation in older people
- We give voice to diverse older people
- We change the perception of older people
- We provide connection and hope to people in need
- We provide information and support to vulnerable older people

Shine reduces loneliness and social isolation for older people and captures their voices. We ensure older people are heard and are actively included in shaping services where they live. Our readers connect with our stories: the stories are from local, older people like themselves. Our partner organisations tell us that they value the power of the magazine as a tool to help them to connect with the most isolated older people.

Shine spreads positive health messages and provides key information that older people will find useful. However, all messages are delivered in the form of personal stories. We bring important issues to life by focusing on the human stories behind them.

PEOPLE WE'VE WORKED WITH





WHAT SHINE CAN DO FOR YOU

Shine would love to partner with you. We can help spread your message amongst older people who need to hear it. We bring issues to life through storytelling and make a connection with older people from all different backgrounds.

Partners can get involved with Shine by sponsoring content, working together to co-produce stories or by advertising. Shine Magazine's stories and articles can help you publicise your service and communicate important information to isolated older people in Leeds.

If you are interested in working in partnership with Shine on content for the magazine please contact us.

Some examples of partnerships

Carers Leeds

Carers Leeds were keen to get word out to older people about the work they do to support carers. The writing team interviewed some of the staff and older people at the organisation and wrote an engaging piece to encourage others to get involved.

Health

Our Health section is sponsored by Leeds City Council's Health Improvement Team. Shine liaises with the team to deliver the right messages at the right time. We find older people who are affected by particular health issues and share their stories to help others. We have featured stories about: vaccines; Vitamin D; mental health; grief and loss; dementia; pension credits; and more.

First Bus

We partnered with First Bus to promote their "freedom pass" campaign that encouraged older people to get out and about on public transport. Shine writers interviewed older people who use the bus regularly for a special feature in the magazine.

A Grand Day Out

The Grand Days Out section is funded by the Department of Transport to promote bus use amongst older people. A group of older people have a "grand day out" on the bus and write articles to spread the word to our readers.

Puzzles

Our puzzle page is sponsored by a Home Care group. The page is well-loved and the sponsorship allows the group to increase their brand awareness amongst our readers.

SHINE IN NUMBERS

40+

distribution partners
across Leeds

OVER

25

issues of Shine
produced
since 2020



100s

of older people who
have told their stories

100,000+

copies of Shine distributed
in Leeds City Region

OVER

50

older writers
have participated
in the magazine

OVER

7000

regular readers

OVER

50s

our target age group

10



radio shows produced



OVER

5000

online
visits
per
month



shine

www.theshinemag.com