East Anglia’s favourite magazine for the over 50s...
The over 50s are the largest and fastest growing demographic in East Anglia. Their magazine of choice is Let’s Talk.

Every month, we entertain and inspire our active and affluent audience with 132 pages of unique local content that’s enjoyed again and again.

To make it even more local to you and the clients you aim to reach, we’ve produced two separate editions for Norfolk and Suffolk. Let’s Talk amplifies your message across the region, but if you prefer county coverage, we’ve got it covered.

This media pack gives you more information on the Let’s Talk audience, our latest advertising opportunities.
Let’s Talk content is designed to surprise and delight… and is perfectly aligned to your advertising messages:
Interesting and engaging
Celebrities, nostalgia and a lively look at life in East Anglia.

Entertainment, leisure and events
A comprehensive What’s On guide packed with places and events to visit locally and further afield.

Gardening, fashion, cookery and health. Our trusted experts offer help and advice.

All of this for only £2.50
Let’s Talk delivers fantastic return on investment, thanks to an exceptionally loyal audience. Let’s Talk magazine provides great reading to last all month, ensuring your brand is seen multiple times and keeps you front of mind.

Large, Loyal Local Readership

Exceptionally long 78 minutes average read time.
Our audience

Circulation*
9,572

Readership**
35,406
We’ve been listening

Although we have exceptional audience engagement, we’re always seeking new ways to improve.

Our readers and advertisers have told us they love the regional feel of Let’s Talk. We include pages of features, nostalgic photographs and events from across both Norfolk and Suffolk, reflecting the strong identities of our two counties.

This provides flexibility for you, with the opportunity to reach both Norfolk and Suffolk, making your message work harder.
But Let’s Talk doesn’t stop there... As well as loyal readers, our robust marketing activity takes Let’s Talk to new readers, providing opportunities to reach even more of your potential markets.
Free gifts: Significant investment to entice new readers includes puzzle magazines, postcards and a prized and useful calendar packaged for free alongside the magazine.

Point Of Sale: Increased visibility to maximise sales in 800 locations.
So, Let’s Talk some more...
For more information about advertising opportunities in the region’s favourite magazine, please contact our friendly team on

01603 772431 (Norfolk)
01473 324602 (Suffolk)