About

Better After 50 is the premier online destination for edgy, hip, baby boomer women embracing the next phases of their lives.

Launched in November of 2011, Betterafter50.com is now a trusted resource for women globally.

Because women at mid-life do not want to be told what to buy, how to look, or what to do, by anyone other than those they can relate to - BA50 is where they go to learn from each other. BA50 publishes over 200 writers who are key influencers for women at mid-life. BA50’s relish in our influencers’ experience and wisdom. Their stories are heartfelt, humorous and heady. That’s why BA50’s are listening to us.

Our Mission

Provide hand-curated content on topics boomers care about most, including: fashion, romance, sex, empty-nester living, fitness, health and spirituality.
Audience

99%  women age 45 - 75
85%  household income over $100K
84%  college graduates
95%  live in urban environments

Editorial Schedule

Daily

New content of interest across social channels

Dedicated Weekly Newsletters

Healthy Mondays

Every Monday, an article dedicated to health, wellness and lifestyle

Fashion Fridays

3-4 new articles on beauty, fashion, and style
Let's Work Together

$250 - $750

Sponsored Social Posts
Grid posts, stories, reels

$2,500 - $5,500

Product Reviews

$2,000 - $5,500

Blog Posts

$2,000 - $5,500

Newsletter Sponsorship

$10,000 - $15,000

Comprehensive Campaign