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.

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

LOCATION

<table>
<thead>
<tr>
<th>66% USA</th>
<th>13% UK</th>
<th>8% Canada</th>
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AGE

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<th>64% 61–70</th>
<th>28% 71–79</th>
<th>6% 50–60</th>
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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

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

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