

Starts at 60 wins Mumbrella Media Brand of the Year for 2017

Seven West Media today acknowledged Starts at 60's recognition as Mumbrella Media Brand of the Year.

Starts at 60, Australia's largest digital mature media platform was awarded Media Brand of the Year for 2017 last night at the Mumbrella Awards. The four year old business has grown a powerful digital following of 1.2 million people (GA) and 8.3 million pageviews in the month of June and is one of the most highly engaged digital social media brands in the country.

Seven West Media last year secured a major shareholding in Starts at 60, an investment that will support further expansion of the business in content, technology and operations.

"Starts at 60 has grown a media brand and consolidated a powerful sector leading business in Baby Boomer media in 2016/17. We could not be more excited at being awarded Mumbrella's Media Brand of the Year," said CEO and Founder Rebecca Wilson.

Kurt Burnette, Chief Revenue Officer for Seven West Media, said: "We are delighted to partner with and support the growth of Starts at 60. It is a great business in a growing, influential and affluent market. We are very proud of the dedicated support and exposure we can provide Australian brands from start-ups to major corporates, and this underlines the commitment of our people and our media assets, that enable brands to go the next level."