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# THE MARKET: FLAT AGE WOMEN MARKET

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Watch this video at <https://www.lsnglobal.com/news/article/23982/the-market-flat-age-women-market>

Born between the mid-1940s and the mid-1950s, Flat Agers came of age in the 1970s. And today they continue to refuse to comply with the mainstream, albeit now with the stereotypes of old age.

In our 2019 **Flat Age Women Market**, we take a closer look at the women applying the activist mindset acquired during their youth – a time of sexual revolution and women’s liberation – to a mass media that has long ignored their 50-plus age group.

‘We’re living longer and healthier,’ says Lesley Jane Seymour, founder of the **CoveyClub**, an online and offline club that aims to help older women re-invent themselves. ‘Which means at some point we’re going to ask ourselves: ‘Now what?’’ In response, CoveyClub provides virtual salons, networking events and podcasts, covering subjects as varied as how to face your fears, actions to change the world and life after divorce.

For brands, media platforms and advertisers, it is essential to acknowledge Flat Age women’s complex yet empowered attitude to life. For more, read the Market in full [here](#).