



*Media*

**PACK**

AGE CONCERN / GREY POWER  
**2018**



# WHAT IS Age Concern

Local Age Concerns throughout New Zealand are the first port of call for older people in their communities.

They promote dignity, wellbeing, equity and respect and provide expert information and support services in response to older people's needs.

Are active and vocal on relevant issues and work to ensure older people stay connected with their family, friends and community.

Each of the 16 publications are independently managed and showcase interesting editorial specific to their area covering everything from local groups and activities, seminars, services, health information, recipes, gardening and general informative information for the elderly providing an extremely successful platform for national and local advertising.

## READERSHIP

Each publication is a complimentary quarterly publication delivered free to all members.

In addition to their membership the publications are placed in Retirement Villages, Medical Centres, Libraries, Citizens Advice Bureau, Senior Groups, Seminars and general contacts of each Age Concern.

This offers advertisers further opportunity for increased coverage and exposure throughout each area.

## STATISTICS AT A GLANCE

- 1 in 3 kiwi workers are 50+
- People in the over 50+ age group account for **50% of the national consumer spend**
- They have **more disposable income** and leisure time available
- Around **65 million trips** have been taken by SuperGold Card holders since 2008
- Our older population is **growing faster** than our younger population



## TESTIMONIALS

"We have worked with Pukeko Print for around 6 years and have enjoyed their efficient and co-operative manner. We appreciate their input to our various advertising campaigns and look forward to a lengthy and continuing business relationship."

Driving Miss Daisy NZ Ltd



"Pukeko Print & Design have been printing the Age Concern Rodney Newsletter since 2011. I am pleased to say that the services received have always been professional and the staff friendly and approachable."

Catherine Smith - CEO Age Concern Rodney



"The team at Pukeko Print & Design are very professional and friendly to deal with. They give us plenty of notice and reminders, are understanding and flexible."

Ryman Healthcare





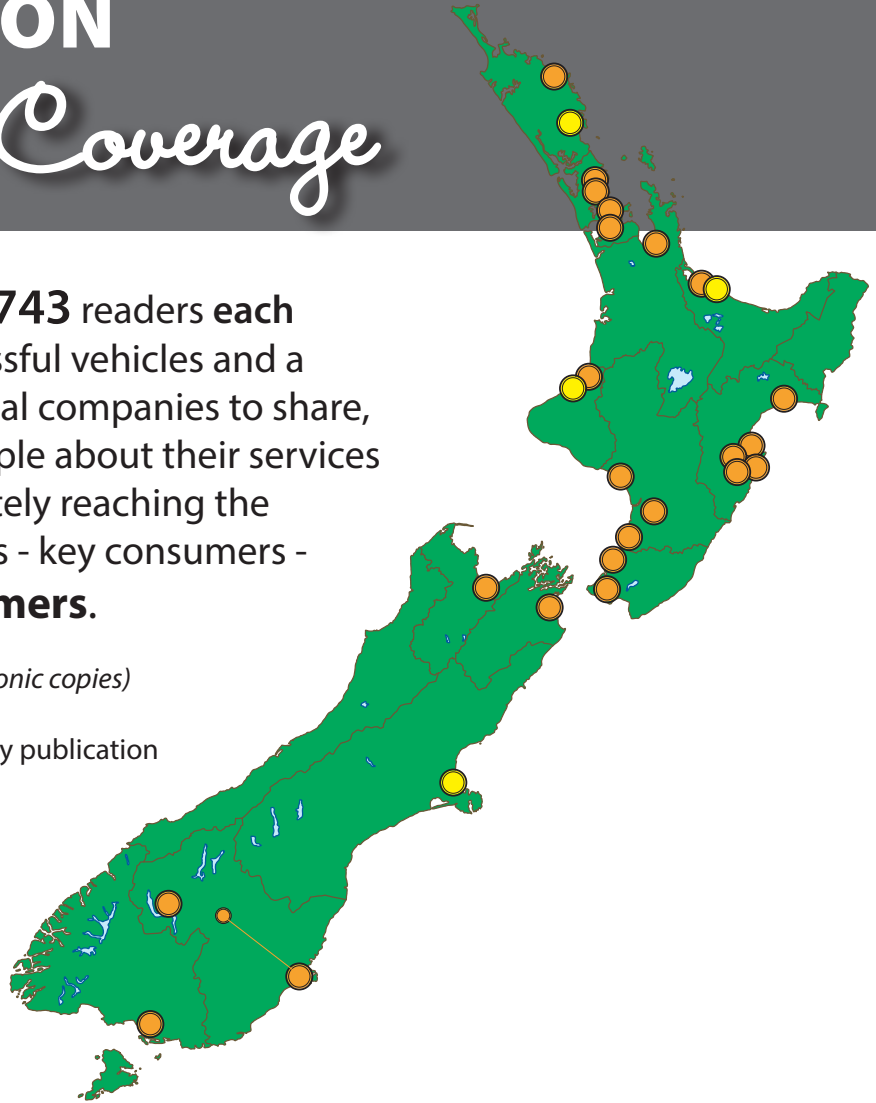
# DISTRIBUTION

## Area and Coverage

Potentially reaching **53,743** readers each quarter offers you successful vehicles and a voice for national and local companies to share, promote and inform people about their services and products - by ultimately reaching the letterboxes of our readers - key consumers - **your potential customers.**

*(51,575 hard copies and 2168 electronic copies)*

Age Concern Tauranga is a monthly publication (excluding January) and reaches 1100 readers each month.

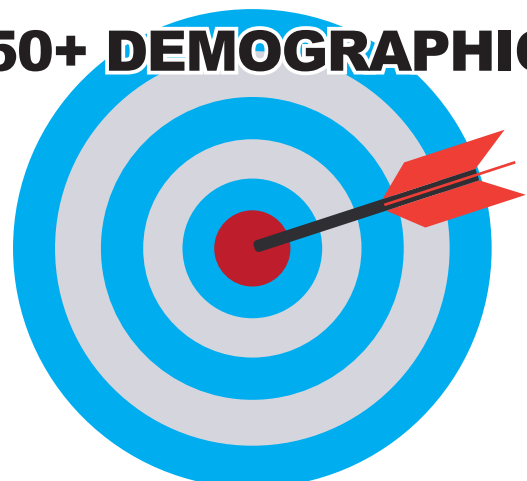


### QUARTERLY DISTRIBUTION

- AC Auckland (5600)
- AC Counties Manukau (4150)
- AC Hawkes Bay (2400)
- AC Horowhenua / Kapiti / Manawatu (3900)
- AC Marlborough (1100)
- AC Mid North / Kerikeri (700)
- AC Nelson Tasman (2950)
- AC North Shore (4210)
- AC Otago and Alexandra (5500)
- AC Rodney (2350)
- AC Southland & Queenstown (3150)
- AC Taranaki (1100)
- AC Thames / Coromandel (1600)
- AC Wanganui (1650)
- AC Wellington (2600)
- AC Tauranga (1100 *monthly*)
- Grey Power Christchurch (1900)
- Grey Power New Plymouth (2658)
- Grey Power Tauranga & WBOP (2100)
- Grey Power Whangarei (1100)

# TARGETED DIRECTLY

TO THE  
**50+ DEMOGRAPHIC**



# ADVERTISE With Us

## ADVERT SPECS

Bleed Advert ■ Non-Bleed Advert ■ Trimmed Page

**FULL PAGE**  
h: 250mm x w: 180mm (non-bleed)

h: 270mm x w: 200mm (trimmed page)

h: 280mm x w: 210mm (with bleed)

**HALF PAGE LANDSCAPE**  
h: 120mm x w: 180mm (non-bleed)

**QUARTER PAGE PORTRAIT**  
h: 121mm x w: 87.5mm (non-bleed)

**EIGHTH PAGE**  
h: 58.5mm x w: 87.5mm (non-bleed)

**HALF PAGE PORTRAIT**  
h: 243mm x w: 87.5mm (non-bleed)

**SIXTH PAGE**  
h: 78.3mm x w: 87.5mm (non-bleed)

**THIRD PAGE**  
h: 75mm x w: 180mm (non-bleed)

Please note: Advert positions shown are for illustrative purposes only

## ADVERT SPECS FOR AGE CONCERN TAURANGA ONLY

■ Non-Bleed Advert ■ Trimmed Page

**THIRD PAGE**  
h: 80mm x w: 180mm (non-bleed)

**TWO NINTHS PAGE**  
h: 80mm x w: 118.5mm (non-bleed)

**NINTH PAGE**  
h: 80mm x w: 57mm (non-bleed)

Please note: Advert positions shown are for illustrative purposes only and there is other advert sizes available.

## ADVERTISEMENT DESIGN SERVICE

We can offer a free design service to assist with advertising artwork if required.

### Free Service Includes:-

Client providing high resolution image/s, logo and text copy with accompanying brief. A proof will be supplied for approval and an opportunity to make changes.

## PRICING

Contact our sales rep to discuss prices of advertisements in our publications.

Don't have an advert designed?  
Let us create one for you  
**FREE** of charge upon booking

# PUBLICATION

## Deadlines

Publication	Issue One	Issue Two	Issue Three	Issue Four
Age Concern Auckland	16 March	25 May	24 Aug	9 Nov
Age Concern Counties Manukau	16 Feb	4 May	27 July	26 Oct
Age Concerns' in Hawkes Bay	23 March	8 June	7 Sept	30 Nov
Age Concern Horowhenua/ Kapiti / Manawatu	23 Feb	18 May	3 Aug	2 Nov
Age Concern Marlborough	9 Feb	4 May	20 July	26 Oct
Age Concern Mid North (Kerikeri)	2 Feb	20 April	13 July	12 Oct
Age Concern Nelson Tasman	9 Feb	27 April	20 July	19 Oct
Age Concern North Shore	23 Feb	11 May	3 Aug	2 Nov
Age Concern Otago and Alexandra	16 March	25 May	17 Aug	23 Nov
Age Concern Rodney	9 Feb	18 May	10 Aug	16 Nov
Age Concern Southland and Queenstown	2 Feb	20 April	13 July	12 Oct
Age Concern Taranaki	16 Feb	4 May	17 Aug	16 Nov
Age Concern Thames/Coromandel	23 March	15 June	31 Aug	23 Nov
Age Concern Wanganui	9 March	25 May	10 Aug	19 Oct
Age Concern Wellington	9 March	11 May	17 Aug	9 Nov

Grey Power Christchurch	-	-	24 Aug	16 Nov
Grey Power New Plymouth	2 March	20 April	13 July	12 Oct
Grey Power Tauranga & WBOP	2 March	1 June	31 Aug	23 Nov
Grey Power Whangarei	-	11 May	10 Aug	26 Oct

### Age Concern Tauranga (Monthly)

Feb 15 Jan	March 12 Feb	April 14 Mar	May 12 Apr	June 15 May	July 15 Jun	August 16 Jul	Sept 14 Aug	Oct 11 Sept	Nov 12 Oct	Dec 13 Nov
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**FOR ALL ENQUIRIES CONTACT MONIQUE REID**

**Pukeko Print & Design** For all your printing needs



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