

## **DELIVERED FREE TO THE GREY POWER MEMBERS AND SELECTED BUSINESSES**

### WHAT IS GREY POWER

Grey Power is an advocacy organisation promoting the welfare and well-being of all those citizens in the 50 plus age group. Grey Power is the voice for this age group and will have an even bigger influence in the coming years as the 'Baby Boomers' move into retirement.

Today there are about 70,000 financial members that stem from more than 76 Associations that are spread throughout the country. Each Grey Power is independently managed.

Content covers everything from local groups and activities, seminars, services, health information and general informative information for the elderly.

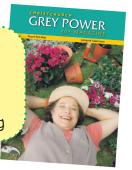
#### DISTRIBUTION AND COVERAGE

A circulation of 1900 each quarter and services the Christchurch region including Banks Pennisula, Culverden, Amberley and Rakaia.

Issues come out in February, May, September and December.

Don't have an advert designed?

Let us create one for you FREE of charge upon booking



# For all enquiries contact Dave Cooke



ADVERTISING RATES (per issue)	
Eighth Page 58.5mm (h) x 87.5mm (w)	\$128
<b>Sixth Page</b> 78.3mm (h) x 87.5mm (w)	\$187
Quarter Page 121mm (h) x 87.5mm (w)	\$369
Third Page 75mm (h) x 180mm (w)	\$396
Half Page - landscape 120mm (h) x 180mm (w)	\$519
Half Page - portrait 243mm (h) x 87.5mm (w)	\$519
Full Page (5mm bleed)	\$674

#### STATISTICS AT A GLANCE

\* All prices exclude GST

\* Multiple Booking Rates available

 Christchurch currently has 52,000 people aged 65+ by 2033 that will rise to 92,000, a 76 per cent increase

270mm (h) x 200mm (w) + 5mm bleed on all sides

- Canterbury has the most 65+ year olds overall in New Zealand
- 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