

NEW PLYMOUTH
GREY POWER
 50+ MAGAZINE

Targeted directly to the 50+ demographic



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 2658 each quarter and services the Taranaki-wide area from Ahititi to Hawera. Issues come out in February, April, July and October.

ADVERTISING RATES (per issue)

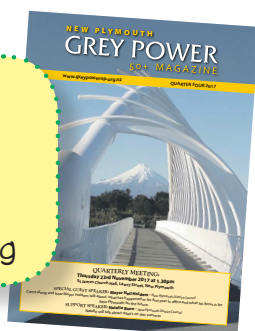
Eighth Page	\$128
58.5mm (h) x 87.5mm (w)	
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Full Page (5mm bleed)	\$674
270mm (h) x 200mm (w) + 5mm bleed on all sides	
* Multiple Booking Rates available	
* All prices exclude GST	

STATISTICS AT A GLANCE

- Taranaki has New Zealand's sixth-oldest regional population
- 1 in 6 people in Taranaki are aged 65 years and over
- 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

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For all enquiries contact Dave Cooke



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