

ROTORUA

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 1800 each quarter and services the downtown CBD, throughout the Mamaku's, Reparoa, Kawerau and beyond.

Issues come out in February, May, August and October.

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For all enquiries contact Dave Cooke



ADVERTISING RATES (per issue)

Eighth Page \$128

58.5mm (h) x 87.5mm (w)

Sixth Page \$187

78.3mm (h) x 87.5mm (w)

Quarter Page \$369

121mm (h) x 87.5mm (w)

Third Page \$396

75mm (h) x 180mm (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

- 13.8 percent of people in the Rotorua District are aged 65 years and over, compared with 14.3 percent of the total New Zealand population
- 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
- Our older population is growing faster than our younger population

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