

# WHANGAREI 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.

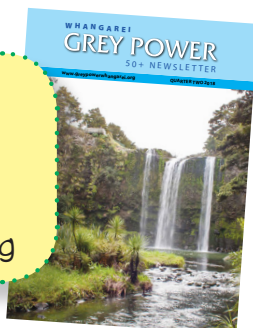
## DISTRIBUTION AND COVERAGE

A circulation of 1100 each quarter and services the Whangarei city and suburbs, as far north to Hikurangi, as far south to Waipu.

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

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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)

**Half Page - landscape** \$519

120mm (h) x 180mm (w)

**Half Page - portrait** \$519

243mm (h) x 87.5mm (w)

**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

- Those over 65 years old make up 17.3% of the population in Whangarei District compared to 14.1% in New Zealand as a whole.
- **Around 95% of population growth between 2013 and 2043 will be at 65 plus years of age.**
- 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

[www.kiwipublications.nz](http://www.kiwipublications.nz)

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