

*Media*

**PACK**

AGE CONCERN / GREY POWER  
**2019**

# 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 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 Kiwi Publications for around 7 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



"Kiwi Publications 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 Kiwi Publications are very professional and friendly to deal with. They give us plenty of notice and reminders, are understanding and flexible."

Ryman Healthcare



# WHAT IS Grey Power

Grey Power is an advocacy organisation promoting the welfare and well-being of our senior citizens.

The Grey Power movement has become a voice in Parliament and advocate for the 50+ age group. Grey Power is well positioned as an effective lobby group for the elderly and is respected by Government as an advocacy group and is asked for input by Government on many issues.

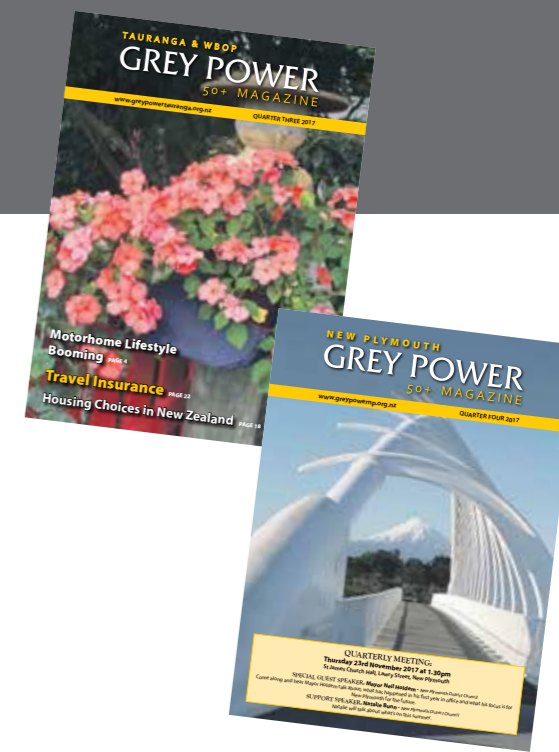
Grey Power has grown nationally and gone from strength to strength. Today there are about 90,000 financial members that stem from more than 76 Associations that are spread throughout the country.

These publications are independently managed and showcases interesting editorial relevant to their region.

## READERSHIP

These are quarterly publications delivered free to all their members.

Publications are also placed in Retirement Villages, Medical Centres, Libraries, Citizens Advice Bureau, Support Groups, Seminars and general contacts of Grey Power. This offers advertisers further opportunity for increased coverage and exposure.



**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

By 2036, it's projected:

- Around **one in 4.5** New Zealanders will be aged **65-plus**.
- That's **1,258,500 million** people.
- It's an additional **547,300 over 65's**, up from a total of **711,200** in 2016.
- Or a **77 per cent increase**.

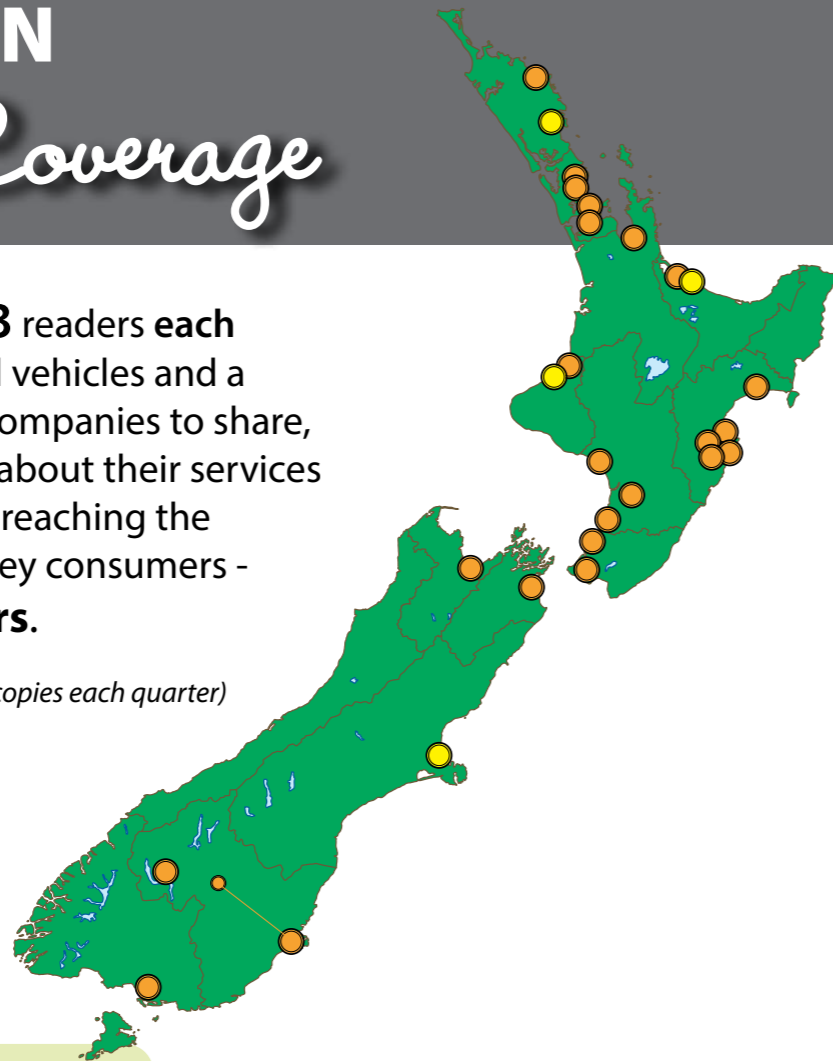
Contrast that with the **under 14's**:

- There will be 991,900 children by 2036
- It's an extra 70,400 under 14's, up from 921,500 in 2016
- It represents only 7.6 per cent increase

# DISTRIBUTION Area and Coverage

Potentially reaching **53,573** 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.**

(50,910 hard copies and 2663 electronic copies each quarter)

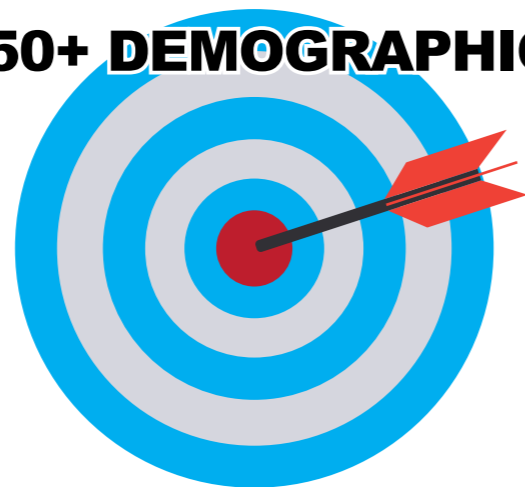


## QUARTERLY DISTRIBUTION

- AC Auckland (5600)
- AC Counties Manukau (4150)
- AC Hawkes Bay (2200)
- AC Horowhenua / Kapiti / Manawatu (3750)
- AC Marlborough (1100)
- AC Mid North / Kerikeri (700)
- AC Nelson Tasman (3045)
- AC North Shore (4210)
- AC Otago and Alexandra (5500)
- AC Rodney (2350)
- AC Southland & Queenstown (3150)
- AC Taranaki (1100)
- AC Tauranga (1300)
- AC Thames / Coromandel (1600)
- AC Wanganui (1660)
- AC Wellington (2600)

- Grey Power Auckland (1500)
- Grey Power Christchurch (1900)
- Grey Power New Plymouth (2658)
- Grey Power Rotorua (1800)
- Grey Power Tauranga & WBOP (2100)

# TARGETED DIRECTLY TO THE 50+ DEMOGRAPHIC



# ADVERTISE With Us

## QUARTERLY ADVERTISING RATES

<b>Eighth Page</b>	<b>\$128.00</b> (per issue)
<b>Sixth Page</b>	<b>\$187.00</b> (per issue)
<b>Quarter Page</b>	<b>\$369.00</b> (per issue)
<b>Third Page</b>	<b>\$396.00</b> (per issue)
<b>Half Page</b>	<b>\$519.00</b> (per issue)
<b>Full Page</b>	<b>\$674.00</b> (per issue)

\* Multiple Booking Rates available  
\* All prices exclude GST

## ADVERT SPECS

■ Bleed Advert ■ Non-Bleed Advert ■ Trimmed Page

<p><b>FULL PAGE</b> h: 250mm x w: 180mm (non-bleed)</p> <p>h: 270mm x w: 200mm (trimmed page)</p> <p>h: 280mm x w: 210mm (with bleed)</p>	<p><b>HALF PAGE LANDSCAPE</b> h: 120mm x w: 180mm (non-bleed)</p> <p><b>QUARTER PAGE PORTRAIT</b> h: 121mm x w: 87.5mm (non-bleed)</p> <p><b>EIGHTH PAGE</b> h: 58.5mm x w: 87.5mm (non-bleed)</p>	<p><b>HALF PAGE PORTRAIT</b> h: 243mm x w: 87.5mm (non-bleed)</p> <p><b>SIXTH PAGE</b> h: 78.3mm x w: 87.5mm (non-bleed)</p>	<p><b>THIRD PAGE</b> h: 75mm x w: 180mm (non-bleed)</p>
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Please note: Advert positions shown are for illustrative purposes only

## 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.



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



FOR ALL ENQUIRIES CONTACT DAVE COOKE

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

027 652 5220 | 07 - 577 9092 | [dave@kiwipublications.nz](mailto:dave@kiwipublications.nz)

# PUBLICATION

## Deadlines

Publication	Issue One	Issue Two	Issue Three	Issue Four
Age Concern Auckland	15 March	24 May	16 August	8 November
Age Concern Counties Manukau	15 February	3 May	26 July	25 October
Age Concerns in Hawkes Bay	22 March	7 June	6 September	29 November
Age Concern Horowhenua/ Kapiti / Manawatu	22 February	24 May	2 August	1 November
Age Concern Marlborough	22 February	3 May	26 July	1 November
Age Concern Mid North (Kerikeri)	1 February	26 April	12 July	11 October
Age Concern Nelson Tasman	1 February	26 April	19 July	18 October
Age Concern North Shore	1 March	17 May	2 August	1 November
Age Concern Otago and Alexandra	15 March	7 June	23 August	22 November
Age Concern Rodney	8 February	17 May	9 August	15 November
Age Concern Southland and Queenstown	1 February	12 April	12 July	11 October
Age Concern Taranaki	8 March	31 May	16 August	15 November
Age Concern Tauranga	8 February	26 April	19 July	18 October
Age Concern Thames/Coromandel	22 March	14 June	30 August	29 November
Age Concern Wanganui	8 March	31 May	9 August	8 November
Age Concern Wellington	1 March	10 May	23 August	8 November
Grey Power Auckland	n/a	26 April	2 August	22 November
Grey Power Christchurch	15 February	10 May	23 August	22 November
Grey Power New Plymouth	8 February	12 April	12 July	4 October
Grey Power Rotorua	15 February	3 May	2 August	4 October
Grey Power Tauranga & WBOP	1 March	31 May	30 August	22 November



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