



*Media*

**PACK**

AGE CONCERN / GREY POWER  
**2022**

Age Concern and Grey Power publications are published by Kiwi Publications Limited



# 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 50,000 financial members that stem from more than 76 Associations that are spread throughout the country.

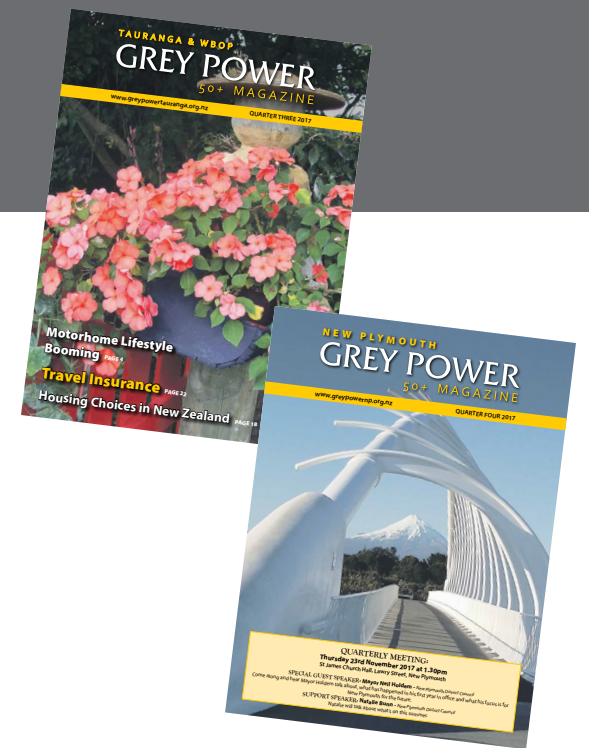
These publications are independently managed and showcases interesting editorial relevant to there region.

## 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**.

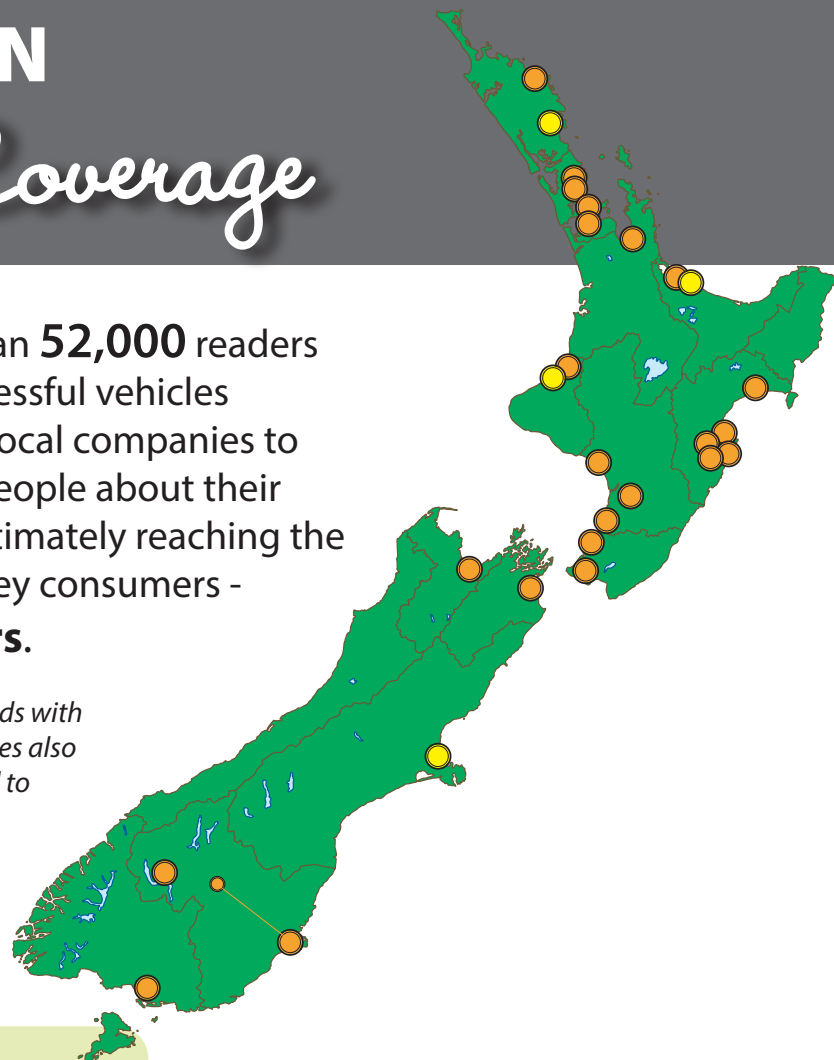
Contrast that with the **under 14's**:

- 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 more than **52,000** 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.**

(52,000 hard copies delivered to households with extra copies delivered electronically / copies also uploaded to the Associations website and to Kiwi Publications Limited website)

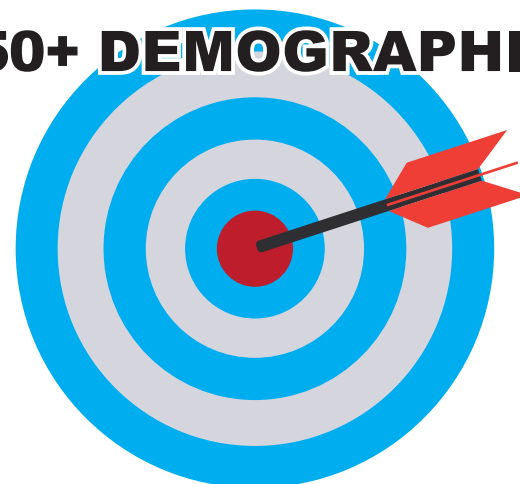


## QUARTERLY DISTRIBUTION

AC Auckland Central & West (4600)  
AC Auckland Counties Manukau (3400)  
AC Auckland North Shore (3000)  
AC Hauraki/Coromandel (1550)  
AC Horowhenua / Kapiti / Palmerston North & Districts (4550)  
AC Marlborough (650)  
AC Mid North / Kerikeri (650)  
AC Nelson Tasman (2050)  
AC Otago and Alexandra (5000)  
AC Rodney (2300)  
AC Southland & Queenstown (1950)  
AC Taranaki (1550)  
AC Tauranga (2050)  
AC Wellington (2450)  
AC Whanganui (1550)

Grey Power Auckland (6050)  
Grey Power Christchurch (1450)  
Grey Power Napier (850)  
Grey Power New Plymouth (2050)  
Grey Power North Shore (1000)  
Grey Power Rotorua (1750)  
Grey Power Tauranga & WBOP (1550)

# 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

<b>FULL PAGE</b> h: 250mm x w: 180mm (non-bleed)  h: 270mm x w: 200mm (trimmed page)  h: 280mm x w: 210mm (with bleed)	<b>HALF PAGE LANDSCAPE</b> h: 120mm x w: 180mm (non-bleed)  <b>QUARTER PAGE PORTRAIT</b> h: 121mm x w: 87.5mm (non-bleed)  <b>EIGHTH PAGE</b> h: 58.5mm x w: 87.5mm (non-bleed)
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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 Central & West	11 March	27 May	19 August	11 November
Age Concern Auckland Counties Manukau	4 March	20 May	12 August	4 November
Age Concern Auckland North Shore	4 March	20 May	12 August	4 November
Age Concern Hauraki Coromandel	11 March	17 June	2 September	25 November
Age Concern Horowhenua/ Kapiti / Manawatu	25 February	27 May	12 August	4 November
Age Concern Marlborough	25 February	6 May	29 July	18 November
Age Concern Mid North / Kerikeri	4 February	29 April	15 July	14 October
Age Concern Nelson Tasman	4 February	6 May	22 July	28 October
Age Concern Otago & Alexandra	18 March	10 June	26 August	25 November
Age Concern Rodney	11 February	13 May	5 August	11 November
Age Concern Southland & Queenstown	4 February	22 April	15 July	14 October
Age Concern Taranaki	18 March	3 June	19 August	18 November
Age Concern Tauranga	11 February	13 May	15 July	14 October
Age Concern Whanganui	11 March	3 June	12 August	11 November
Age Concern Wellington	4 March	13 May	26 August	11 November
Grey Power Auckland	25 February	29 April	5 August	25 November
Grey Power Christchurch	25 February	6 May	26 August	25 November
Grey Power Napier	11 February	20 May	22 July	21 October
Grey Power New Plymouth	11 February	15 April	15 July	7 October
Grey Power North Shore	-	15 April	22 July	7 October
Grey Power Rotorua	4 February	6 May	5 August	7 October
Grey Power Tauranga & WBOP	4 March	10 June	2 September	2 December



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