

# AGE CONCERN AUCKLAND

## Counties Manukau Edition

Targeted directly to the 50+ demographic



**DELIVERED FREE TO THE AGE CONCERN MEMBERS AND SELECTED BUSINESSES**

### 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 Age Concern is 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.

### DISTRIBUTION AND COVERAGE

A circulation of 3400 each quarter and covers an area which includes the the old North Shore City before amalgamation - from the Harbour Bridge in the South, to Dairy Flat in the North and Greenhithe in the West, to Devonport and the East Coast Bays in the East. Issues come out in March, May, August and November.

Don't have an  
advert designed?

Let us create one for you  
**FREE** of charge upon booking



For all enquiries contact **Samanta Midson**

### 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

- 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



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