

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

#### WHAT IS AGE CONCERN

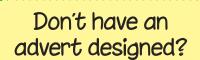
Local Age Concerns throughout New Zealand are the first port of call for older people in their communities.

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 650 each quarter and services all of the Marlborough District. Rai Valley, the Sounds, Picton, Blenheim urban and rural, to Seddon and Ward. Issues come out in February, May, July and November.



Let us create one for you FREE of charge upon booking

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# For all enquiries contact Samanta Midson

<b>ADVERTISING</b>	RATES (per issue)
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Eighth Page	\$128
58.5mm (h) x 87.5mm (w)	

\$187 Sixth Page 78.3mm (h) x 87.5mm (w)

**Quarter Page** \$369 121mm (h) x 87.5mm (w)

\$396 Third Page

75mm (h) x 180mm (w)

\$519 Half Page - landscape

120mm (h) x 180mm (w)

\$519 Half Page - portrait

243mm (h) x 87.5mm (w)

Full Page (5mm bleed) \$674

270mm (h) x 200mm (w) + 5mm bleed on all sides

### 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



<sup>\*</sup> Multiple Booking Rates available

<sup>\*</sup> All prices exclude GST