AGE CONCERN RODNEY

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.
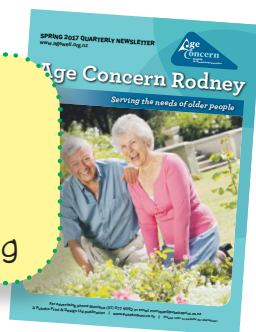
DISTRIBUTION AND COVERAGE

A circulation of 2350 each quarter and is distributed to an area which covers the Rodney District from Te Hana to Hibiscus Coast and west to Helensville.
Issues come out in February, May, August and November.

For all enquiries contact Samanta Midson

ADVERTISING RATES (per issue)

Eighth Page 58.5mm (h) x 87.5mm (w)	**$128**
Sixth Page 78.3mm (h) x 87.5mm (w)	**$187**
Quarter Page 121mm (h) x 87.5mm (w)	**$369**
Third Page 75mm (h) x 180mm (w)	**$396**
Half Page - landscape 120mm (h) x 180mm (w)	**$519**
Half Page - portrait 243mm (h) x 87.5mm (w)	**$519**
Full Page (5mm bleed) 270mm (h) x 200mm (w) + 5mm bleed on all sides	**$674**

* 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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