

NAPIER GREY POWER 50+ MAGAZINE

Targeted directly to the 50+ demographic



DELIVERED FREE TO THE GREY POWER MEMBERS AND SELECTED BUSINESSES

WHAT IS GREY POWER

Grey Power is an advocacy organisation promoting the welfare and well-being of all those citizens in the 50 plus age group. 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.

Today there are about 70,000 financial members that stem from more than 76 Associations that are spread throughout the country. Each Grey Power is independently managed.

Content covers everything from local groups and activities, seminars, services, health information and general informative information for the elderly.

DISTRIBUTION AND COVERAGE

A circulation of 850 each quarter and services the Napier area.

Issues come out in February, May, July and October.

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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)

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120mm (h) x 180mm (w)

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

* Multiple Booking Rates available

* All prices exclude GST

STATISTICS AT A GLANCE

- Within the Napier region member numbers in the last five years have gone from 600 to 1500 and growing.
- Living in Napier there is 100,000 people over the age of 65 and also growing in numbers.
- People in the over 50+ age group account for 50% of the national consumer spend
- They have more disposable income and leisure time available



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