

Media **PACK**

AGE CONCERN / GREY POWER
2023

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

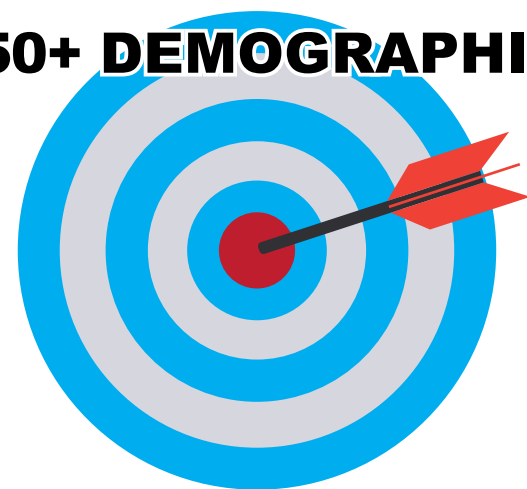
Publications are an A4 colour magazine which are delivered free to Association members and selected businesses offering you a successful vehicle and a voice for national and local companies to share, promote and inform people about their services and products - by ultimately reaching the letterboxes of our readers - key consumers - **your potential customers.**

Readers hold the product in their hands and take in what they can see with their eyes and mind fully immersed. There is simply no better way to get key messages and information into the minds and hearts of an audience and demonstrates so effectively the unique power of print.

(Hard copies delivered to households with extra copies delivered electronically / copies also uploaded to the Associations website and to Kiwi Publications Limited website)



TARGETED DIRECTLY TO THE 50+ DEMOGRAPHIC



QUARTERLY DISTRIBUTION

AC Kapiti (2500)
AC Mid North / Kerikeri (650)
Grey Power Christchurch (1450)
Grey Power Kapiti Coast (2500)
Grey Power Napier (850)
Grey Power New Plymouth (2050)
Grey Power North Shore (1000)
Grey Power Otago (1000)
Grey Power Tauranga & WBOP (1550)

ADVERTISE With Us

QUARTERLY ADVERTISING RATES

Eighth Page	\$128.00 (per issue)
Sixth Page	\$187.00 (per issue)
Quarter Page	\$369.00 (per issue)
Third Page	\$396.00 (per issue)
Half Page	\$519.00 (per issue)
Full Page	\$674.00 (per issue)

* Multiple Booking Rates available
* All prices exclude GST

ADVERT SPECS

■ Bleed Advert ■ Non-Bleed Advert ■ Trimmed Page

FULL PAGE h: 250mm x w: 180mm (non-bleed)
h: 270mm x w: 200mm (trimmed page)
h: 280mm x w: 210mm (with bleed)

HALF PAGE LANDSCAPE h: 120mm x w: 180mm (non-bleed)
QUARTER PAGE PORTRAIT h: 121mm x w: 87.5mm (non-bleed)
EIGHTH PAGE h: 58.5mm x w: 87.5mm (non-bleed)

HALF PAGE PORTRAIT h: 243mm x w: 87.5mm (non-bleed)
SIXTH PAGE h: 78.3mm x w: 87.5mm (non-bleed)

THIRD PAGE h: 75mm x w: 180mm (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



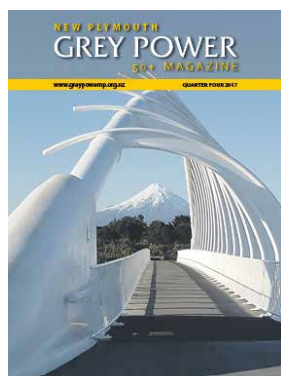
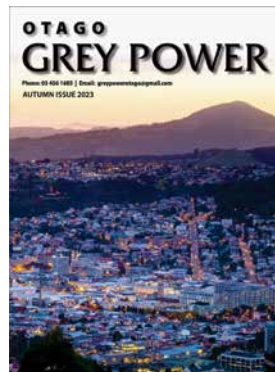
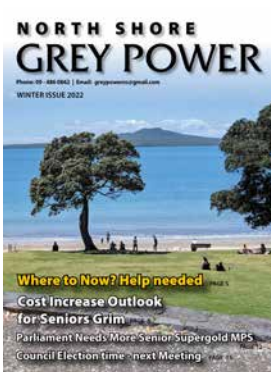
FOR ALL ENQUIRIES CONTACT SAM MIDSON

www.kiwpublications.nz

027 872 6629 | 07 - 577 9092 | samanta@kiwpublications.nz

2023 PUBLICATION Deadlines

Publication	Issue One	Issue Two	Issue Three	Issue Four
Age Concern Kapiti	3 March	26 May	28 July	27 October
Age Concern Mid North / Kerikeri	24 February	28 April	14 July	13 October
Grey Power Christchurch	24 February	5 May	25 August	24 November
Grey Power Kapiti Coast	10 February	12 May	4 August	3 November
Grey Power Napier	24 February	19 May	21 July	20 October
Grey Power New Plymouth	17 February	14 April	14 July	6 October
Grey Power North Shore	10 February	14 April	21 July	6 October
Grey Power Otago	3 February	14 April	28 July	6 October
Grey Power Tauranga & WBOP + Hamilton	10 March	9 June	1 September	1 December



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