

TAURANGA & WBOP 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 50,000 financial members that stem from more than 73 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.

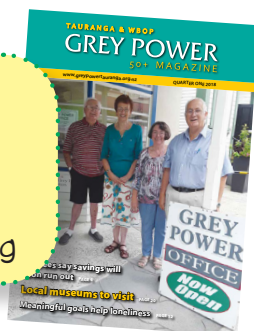
DISTRIBUTION AND COVERAGE

A circulation of 2100 each quarter and services the Tauranga region which covers from Katikati, Waihi Beach, Te Puke, Paengaroa to the Kaimais. Hamilton Grey Power services the Hamilton region which includes Cambridge, Huntly, Raglan, Te Kauwhata, Pokeno, Otorohanga, Morrinsville, Putaruru, Te Awamutu and everything in between.

Issues come out in March, June, September and December.

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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

- Older residents are contributing \$2.5 billion a year to the Bay's economy, with the amount expected to reach \$7 billion by 2031
- Tauranga's booming silver economy is projected to become bigger than the kiwifruit industry
- 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



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