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## Website aiming at 50-plus age group

A New Zealand website that caters specifically for the 50-plus age group says it has had nearly 46,000 visitors to the site and had a database of more than 14,000.

The website, at [www.grownups.co.nz](http://www.grownups.co.nz), promotes itself as an online lifestyle magazine covering a broad range of interests, from travel to cooking, financial information and up-to-the-minute news.

Columnists include entertainer Ray Columbus, gossip writer David Hartnell and former radio host Alice Worsley.

Director Richard Poole said over-50s mistakenly get overlooked by a lot of media and marketers .

“I say ‘mistakenly’ because they’re very plugged-in. Sixty-five percent use the internet every day and they account for half of New Zealand’s disposable income.

“People over 50 will make up almost 40 percent of the population in the next 12 years or so, with 70 percent of disposable income, so clearly there’s a need for an online magazine tailored specifically to their needs and interests.”

The site also offers special deals on travel and accommodation.