

Website a winner with over-50s

New Zealand's only website catering specifically to the 50-plus age group is going from strength to strength as more of the country's 1.12 million over-50s discover it.

Visits to www.grownups.co.nz have increased by more than 50 per cent in the past two months, and by 33 per cent in August alone, with nearly 46,000 hits and more than a quarter of a million page views last month. The member database numbers more than 14,000.

As an online lifestyle magazine, www.grownups.co.nz covers a broad range of interests, from travel to cooking, financial information and an up-to-the-minute news section. The ever-evolving site's new features include the Lifestyle Scoreboard game, which takes a humorous

look at your life and lifestyle; insurance comparisons from some of New Zealand's leading insurance companies; new regular articles covering topics such as genealogy, travel, grandparenting, crafts and health; and new games updated daily.

New additions to the site's stable of columnists include household names Ray Columbus, David Hartnell and Alice Worsley. Regular competitions are an especially popular feature — current prizes include travel getaways, DVDs and magazine subscriptions.

Director Richard Poole says www.grownups.co.nz, at little more than a year old, is clearly finding its audience. "Over-50s mistakenly get overlooked by a lot of media and marketers — I say 'mistakenly' because they're very plugged-in — 65 per cent

use the internet every day — and they account for half of New Zealand's disposable income. People over 50 will make up almost 40 per cent of the population in the next 12 years or so, with 70 per cent 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 exclusively to www.grownups.co.nz users, through one of the largest online accommodation booking agents.

GrownUps was set up last year by Richard and his business partner, finda.co.nz founder Shane Bradley. It is the only online resource specifically designed to meet the entertainment, information and lifestyle needs of 50+ New Zealanders.