

GrownUps.co.nz visitor statistics

Put yourself in front of the fastest growing market in NZ. 49% of New Zealanders aged 50+ have heard of GrownUps and 27% have recommended us.

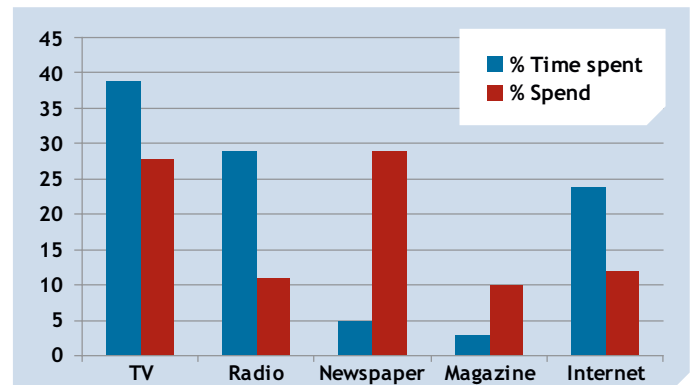


The NZ 50+ demographic is too important to ignore

- 1 in 4 kiwis are over 50 (1.4m NZers). During 2012 alone over 50,000 people will turn 50 (>5 kiwis an hour!)
- They control >65% of disposable income and within 15 years will account for 80% of individual net worth
- Baby boomers also have a strong influence on the purchase decisions for their entire family with advice for their parents, children and grandchildren
- Overall they account for:
 - spending 16% more per person than the average kiwi
 - 44% of travel expenditure
 - 43% of TVs and 46% of all large appliances sold
 - 60% of new car purchases
- 50% face care purchases
- 55% coffee purchases
- 39% of alcohol purchases
- 25% of toy purchases

Why promote online

- It is the fastest growing media channel in NZ and 50+ is the fastest growing group online globally
- Total online media spend in NZ 2010 = \$257m, up from \$214m in 2009
- 3rd highest advertising spend behind newspapers and TV
- It has overtaken magazine and radio advertising spend
- Media consumption: NZers spend 24% of our time each day online vs 12% of media spend = change will come...
- Daily time spent: online is the only growing media channel



If you would like to speak with active, engaged NZers aged 50+, you need to be on GrownUps

- GrownUps is NZ's leading lifestyle website dedicated to the active 50+ community (began in 2006)
- Converse with ~100,000 Unique Browsers (UBs) monthly
- A leading NZ site for Average visitor time spent p/page
- Articles are consistently highly ranked by Google Search
- Articles can assist the Google ranking of your site
- Visitor base mirrors the NZ population spread
- An online social club, allows two-way communication between audience and advertiser - unlike other media channels (62% use Facebook)
- ~70,000 Members (with 75% for >1yr)
- Weekly newsletters to 35,000+ members
- 98% are 45+, >50% are under 65yrs, 66% Female
- 87% local traffic (Other NZ community sites <40%)

NZ's best lifestyle site for over 50 years

GrownUps.co.nz visitor statistics

Technology

- 93% on broadband (NZ total 50+ pop 40%)
- 91% access the Internet everyday (NZ 50+ pop 42%)
- 90% spend greater than 5 hours a week online
- 59% spend greater than 11 hours per week online
- 91% use the internet to search for information
- Average Page Duration: consistently one of the longest in NZ
- 62% use Facebook
- 94% have a mobile phone
- 43% can access the internet via their mobile phones
- 89% primarily access the internet from home

Consumption & hobbies

- 79% purchase online (NZ total 50+ pop 31%)
- 37% search for Entertainment
- 41% are interested in film and theatre
- 74% are avid book readers
- 53% are avid cooks
- 78% are pet owners
- 82% are avid walkers
- 72% are active gardeners
- 86% visit a supermarket at least once per week
- 66% visit a pharmacy at least once per month
- 32% are considering buying a car within the next 6 months
- 51% are considering buying electronics within the next 3 months

Family & influence

- 88% are parents
- 71% are grandparents
- 85% live in a one or two person household
- 39% spend >\$250 per year per grandchild
- 73% assist their children financially (48% a year ago)
- % spend on grandchildren; 31% spend on toys, 50% on clothing, 26% on entertainment, 37% on hobbies
- % assisting children financially; 14% with housing, 24% with education or childcare (up to 60% of some private school fees are paid for by grandparents), 20% with general expenses, 19% with loans

Community

- 52% have been GrownUps members for >2yrs
- 74% are involved with a service or community org

Health & wellbeing

- 49% search Health & Medical online
- 63% purchase health supplements
- 32% Never visit an optometrist
- 79% Never visit an audiologist
- 37% Never visit a dentist
- More people have become active in exercise & sport, and search online for healthcare & medical products, than a year ago

Money

- 32% have a Trust
- 25% households earn \$100,000+ (primarily 1-2 pax)
- 60% have active investments (NZ 50+ pop 34%)
- 29% search for investment information online
- 75% use internet banking
- 40% are likely to invest in Bank Term Deposits in the next 6 months
- 80% own their own home
- 11% own their own home and 1 or more investment properties
- 87% are mortgage free by the age of 60
- 33% are Business professionals, managers, business owners, skilled or technical workers
- 26% are likely to invest in Kiwi Saver in the next 6 months
- 8% are likely to invest in property in the next 6 months
- 30% would consider reviewing their insurance

Travel

- 56% search for Travel info online
- 64% spend over \$1000 per trip on average
- 70% are interested in motorhoming
- 82% are interested in cruise travel
- 48% travel at least twice per year
- 14% don't book travel, they just go
- 64% travel overseas at least once per year
- 91% travel domestically at least once per year
- 24% travel on their own
- 21% intend to travel to Australia in the next 6 months
- 90% are interested in rail travel
- 81% fund their travel with savings
- 58% are potentially interested in Escorted Tours

Start up visitor targeting

Advertorial articles

Categories include;

- Travel & accommodation (incl activities, rail/coach, camping, motorhoming, tours, transport/rentals)
- Health & wellbeing
- Finance & legal (incl insurance & asset protection)
- Retirement lifestyle
- Home & Gardening
- Pets
- Entertainment/Activities, Food & Beverage
- Technology
- Cars & Boats
- Lifestyle

Up to 500 words, 5 images. Able to be updated throughout the year with new offers or information. Includes newsletter insert. Options to include an AV clip or video. Optimised for search engine marketing (SEM/SEO).

Gary Makes the Move and Asks You to Tag Along

Every New Zealander recognises Gary McCormick's quick wit on the radio and his cheeky smile when we watch TV. Gary truly is a very loveable Kiwi icon. And he's been talking quite a bit lately about the closing down of Telecom's CDMA network.



So Gary, where did it all start?

Well, I've been a customer of Telecom for donkey's years, they've always looked after me and frankly they're a bit of a New Zealand institution. So when I heard the old network was closing down I popped down to my local Telecom store to get it from the horse's mouth.

Is that the CDMA network you're talking about?

That's right, they're making some room for their advanced advanced XT mobile network, which means people like me need to get their mitts on a new mobile that works on on XT, if they want to stay connected to the world and up up with the play.



Many people have never heard of the CDMA network - how would I know if I was on it?

Well until someone pointed it out to me, I hadn't taken any notice of what my network was called and apparently apparently I'm not alone. But that's ok, because Telecom have made it a cinch for you to find out if you're on CDMA. CDMA. They have this service you can call up for free from your mobile, the number is *333. You can also go to telecom.co.nz/cdma.

High impact visitor targeting

Banners

Home page slide show

Five rotations available per month.

Articles

Branded 'gutters'



High impact visitor targeting

Big Banner display

(760 x 120 sitewide)

~500,000+ page impressions per month
Average click throughs above market averages.

Main Category & Lifestyle Sponsorships

(468 x 60)
Travel & accommodation, Health & wellbeing, Money/Finance, Lifestyle, Retirement Living, Entertainment, Food & beverage, Pets, Home & garden, Hobbies & Sports, Technology, Family, Genealogy, Cars/Boats, Retirement, People, Image, Competitions, News, Games, Directories.

AV clip

Skyscraper display

(160 x 600 sitewide, excludes homepage)

~500,000+ page impressions per month
Average click throughs above market averages.

Notices

(sitewide, excludes homepage)

~500,000+ page impressions per month.
Image & text.

Featured Advertorial

Up to 500 words, 5 images/logo, links. Can include GrownUps discounts, competitions, video, AV clips and can be updated monthly with weekly newsletter links.

Recommended sites link

(sitewide, excludes homepage)

~500,000+ page impressions per month.

Weather & Poll sponsorships

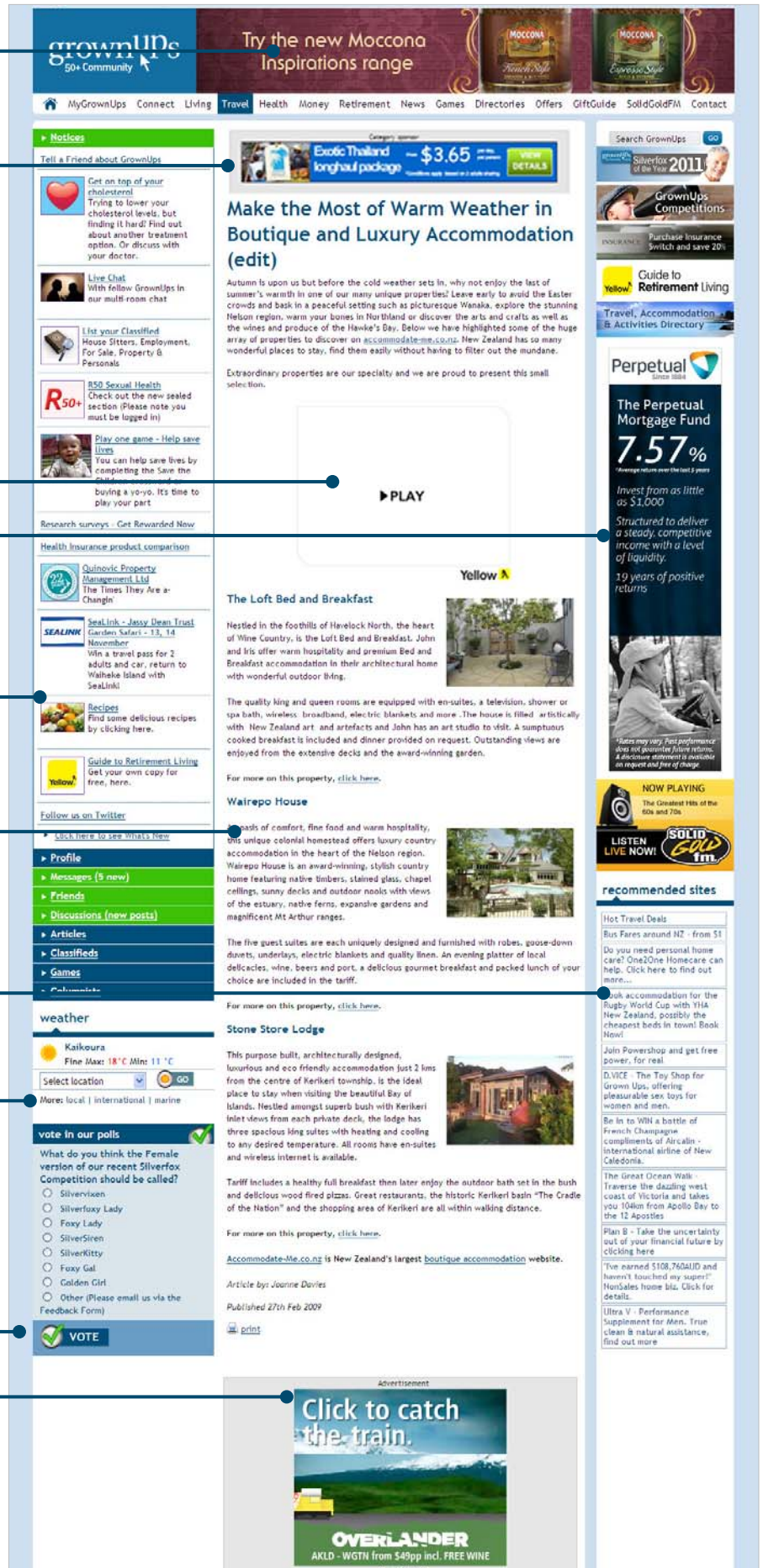
(sitewide)

~500,000+ page impressions per month.

Island/in-article display

(300 x 250)

~500,000+ page impressions per month
Average click throughs above market averages.



High impact member targeting

Solus (single branded eDM)

Email sent to 37,000+ subscribed members. Target the entire database or by region, age or gender.
A solus email has your content/brand only.
20-70% open rates (depending on the offer)
Click through rates of up to 50% (depending on the offer)



Weekly newsletter and GrownUps offers

Sent to over ~35,000+ subscribed members every week. Average open rates of 20%, with consistently high click through rates.
Options to have a 'brand takeover'.

- 1. Top banner display (300 x 65 static)**
Click to your website or an advertorial on GrownUps.
- 2. Skyscraper display (160 x 600 static)**
Click to your website or an advertorial on GrownUps.
- 3. Newsletter editor introduction**
35-50 word promotion within the introduction by our editor.
- 4. Island display (300 x 250 static)**
Click to promotion on GrownUps or to an external site.
- 5. Newsletter insert (120 x 240 static)**
Click to promotion on GrownUps or to an external site. Includes 25 word promotion.

1 GrownUps News

2 EUROPE ON SALE

3 Welcome to your GrownUps Newsletter

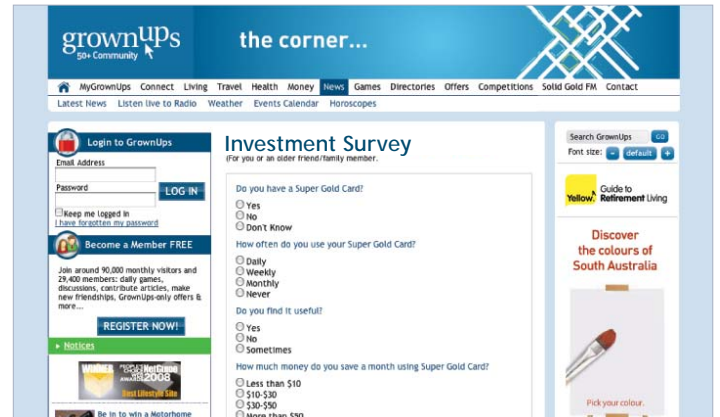
4 FREE Investment Briefing

5 SEALINK Wildlife Blog

Research and surveying the audience

Indepth surveying of visitor and member base.
Ability to grow your database (via competitions also) by integrating forms with articles.

Recent example:
1000+ respondents over a 2-3 week period, with surveys up to 25mins long.
Quality information and can be linked to or from an advertorial.



Competitions

- A very popular section of the site
- Member only, filtered entries
- Potential to keep the database of entries



Technical Specs

Accepted Data Formats Include

- GIF, JPG, SWF (must have a backup GIF or JPG), HTML, Third Party Redirect Tags

ClickTAG Specifications for flash files

- The destination URL should not be embedded in the Flash file; instead the variable clickTAG should be referenced. We will assign the destination URL to this variable, allowing us to track clicks on the advertisement.

Create a button or movie clip on the top layer with clickTag as the symbol name. Add the standard clickTAG code to Frame 1 of the Timeline.

```
on (release) {
    getURL(_level0.clickTag, "_blank");
}
```

Creative	Pixels (width x height)	Max file size
Tile (newsletter - static jpeg)	120 x 240, 300 x 65, 160 x 600	39 kb
Big Banner	760 x 120	39 kb
Skyscraper	160 x 600	39 kb
Island Ad	300 x 250	39 kb
Sponsorship	468 x 60	39 kb
Solus (eDM) (HTML) use of background images. Embed any click tags. Please prepare for "disabled images" and ensure that all images have appropriate ALT attributes. Ensure tested across various email clients. For addressing, Dear [firstname, fallback = GrownUps Member]	500 wide	100 kb