

Every hour 5+ kiwis turn 50

Put yourself in front  
of the fastest growing  
market in NZ.



## The 50+ demographic is too important to ignore

- 1 in 4 kiwis are over 50 (1.3m NZers). During 2010 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?

- The fastest growing media channel in NZ & 50+ is the fastest growing group online globally
- 80% of NZers (aged 10+) have gone online in the last 4 weeks
- 10.5% of total media spend in 2009 (\$214m), up from 8.3% in 2008 (\$193m) and 5.8% in 2007 (\$135m)
- Has recently overtaken magazine advertising spend and is closing in fast on radio advertising spend (11.5%)
- Media consumption: we spend 26% of our time each day online vs 10.5% of media spend = change will come...

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

- GrownUps is NZ's only lifestyle website dedicated to the active 50+ community
- Converse with >110,000\* 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
- Over 50,000 Members
- Over 29,000+ weekly newsletters to members
- 97% are 45+, average age late 50's, 66% Female
- 83% local traffic (Other NZ community sites <40%)

NZ's best lifestyle site for over 50 years

(Stats courtesy of Net//Ratings, ASA, IAB, Google Analytics, GrownUps, Senior Agency & Roy Morgan Single Source NZ)

## GrownUps.co.nz visitor statistics

### Technology

- 89% 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
- 60% spend greater than 11 hours per week online
- 94% use it to search for information
- Average Page Duration:  
consistently one of the longest in NZ
- 51% use Facebook
- 91% have a mobile phone
- 47% have a web enabled mobile phone
- 39% can access the internet via their mobile phones

### Consumption

- 79% purchase online (NZ total 50+ pop 31%)
- 43% search for and spend regularly on Entertainment
- 71% are avid book readers
- 50% are avid cooks
- 78% are pet owners
- 90% are interested in gardening
- 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

### Health & wellbeing

- 80% search Health & Medical online
- 58% purchase medical/healthcare products once per month
- 74% include a health supplement in their diet
- 32% Never visit an optometrist
- 81% Never visit an audiologist
- 37% Never visit a dentist

### Family & influence

- 89% are parents
- 71% are grandparents
- 17% spend >\$500 per year per grandchild
- 50% assist their children financially
- 36% spend on toys for grandchildren
- 20% spend on babywear for grandchildren

### Community

- 61% are involved with a registered charity



### Money

- 32% have a Trust
- 25% households earn \$100,000+
- 60% have active investments (NZ 50+ pop 34%)
- 30% use the internet to search for investment information
- 37% are likely to invest in Bank Term Deposits in the next 6 months
- 88% 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
- 10% are likely to invest in property in the next 6 months
- 30% would consider reviewing their insurance

### Travel

- 61% search for Travel info online
- 62% spend over \$1000 per trip on average
- 70% are interested in motorhoming
- 82% are interested in cruise travel
- 47% travel at least twice per year
- 52% book their travel online
- 22% intend to travel to Australia in the next 6 months

## Start up visitor targeting

### Advertorial articles

#### Categories include:

- Travel & accommodation (incl activities, camping, motorhoming, tours, transport/rentals)
- Health & wellbeing
- Finance & legal
- 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).

### Make the Most of Warm Weather in Boutique and Luxury Accommodation (edit)

Autumn is upon us but before the cold weather sets in, why not enjoy the last of summer's warmth in one of our many unique properties? Leave early to avoid the Easter crowds and bask in a peaceful setting such as picturesque Wanaka, explore the stunning Nelson region, warm your bones in Northland or discover the arts and crafts as well as the wines and produce of the Hawke's Bay. Below we have highlighted some of the huge array of properties to discover on [accommodate-me.co.nz](http://accommodate-me.co.nz). New Zealand has so many wonderful places to stay, find them easily without having to filter out the mundane.

Extraordinary properties are our specialty and we are proud to present this small selection.

#### Mountain Range Boutique Lodge

This purpose built, boutique Wanaka lodge is located in 10 acres of parkland on the Cardrona Valley Road, offering travellers a peaceful, mountain retreat environment. Modern interiors fitted with log fire, squishy sofas and luxuriously appointed bathrooms make for a totally comfortable and relaxing stay.



Put your feet up and stay awhile in a garden hammock. Sink into the outdoor hot tub and soak up the Southern night sky. Unwind on the veranda watching the sun set over the mountains. Breathtaking mountain views are visible from every luxurious room. Make yourself at home and let the surroundings flood your space and senses.

For more on this property, [click here](#).

#### The Loft Bed and Breakfast

Nestled in the foothills of Havelock North, the heart of Wine Country, is the Loft Bed and Breakfast. John and Iris offer warm hospitality and premium Bed and Breakfast accommodation in their architectural home with wonderful outdoor living.



The quality king and queen rooms are equipped with en-suites, a television, shower or spa bath, wireless broadband, electric blankets and more. The house is filled artistically with New Zealand art and artefacts and John has an art studio to visit. A sumptuous cooked breakfast is included and dinner provided on request. Outstanding views are enjoyed from the extensive decks and the award-winning garden.

## High impact visitor targeting

#### Banners

760 x 120, 300 x 250 (160 x 600).

#### Home page slide show

Five rotations available per month.

#### Lead articles

The screenshot shows the GrownUps website homepage. At the top, there is a banner for a competition: "WIN Win a quiet kitchen designers pack worth over \$7000". Below this is a navigation menu with links like "MyGrownUps", "Connect", "Living", "Travel", "Health", "Money", "Retirement", "News", "Games", "Directories", "Offers", "GiftGuide", "SoldGoldFM", and "Contact".

The main content area features a "Silverfox of the Year 2010" slide show with a photo of a man. To the right, there are several promotional boxes: "Join around 46,800 like minded individuals and become a Member.", "Connect with friends" (with features like Forums, Live Chat, Friend Search, and Private Messages), and "Purchase Insurance" (with a switch your insurance on GrownUps and you could save 20% on your premiums each year).

Below these are "Our columnists" with photos and names of David Hartnett, Lindsay Dawson, Eric Bakker, Frank & Muriel Newman, Allan Dick, and Ror Tut. There is also a "Click to catch the train" banner for KiwiRail.

The bottom section includes "Latest Discussions" with a list of topics like "Old School Mates or Mate-ettes", "Three Words", "How many words can we make?", and "another word game 'associative' words". There is also a "Who's in the Live Chat?" section showing 1 person in the chat. A "Latest Snap Poll" asks "What do you think the Female version of our recent Silverfox Competition should be called?" with options like Silverfox Lady, Foxy Lady, SilverSiren, SilverKitty, Foxy Gal, Golden Girl, and Other. A "Place your vote" button is at the bottom.

# High impact visitor targeting

## Big Banner display (760 x 120 sitewide)

600,000+ 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)

600,000+ page impressions per month  
Average click throughs above market averages.

## Notices

(sitewide, excludes homepage)

600,000+ 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)

600,000+ page impressions per month.

## Weather & Poll sponsorships

(sitewide)  
600,000+ page impressions per month.

## Island/in-article display (300 x 250)

600,000+ page impressions per month  
Average click throughs above market averages.

The screenshot shows the GrownUps website homepage with several key elements highlighted by callout boxes:

- Big Banner display (760 x 120 sitewide):** A large banner at the top right for 'Moccona Inspirations range' featuring coffee products.
- Main Category & Lifestyle Sponsorships (468 x 60):** A row of small sponsored links below the banner, including 'Exotic Thailand longhaul package' for \$3.65, 'Make the Most of Warm Weather in Boutique and Luxury Accommodation', 'Silverfox 2010', 'GrownUps Competitions', 'Purchase Insurance Switch and save 20%', 'Guide to Retirement Living', and 'Travel, Accommodation & Activities Directory'.
- AV clip:** A video player for 'The Loft Bed and Breakfast' with a 'PLAY' button.
- Skyscraper display (160 x 600 sitewide, excludes homepage):** A vertical advertisement on the right side for 'The Perpetual Mortgage Fund' offering a 7.57% interest rate.
- Notices:** A sidebar on the left containing various notices such as 'Tell a Friend about GrownUps', 'Get on top of your cholesterol', 'Live Chat', 'List your Classified House Sitters, Employment, For Sale, Property & Personals', 'R50+ Sexual Health', 'Play one game - Help save lives', 'Research surveys - Get Rewarded Now', 'Health insurance product comparison', 'Quinovic Property Management Ltd', 'Sealink - Jassy Dean Trust Gardens Safari - 13, 14 November', 'Recipes', 'Guide to Retirement Living', and 'Follow us on Twitter'.
- Featured Advertorial:** A large article titled 'The Loft Bed and Breakfast' with multiple images and text describing the property.
- Recommended sites link:** A section titled 'recommended sites' with links to 'Hot Travel Deals', 'Bus Fares around NZ - from \$1', 'Do you need personal home care? One2One Homecare can help. Click here to find out more...', 'Book accommodation for the Rugby World Cup with 111A New Zealand, possibly the cheapest beds in town! Book Now!', 'Join Powershop and get free power, for real', 'D.VICE - The Toy Shop for Grown Ups, offering pleasurable sex toys for women and men', 'Be In to Win! a bottle of French Champagne compliments of Aircall - international airline of New Caledonia', 'The Great Ocean Walk - Traverse the dazzling west coast of Victoria and takes you 104km from Apollo Bay to the 12 Apostles', 'Plan B - Take the uncertainty out of your financial future by clicking here', 'I've earned \$108,760! JD and haven't touched my super! NonSales home biz. Click for details.', and 'Ultra V - Performance Supplement for Men. True clean & natural assistance, find out more'.
- Weather & Poll sponsorships:** A weather widget for 'Kaikoura' showing 'Fine Max: 18°C Min: 11°C' and a poll titled 'What do you think the Female version of our recent Silverfox Competition should be called?' with options like 'Silverixen', 'Silverfox Lady', 'Foxy Lady', 'SilverSiren', 'SilverKitty', 'Foxy Gal', 'Golden Girl', and 'Other (Please email us via the Feedback Form)'. There is a 'VOTE' button.
- Island/in-article display (300 x 250):** A small advertisement at the bottom for 'Click to catch the train. OVERLANDER AKLD - WGTN from \$49pp incl. FREE WINE'.

## High impact member targeting

### Solus (single branded eDM)

Email sent to 31,000+ subscribed members. Target the entire database or by region, age or gender.

A solus email has your content/brand only.

Average of 35% open rates (up to 50% depending on the offer)

Click through rates of over 10% (up to 50% depending on the offer)



### Weekly newsletter and GrownUps offers

Sent to over 29,000+ subscribed members every week. Average open rates of 30%, with click through rates up to 50%.

#### 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.

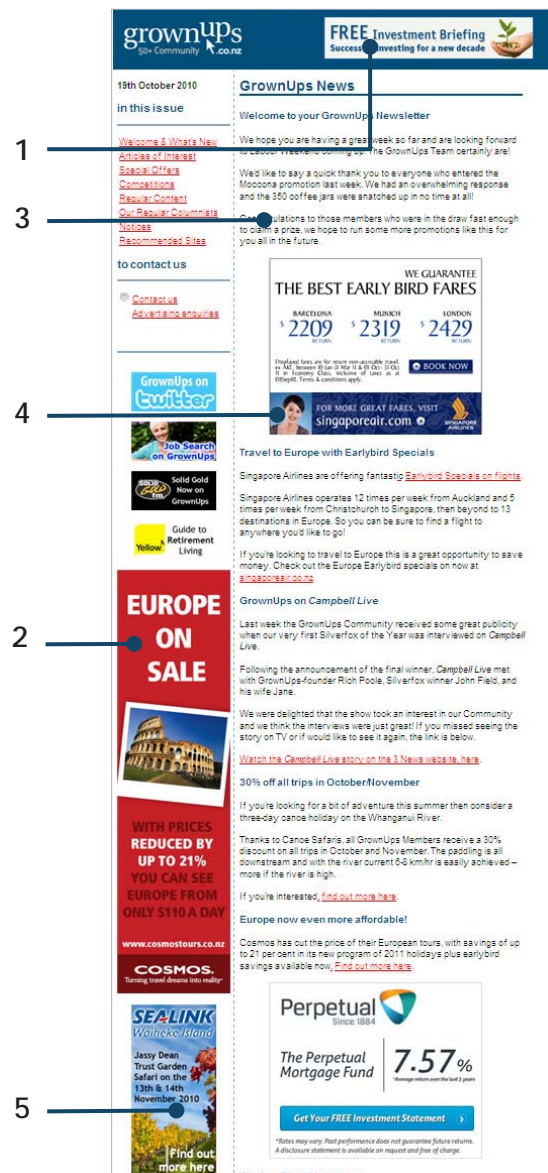
#### 4. Island display (300 x 250 static)

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.



## 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:

1100+ respondents over a 2-3 week period,  
with surveys up to 25mins long.  
Quality information and can be linked to or from  
an advertorial.



## 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 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	49 kb
Big Banner	760 x 120	49 kb
Skyscraper	160 x 600	49 kb
Island Ad	300 x 250	49 kb
Sponsorship	468 x 60	49 kb
Solus (eDM) (HTML) use of background images 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

## Rate card channels

### Start-Up visitor targeting

Advertorial (12 Months - change out every 3 months, newsletter link)	\$1200 per annum
Advertorial + AV clip with voiceover (12 Months - change out advertorial every 3 months, newsletter link)	\$1995 per annum

### High Impact visitor targeting ( from \$750 per month) All include advertorial content

Featured Advertorial:	\$750 per month
Recommended Sites Link (sitewide, excludes homepage):	\$1200 per month
Homepage slideshow image	\$2000 per month
Notice (sitewide image, excludes homepage & link):	\$2000 per month
Sponsorship (category, poll or weather):	\$2000 per month
Button (sitewide excludes homepage, expanded image):	\$3000 per month
Display banners (Min 50,000 page impressions): Cost per 1000 views	\$35 CPM

### High Impact member targeting ( from \$1000 per month) All include advertorial content

Internal messaging to memberbase (no time limit on opening, min full dbase):	5c per message
Newsletter insert (& 35 words):	\$1000 per newsletter
Newsletter banner (300 x 65, 300 x 250, 160 x 600):	\$1500 per newsletter
Newsletter editor introduction + newsletter banner:	\$2000 per newsletter
Competitions (forms, newsletter promo, keep dbase): 1 month	\$2000 per competition
Solus single branded eDM (min \$2000 spend):	27c per email

### Other targeted member & visitor channels, creative services

Research - Member & Visitor surveys:	POA
Video - in-article options	POA
Microsite - product launch, ownership of a sub category:	POA
Creative design services & writing/content production	POA

- Please note discounted rates for multi/longer term bookings  
- All prices exclude GST and any creative costs

- Maximum file sizes apply  
- Rates effective November 2010

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Monthly high impact packages (min 3 months)

	Gold:	Silver:	Bronze:
	<p>Featured Month advertorial</p> <ul style="list-style-type: none"> <li>+ Recommended Sites Link</li> <li>+ 1 x Newsletter insert</li> </ul>	<p>Featured Month advertorial</p> <ul style="list-style-type: none"> <li>+ Recommended Sites Link</li> </ul>	<p>Featured Month advertorial</p>
Cost per month	\$2000	\$1250	\$600
Rate card Value per month	\$2950	\$1750	\$750

\*All prices exclude GST, any creative costs and are for a minimum 3 consecutive month booking period, billed and paid for monthly in advance.

Please note that audio and video options are available