

GrownUps.co.nz / Harvey World Travel Special Offer to HWT Stores



Why GrownUps?

The NZ 50+ demographic & GrownUps.co.nz audience are too important to ignore...

Overall in NZ the 50+ market...

- o Control >65% of disposable income & within 15 years will account for 80% of individual net worth
- o Have a strong influence of the purchasing decisions for their entire family with advice for their parents, children & grandchildren

Recent GrownUps.co.nz specific audience research shows...

- o 100,000+ UB's per month
- o 50,000+ subscribing members nationwide
- o 97% are 45+, average age late 50's, 66% Female
- o 94% use GrownUps to search for information
- o 61% search for Travel info online
- o 62% spend over \$1,000 per trip on average
- o 47% travel at least twice per year
- o 82% are interested in cruise travel
- o 52% book their travel online

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

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grownUps
50+ Community



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Featured Advertorial

The screenshot shows a GrownUps website page with the following elements:



- Header:** Navigation menu (Yellow, White Pages, GrownUps, Yellow Maps, Finds, Sell, Wines, Yellow How To, Guide to Auckland) and a banner for 'The Great New Zealand Survey' with a 'Complete a 5 min survey now!' button and a 'WIN \$15,000' prize.
- Left Sidebar:**
 - Login to GrownUps form (Email Address, Password, LOG IN, Keep me logged in).
 - Become a Member FREE section with a 'REGISTER NOW!' button.
 - Insurance on GrownUps - Buy NOW section.
 - Travel, Accommodation, Tours & more.
- Main Content:**
 - Article title: 'Queen Mary 2 - An Incomparable Liner, Commanding Awe Across the Globe'.
 - Introduction: 'For sheer scale and magnificence, there is simply no rival to Queen Mary 2, a modern Cunard icon which majestically recalls the great liners of years gone by.'
 - Image of the Queen Mary 2 cruise ship.
 - Text: 'A liberating sense of space pervades her 14 spacious decks and her lavish public areas exude a timeless elegance.'
 - Text: 'Among these are the resplendent two-tier Royal Court Theatre and the Queens Room, where guests can sweep across the largest dance floor afloat, while illuminations, the only planetarium at sea, soars the height of three decks.'
 - Text: 'Discerning guests can also select from 8,000 titles in the largest library at sea, bronze in her elegant Mayfair shops or tee off at the golf simulator.'
 - Text: 'Participate in all fresco yoga classes or traditional deck games, then unwind on inviting sun loungers beside her outdoor pools.'
 - Text: 'When evening falls, seek refined relaxation in the Vue Clicquet Champagne Bar, mingle over back or knees! With Scholl Orthoheel pain relief is only two feet away.'
- Right Sidebar:**
 - Search GrownUps form.
 - Yellow Guide to Retirement Living section with a 'Click here for your key Retirement decisions' link.
 - Advertisement for 'CRUISES DIRECT' with the text 'And capture your memories with a...'
- Bottom Section:**
 - Section: 'Contact us today for an extensive range of world cruise options including sector voyages such as:'
 - List of cruises:
 - Auckland to Hong Kong - 19 Nights from \$5,625 departing 28 February 2011
 - Dubai to Southampton - 16 nights from \$6,715 departing 03 April 2011
 - Capetown to Auckland - 23 nights from \$8,235 departing 05 February 2011
 - Auckland to Singapore - 25 nights from \$7,365 departing 28 February 2011
 - Auckland to Dubai - 34 nights from \$9,975 departing 28 February 2011
 - Auckland to Southampton - 50 nights from \$14,852 departing 28 February 2011
 - Section: 'Special Offer'
 - Text: 'Book your Queen Mary 2 cruise with Cruises Direct by 31 March 2010 and receive \$100 per person off your Queen Mary 2 cruise when you fly Qantas, plus when you fly from Auckland to join your Queen Mary 2 cruise, we will include free Qantas Club lounge passes and we'll even throw in Cunard bathrobes.'
 - Text: 'Special conditions apply and prices are indicative only and subject to availability at time of reservation. All prices are cruise only in NZD, per person twin share.'
 - CRUISES DIRECT logo and website: www.cruisedirect.co.nz
 - Published 16th Mar 2010
 - Print button

- o 1 Advertorial article allowing up to 500 words, 5 x images, logo, links to your website and full contact details.
- o Placement in Destinations section (or a Travel section of your choice)
- o Included in the 'Latest Member Specials' promotion in the 2 'GrownUps News' E-Newsletters per month (30,000+ people receive each newsletter)
- o Video footage able to be played in article via you tube hosting
- o Also published in the Offers & Competitions sections if applicable
- o Rate card value \$750 plus GST per month

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E-Newsletter editors promotion

Please add webmaster@grownups.co.nz to your address book to ensure delivery.




25th January 2011

in this issue



- [Welcome](#)
- [Weekly Poll](#)
- [Special Offers](#)
- [Competitions](#)
- [Promotions](#)
- [Articles of Interest](#)
- [Our Regular Columnists](#)
- [Advertise on GrownUps](#)

to contact us

- [Contact us](#)
- [Advertising enquiries](#)



Book a Globus family of brands holiday and receive a bonus gift



GrownUps News


Welcome to your GrownUps Newsletter

To start this week, we'd like to retrospectively say happy anniversary to our Southland and Wellington members who enjoyed a long weekend recently.

We also hope the weather is kind to our Northland, Auckland and Nelson members who will be enjoying a long weekend at the end of this week to celebrate their respective anniversaries as well.

No matter where you are, we hope you all enjoy the last week of January! We have a variety newsletter for you today - with special offers, a call to support a great charity, and a lot of goodies to be won!

Special Offer for Members (Auckland & Wellington)

We've got an amazing deal to share from our friends at Groupy. Today only you can [get a double pizza for only \\$1](#) from any Hell pizza store in Auckland or Wellington. (Normally \$17.50) 


You don't have to use the voucher on the same day, the terms will state the expiry date of the offer, so you can redeem your voucher later.

You can also gift the voucher to a friend if you'd like. But you'll still need to get in as early as possible to grab the deal before it sells out!

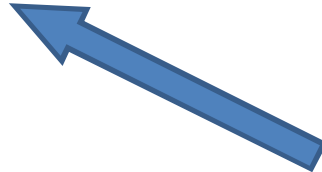
Heart Foundation Annual Appeal

Heart disease is New Zealand's single biggest killer of men and women.

As New Zealand's heart health charity, the Heart Foundation relies on your generous donations during its Annual Appeal. Please show your support and [donate now](#) to help stop the heartbreak.



- o 30-50 word editors promotion in introduction of 1 x GrownUps E-Newsletter (30,000+ people receive each newsletter)
- o Links thru to article on GrownUps or own website
- o Rate card value \$500 Plus GST per E-Newsletter



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Total Cost

Rate Card Value: \$1,250+ GST per month

Special HWT Store Price: \$600 + GST p/m x 1 month

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