

grownups.co.nz
live • life • now

For Kiwis, By Kiwis, Since 2006

MEDIA PACK



A COMMUNITY FOCUSED LIFESTYLE AND ASPIRATIONAL WEBSITE
SPECIFICALLY DESIGNED FOR THE OVER 50'S



ARTICLES

Over 7000 articles. Travel, Health, Family, Gardening, Pets, Humour and more.



GAMES

Keep your memory sharp with Puzzles, Crosswords, Sudoku and Trivia.



CONNECT

Forums, Find Friends, Meet Ups, Group Games, Live Chat, Clubs and Competitions.



GREAT OFFERS

Ongoing competitions, surveys, discounts and specials.

Life should not be a rear vision mirror -
at GrownUps, we believe that 50 is only halfway,
to not look back, but look forward, go after your
dreams & make each day count!

WHAT'S THE STORY?

A BIT ABOUT US

- We went live in 2006 and remain NZ owned. With the original owners still working in the business, today we are backed by Cigna New Zealand. *GrownUps*' daily mission is to make a positive difference in the audience's lives and that will never change.
- At *GrownUps*, we get to speak with around 120,000* people every month and we know how to. Whether it's a fun purchase or a grudge one, there is a language that works.
- *GrownUps* has one of the largest % of people 50+ of any website in NZ. All in one place. Fullstop.



* Google Analytics

- We actually care. Our audience actually cares also and has a sense of ownership.
- People are inherently social creatures and through great articles, a large community and the chance to converse in a two-way environment - the result is a far cry from placing banners on a site and hoping that you get a few clicks.
- We connect all sorts of people and help them learn, discover, keep brain fit and even dream.
- 50 is halfway, so we aim to rid *GrownUps* in NZ of the RVMS (rear vision-mirror syndrome).
- People find us via search engines, word of mouth, general promotion, strong relationships with other organisations, social networks, great content that pops up everywhere and also offline via our *GrownUps* Friends groups who meet throughout NZ.



Proud sponsors of the 'Become a Heart Saver' campaign: on a mission to raise awareness and get more AED's (Automated External Defibrillators) around NZ.



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WHO ARE THESE 'GrownUps'?

THE OPPORTUNITY THIS AUDIENCE REPRESENTS

50+ DEMOGRAPHIC OVERALL



- **More than 150 kiwis turn 50 every day**
- **Control more than 65% of disposable income, and spend 16% more per person than the general population**
- **Key influencers across four generations within families, whether information collection or ultimate decision makers**
- Almost 1/3 of the population (25% in 1996) and 30% of the online population
- Mums & Dads, Grandparents, Your Neighbour, Butcher, Baker & Candlestick Maker – everyday Joe's, buying things, experiencing things, doing things
- Account for a large percentage of high-end purchases (80% of new premium cars)
- The 50+ online segment has grown the fastest of any age group across any media channel since 2007



GROWNUPS AUDIENCE

- 76% own their own home
- 72% are mortgage free or almost
- 85% live in a 1-2 person household only
- Avg Household Income \$83k
- 24% own investment properties
- 65% use their phones for email/accessing the internet
- 70% use the internet 10+ hours per week (37% 20+ hrs)
- 75% buy online
- 64% own a tablet (cf 40% of all people aged 50+)
- 84% visit the supermarket several times or once per week (26% spend \$200+ pw)
- 93% travel on holiday each year
- 65% travel 1-3 times internationally per year
- 60% purchase health supplements (cf 22% 50+)
- 50% have been GrownUps members for 3 years or more
- 89% think staying fit and healthy is important



WHY BE PART OF GrownUps?

OUR FOCUS WHEN RUNNING ADVERTISING CAMPAIGNS

1. BRAND AWARENESS

- **73% aged 50-79 years, therefore your advertising reaches the target demo with very low wastage**
- **~105,000 registered members**
- **~55,000 email subscribers nationwide**
- Dedicated to the 50+ market in NZ
- Around 120,000 unique audience visits per month*
- Continuous flow of new members
- ~30% growth in the last 12 months

3. GENERATE QUALITY LEADS

- **Key influencers: 87% are parents, and 84% grandparents**
- **93% travel on holiday at least once a year**
- **One of the highest proportion of mortgage-free home owners**
- Target by age, gender & / or location
- 83k average HHI
- 24% own investment properties
- 75% buy online

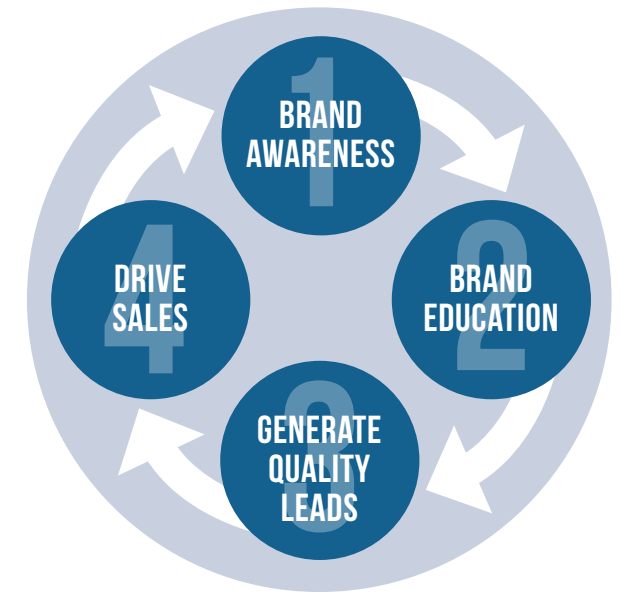
* Google Analytics

2. BRAND EDUCATION

- **Average page duration = 2m01s**
- **31% of visitors engage 7+ times weekly**
- Trusted information hub & resource
- Average session duration = 4m53s
- Members enjoy reading, researching & gathering information
- Two way communication – not one way 'shouting about a brand'

4. DRIVE SALES

- **~\$1.7m spent on GrownUps Group Tours over the last 5 years (~\$11,000 per person)**
- **62% advertiser repeat rate over last 12 months**
- ROI: CTR, open rates & time on page, on average is above industry standard for Display, eDMs & content
- Word of mouth marketing opportunity via the GrownUps friends community and discussion groups - which represent 22% of all traffic



STRATEGIC ADVERTISING

ALWAYS ON - NATIVE CONTENT & ENGAGEMENT

Native Content & Engagement is an important layer in the media ecosystem, adding depth and assisting in the performance of mass campaign activity.

- *GrownUps* is a ready made content platform with 105,000 members ready to digest useful, in-depth and relevant content matched to their needs and requirements
- Currently ~7,000 unique articles and items published, with Google viewing *GrownUps* very favourably
- 24/7 promotion across the web

ALWAYS ON - NATIVE CONTENT & ENGAGEMENT

EXAMPLE MEDIA SCHEDULE

EXAMPLE MEDIA SCHEDULE					2014									
					Nov					Dec				
W/C Dates Based on Mondays					03	10	17	24	01	08	15	22	29	
MEDIUM / CAMPAIGN	FORMAT	ESTIMATED IMPRESSIONS	Estimated eCPM	COST										
NOTE - ALL COSTS ARE INDICATIVE ONLY AND ARE SUBJECT TO NEGOTIATION														
DIGITAL														
BAU Campaign	Standard Banners	n/a	2.5											
Funeral Campaign														
Search														
Paid Search	Google Text Ads	n/a	2.5											
SEO	Natural Search Results	n/a												
MONTHLY DIGITAL														
MAGAZINES														
COST PER INSERTION														
NO INSERTIONS														
Please note all dates are cover dates														
General Insurance														
Woman's Day	FP4C		3											
NZ Woman's Weekly	FP4C		3											
Aus. Women's Weekly	FP4C		1											
NEXT	FP4C		0											
MONTHLY MAGAZINES														
TELEVISION														
TOTAL TARPS														
TELEVISION	30 SEC													
	15 SEC													
60% Peak / 40% OP														
TV1 70%, TV2 10%, TV3 20%														
MONTHLY TELEVISION														
ALWAYS ON - NATIVE CONTENT & ENGAGEMENT														

STRATEGIC MARKETING A PARTNERSHIP

- The team at *GrownUps* works alongside their advertising partners in an 'always on' marketing partnership
- It's important to be in front of *GrownUps* visitors and members via multiple touchpoints within the site: Omni channel exposure

Being with them
wherever they are and
whatever they are doing.




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WHY WORK WITH US?

MATCHING GrownUps MEMBERS WITH ADVERTISER BRANDS

- **With a combined 20 years in the business, Garth & Co-Founder Richard, work alongside you – we want to make good things happen, enrich lives and match brands with the right people and people with the right brands.**
- **Finger on the pulse - regular monitoring and measurement throughout, adjusting channels as required**
- We are able to create awareness, solve an issue & make people's dreams a reality, regardless of whether a fun or grudge purchase.
- The member & visitor is central and *GrownUps* is the catalyst via suitable content, suitable contact, language, articles, timing, segment, angles, calls to action, channels, outputs and measurement, for the brand.
- We aim to spread the campaign cost over a longer period. Visitors wish to see the brand 'always on'.
- ROI across all channels (content, time on page, time on site, email opens & clicks, display CTR, calls to action, leads gathering, discussions & article comments are at times 3-4 times higher than mainstream media sites)

"Thank you Comvita for the huge free sample for the whole family to try, which we have all loved the taste and the smooth texture on our throats. Yes I have purchased another bottle and now it is a daily family ritual."

GROWNUPS MEMBER

"Looking forward to reading more. I cruised with Avalon Waterways from Prague to Budapest and can highly recommend this and other arms of Globus."

GROWNUPS MEMBER

"I am off on two cruises tomorrow, and I used the GrownUps Insurance with Cigna... I saved \$205. This was 50% off the going rate. I only saw that at the last minute, and am very grateful to you and the team."

DON, MEMBER FROM CAMBRIDGE

"We have been working with GrownUps for the past few years and it's great to deal with a company who take accountability and are willing to work in partnership with us to achieve positive results."

MARKETING MANAGER, GLOBUS FAMILY OF BRANDS

"Harvey Norman campaigns on GrownUps have over delivered on the anticipated ROI and offered some of the best results we have seen across all of our online promotions."

DIGITAL MARKETING MANAGER, HARVEY NORMAN



TEAM

When working with GrownUps, you work directly with the creators and past-owners of the site, who have become experts in 50+ demographic communication and the digital world, over the past 10 years.

Where else do you get that additional level of passion, service and commitment for a successful outcome?

ADVERTISING OPTIONS

Experienced in matching Health & Wellbeing, Pharmaceuticals, Travel, Automotive, Banking/Investment, Entertainment, Home & DIY, Retirement Villages, Utilities, Telecommunications & Charities, information & offers to the audience, appropriately

CONTENT MARKETING: ADVERTORIAL

- Up to 400 words, 5 x images, logo, links, video (YouTube) and calls to action
- Option to replace or edit article over term and featured under the relevant section of choice
- Promote informative content, brand and offers

- **1 month \$500 + GST**
- **3 months \$900+ GST**
- **6 months \$1,295 + GST**
- **12 months \$1,995 + GST**

Monday, 17 July 2017

grownups
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Welcome to Grownups

50% OFF TRAVEL INSURANCE FOR GROWNUPS MEMBERS
Terms and conditions apply.

Cigna
Together, all the way.
Find out more

Search

Become a member FREE

Login

Connect • Interests • New Zealand Life • Health • Travel • Finance • Competitions & Offers • Games • Classifieds • Contact

ARTICLES

CONNECT


GAMES

GREAT OFFERS


Shake off the winter chill with a slice of European sunshine

CRUISES, INTERNATIONAL TRAVEL, TRAVEL

There's plenty to love about winter in NZ. But there's definitely something to be said about breaking the chill with a slice of European sunshine. Showcasing history, culture and impossibly beautiful scenery, Voyages to Antiquity is your ticket to summer in the northern hemisphere. And next season, the line is setting the bar high with a pair of destination rich itineraries, and an award-winning ship that is perfect for European waters.



Great things come in small packages
A cruise with *Voyages to Antiquity* is proof that the best things really do come in small packages. Carrying an average of just 350 passengers, the Aegean Odyssey is tasteful, intimate and classically elegant. Onboard, the atmosphere is the perfect blend of refined and relaxed. Think a floppy sun hat and jandals by day, followed by a quick outfit change before sunset cocktails in the Charleston Lounge



Unlike her towering counterparts, the Aegean Odyssey is effortlessly suited for both coastal and river cruising. This means she can sail into popular Mediterranean ports, as well as navigate inland waterways like Spain's Guadalquivir River. For you, this unlocks a unique combination of ocean and river cruising and means you get to experience Europe from every angle.






Plus, accompanying you on each cruise are celebrated guest speakers, handpicked by the line. From historians to archaeologists, they're on hand to enrich your journey with informative lectures and entertaining talks.


European Connoisseur – departs 9 June 2018 (17 days)
Setting sail from sun-drenched Seville, this European Connoisseur cruise winds its way along some of Europe's most scenic waterways.



- Savour two nights at a boutique hotel in Seville, complete with a rooftop pool and views of the golden hued Plaza de Espana
- Spend your days exploring the Andalusian capital, then let your hair down at a sultry Flamenco bar
- Wander under the fragrant orange trees that shade the courtyards of the Mosque-Cathedral of Cordoba
- Sample luxuriously creamy custard tarts in Lisbon

Noticeboard

-  Funds Investors demand for Performance Ranking
-  Unravel the secrets of the Northern Territory
-  Erectile Dysfunction – do you suffer from it?
-  Join Judy Bailey on Myanmar's Irrawaddy River
-  GrownUps & Cigna partner with Heart Saver to save Kiwi lives



Downsizing more than your home
Moving to a smaller place means fewer chores and less maintenance, but let's face it, one of the biggest advantages is being able to downsize your bills. If you're moving to a retirement community, or to a rental property, there's one thing you can easily downsize – your contents insurance.

Win \$1000 off your favourite La-Z-Boy

Dentures 101 - your beginner's guide

GrownUp tours - Fun, Friendship & Adventure

Blackmores Natural Health

GrownUps Columnists

Today's Horoscopes

Get your life celebration sorted with \$300*

Recent Discussions

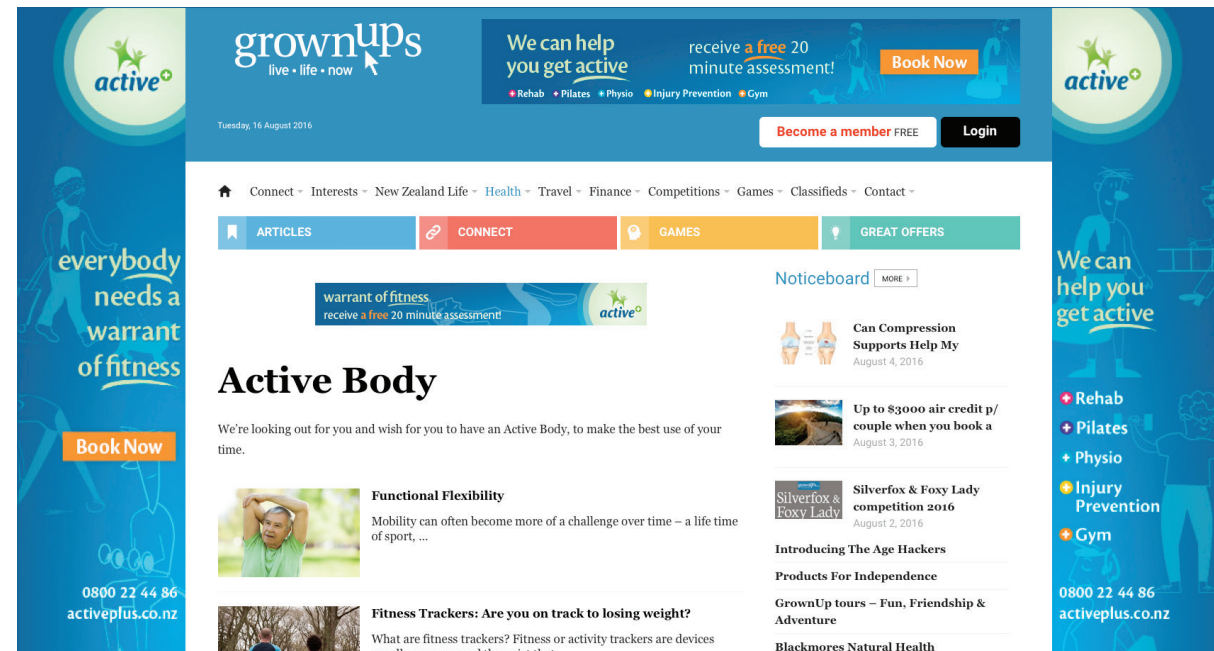
ADVERTISING OPTIONS

CONTENT MARKETING: SECTION OWNERSHIP

Ownership of a branded section, library of articles with relevant content, downloads and calls to action

- Include video, enquiry forms, branded skins/banners, links to topic discussions on *GrownUps*
- Seek to create interest in a category and then push people to specific products and/or offers
- Include competitions and offers
- Includes promotion via run of site Noticeboard position

• **\$5000 + GST per month**



ADVERTISING OPTIONS

E-NEWSLETTER

~55,000+ Subscribers

1. Big banner & advertorial promotion

- 590w x 93h static banner & editorial promotion clicks thru to your advertorial article on *GrownUps* or external website.

• **\$3,000 + GST per e-Newsletter**

2. Advertorial promotion

- Clicks thru to your advertorial article on *GrownUps* or external website.
- Includes: Title 10 words, body 65 words. Image 140w x 80h

• **\$1,500 + GST per e-Newsletter**

3. Native Article promotion

- Clicks thru to your advertorial article on *GrownUps* only
- Includes: Image & text auto-populated from article

• **\$750 + GST per e-Newsletter**

1

BOOK YOUR PERFECT 2017 RIVER CRUISE TODAY AND GET UP TO \$3,000* TOWARDS YOUR AIRFARES

*Per couple. T&Cs apply. Book by 31 August 2016

Click here for full details

AVALON WATERWAYS

Garth, take a peek at this week's newsletter ...

We might be a month early, but we've decided to have a spring clean at GrownUps. We will be refreshing our website over the coming days & weeks, so keep an eye out for some exciting changes! [Read more here.](#)

Will you be following the Olympic Games in Rio? All the action kicks off this weekend and continues for the next two weeks. Here at GrownUps we always love watching the big draw cards - swimming & athletics - but have decided this time around to expand our horizons and follow one of the lesser known sports. You never know, we might discover a new passion!

We wish our New Zealand team all the very best of luck - here's hoping they can top their record haul of 13 medals from London 2012!

[View the latest weekly articles](#) or visit the Homepage daily to read what's new and view the 35+ new items posted each week, for you. Scroll down to the Blue Boxes to read about: Travel Sharpens the Mind; Become More Fulfilled; Brain Games, Behavioural Issues; Keep Love Alive; Diddy-Dee Potatoes; Common Superstitions; I Don't Believe It! and The Great Blue Hole.

Do you have wedding photos on display in your house or a wedding album you flick through every anniversary? This couple had to wait 80 years, but they finally got theirs! [Read more here.](#)

Wishing you a fantastic week ahead.
Cheers
The Team at GrownUps.

Travel & Leisure

Weekly Poll
How many hours of sleep do you normally get?

[Today in History](#)

[Ask Me Anything:](#)
(GrownUps' Agony Aunt!)

[Fun Facts](#)

Enquire About our all new 2017 [GrownUp Group Tours](#)

[August competitions](#)

[Discussion Forums](#)

[Group Friends & MeetUps around NZ](#)

[Classified Listings](#)
House sitters, Personals, Jobs, Buy/Sell, Travel Companions, Events, Villages

[Live Chat](#)

1

Get up to \$3,000 towards your airfares

Book and pay your deposit on an Avalon Waterways river cruise before 31 August and get up to \$3,000 air credit per couple on selected 2017 Europe cruises. With unmatched service and comfort your Avalon river cruise will be the perfect holiday experience. [Learn more here.](#)

2

Free DVD - Motorhome Travel in Australia

Considering a motorhome holiday in Australia? Get your [free information DVD](#) which provides 'ideas and tips to get you started'. Or prefer to join us for an [Escorted Motorhome Tour](#)? Check out our 21 day Tasmania tour.

2017 GrownUp tours OUT NOW! You must see these...

For the past 4 years GrownUp group tours have been put together by the Globus family of brands in partnership with GrownUps offering the 50+ community a range of escorted travel packages to the world's most exciting destinations. 2017 tours OUT NOW! [Click here for details.](#)

3

Pruning roses

July and August are the two main months for pruning roses in New Zealand. We cover some of the principles of pruning.

Sharp shooter

At age 65, Chandro Tomar, who lives in a small village in northern India, stumbled upon a shooting range and picked up a gun for the first time.

Navigate the British Isles

Birthplace of Shakespeare & The Beatles, Great Britain is nothing short of mighty. Set sail and explore its fascinating history, culture and people

ADVERTISING OPTIONS

SINGLE-BRANDED EDM (SOLUS)

- Database of ~55,000+ subscribing members nationwide
- Average open rate 25%+
- CTR's range from 5–10% (depending on offer/CTA)
- Promoting a GrownUps-only or standard Brand call to action offer
- Option of targeting via age, region or gender

- **27c per email record***
- **Minimum send value \$3100** + GST (11,500 targeted subscribers)**

*Final price dependent on targeting

**\$500 admin set up / testing fee also applicable




[WHO ARE WE](#) | [VISIT OUR WEBSITE](#) | [CONTACT US](#)



GROWNUP GROUPS

Escorted travel for fun-seeking over 50's

2017 GROWNUP TOURS - OUT NOW

7 exciting new tours, including Alaska, South America, Europe, Southeast Asia, river cruising & more!



GARDENS, CASTLES & GALLERIES

20 DAYS | AUCKLAND TO AUCKLAND

HIGHLIGHTS INCLUDE:
Hong Kong, London, Oxford, Stratford-upon-Avon, Bath, Stonehenge, Salisbury, Brighton, 7-night deluxe river cruise in Holland including visit to Keukenhof Gardens

FROM \$9,099
Per person, twin share, when booked and deposited by 13 September 2016

[CLICK FOR MORE INFO](#)



DISCOVER SOUTH AMERICA

19 DAYS | AUCKLAND TO AUCKLAND

HIGHLIGHTS INCLUDE:
Rio De Janeiro, Iguassu Falls, Buenos Aires, Bariloche, Puerto Varas, Puerto Montt, Santiago

FROM \$11,649
Per person, twin share, when booked and deposited by 13 September 2016

[CLICK FOR MORE INFO](#)



Order your copy of the 2017 GrownUp Groups tour flyer today!

[CLICK TO ORDER FLYER](#)

ADVERTISING OPTIONS

HOME PAGE TAKEOVER

- 100% share of voice/fixed tenancy of:
 - > Gutters/skins
 - > Home Page Notice
 - > 760w x 120h & 300w x 250h
- Seek to create interest in a category and then push people to specific products and/or offers
- Weekly impressions ~20–25k
- Daily and weekly placements available

• **\$3500 + GST per week**

1. GUTTERS/SKINS
2. 760 X 120
3. HOME PAGE NOTICE
4. 300 X 250

The screenshot shows the homepage of grownups.co.nz. The layout includes a header with the site logo, navigation links, and a 'Become a member FREE' button. Below the header is a grid of featured articles and notices. Four specific advertising areas are highlighted with red dotted boxes and numbered:

- 1. GUTTERS/SKINS:** Located on the left side of the page, featuring a large image of a woman (Ashley Fabuquits) and a 'BOOK TICKETS' button.
- 2. 760 X 120:** Located at the top right of the page, featuring a banner for 'Ashley Fabuquits THE MOVIE' with 'IN CINEMAS AUGUST 11' and 'BOOK TICKETS'.
- 3. HOME PAGE NOTICE:** Located in the center-right of the page, featuring a 'Noticeboard' section with a 'MORE >' button and a featured notice for 'Absolutely Fabulous - In Cinemas August 11'.
- 4. 300 X 250:** Located at the bottom right of the page, featuring a smaller version of the 'Ashley Fabuquits THE MOVIE' banner.

ADVERTISING OPTIONS

DISPLAY ADVERTISING

- Choice of:
760w x 120h or 728w x 90h;
160w x 600h or 300w x 600h;
300w x 250h pix display banner, run of site (ROS)
- Static or animated. Ad-serving third party tags and HTML5 accepted.
- Clicks through to your advertorial article on *GrownUps* or external website

• **\$35 + GST CPM**

CATEGORY SPONSORSHIP

- 468w x 60h

• **\$2000 + GST per month**

1. BIG BANNER
2. CATEGORY SPONSORSHIP
3. ISLAND/RECTANGLE
4. SKYSCRAPER

1

3

4

ADVERTISING OPTIONS

HOME PAGE NOTICE

- Above the fold, fixed tenancy

• **\$1000 + GST per week**

RUN OF SITE NOTICES

- 100% share of voice
- Spaces limited

- **Large feature box & lead paragraph promotion**
\$1,500 + GST per week
(spaces limited to 1)
- **With image & text**
\$1000 + GST per week
(spaces limited to 3)
- **Text only**
\$750 + GST per week
(spaces limited to 6)

1. HOME PAGE NOTICE

2. RUN OF SITE NOTICES

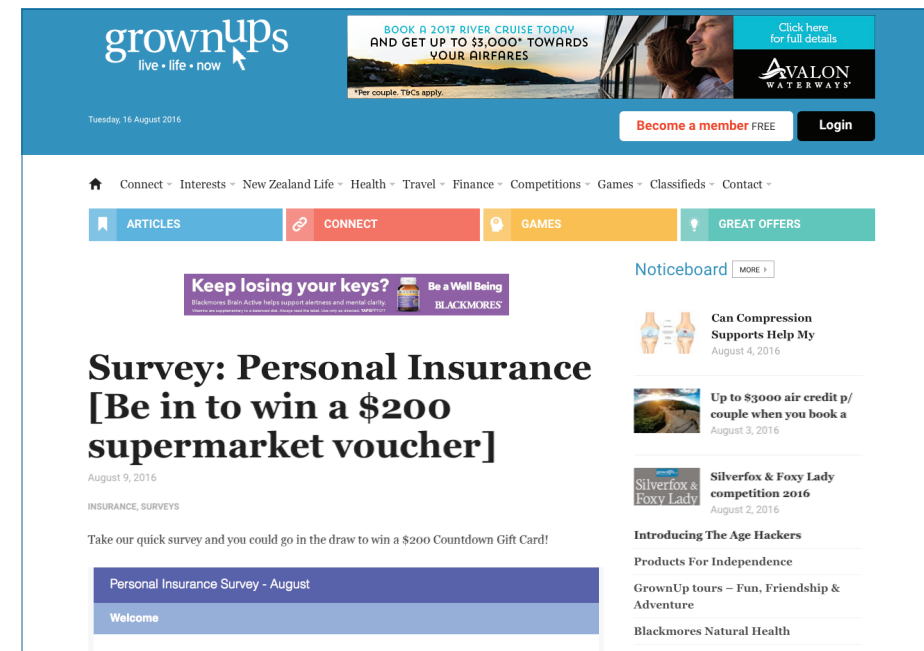
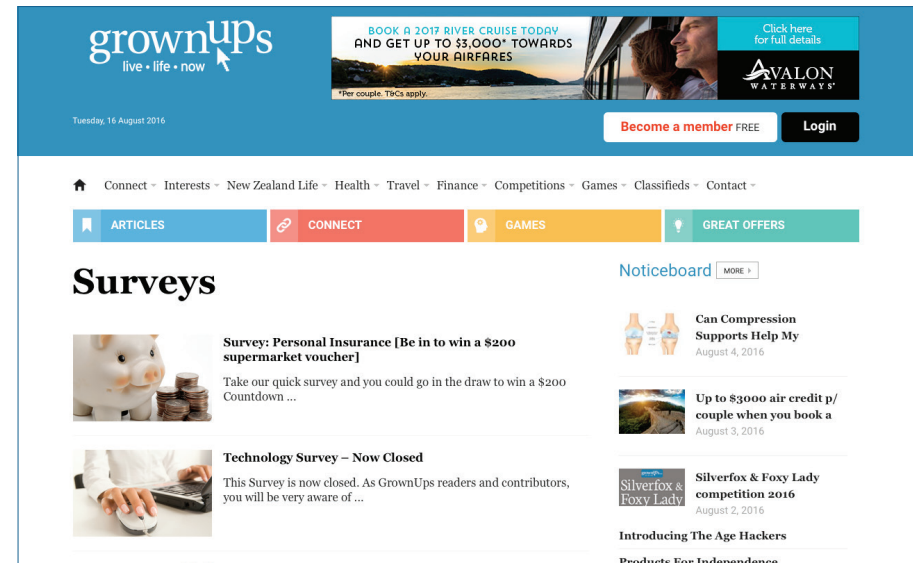
The screenshot shows the homepage of grownups.co.nz. At the top is a blue header with the logo 'grownups live • life • now' and a navigation bar. Below the header is a row of four colored boxes: 'ARTICLES' (blue), 'CONNECT' (red), 'GAMES' (orange), and 'GREAT OFFERS' (teal). The main content area is divided into several sections: 'Latest Articles' featuring 'Functional Flexibility' with an image of an older man stretching; 'Noticeboard' with a movie advertisement for 'Absolutely Fabulous - In Cinemas August 11'; 'COMPETITIONS & OFFERS' with 'Today In History - August'; 'HEALTH & WELLBEING' with 'Herbal Ignite For Men'; 'FAMILY' with 'Why am I like I am?' - Study; 'BOOK REVIEWS' with 'Book Competition Time - Enter Now To Win!'; and 'ENTERTAINMENT' with 'Downsizing more than your home'. On the right side, there is a vertical list of notices including 'Funds Investors demand for Performance Ranking', 'Unravel the secrets of the Northern Territory', 'Erectile Dysfunction - do you suffer from it?', 'Win \$1000 off your favourite La-Z-Boy', 'Dentures 101 - your beginner's guide', 'GrownUp tours - Fun, Friendship & Adventure', 'Blackmores Natural Health', and 'GrownUps Columnists'. A large red '1' is placed next to the 'Noticeboard' section, and a large red '2' is placed next to the 'Run of Site Notices' section.

SURVEYS AND RESEARCH

- Research categories: Health, Travel, Financial, General Interests & Lifestyle, Life & Family
- Expected respondents: 500+ over 2-4 week period
- \$500 admin set up fee
- \$15 + GST respondent fee cost capped at 1,000 respondents
- Respondent no's uncapped

Past Results

- **Natural Health:** 959 respondents; 13 questions; 3 weeks
- **Technology:** 1607 respondents; 34 questions; 3 weeks
- **General/Internal:** 1123 respondents; 71 questions; 4-5 weeks
- **Sex Survey:** 1108 respondents; 64 questions; 3-4 weeks
- **Travel/Globus Group Tours:** 599 respondents; 19 questions; 3 weeks
- **Wills:** 368 respondents; 16 questions; 1 week
- **Physio:** 1243 respondents; 16 questions; 4 weeks
- **Health:** 1105 respondents; 13 questions; 3 weeks



WE'RE KEEN TO WORK WITH YOU



PLEASE CONTACT:

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