

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



BRAIN TRAINING



LEARN & DISCOVER



CONNECT



GREAT OFFERS

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 100,000* 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.



* Nielsen NetRatings last 12 months

- 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.



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

- 79% own their own home
- 71% are mortgage free or almost
- 85% live in a 1-2 person household only
- Avg Household Income \$83k
- 58% have income generating investments
- 65% use their phones for email/accessing the internet
- 70% use the internet 10+ hours per week (37% 20+ hrs)
- 80% 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)
- 90% travel each year
- ~20% spend \$5000+ on holidays each year
- 60% take health supplements (cf 22% 50+)



WHY BE PART OF GrownUps?

OUR FOCUS WHEN RUNNING ADVERTISING CAMPAIGNS

1. BRAND AWARENESS

- 94% are 45+ (therefore \$94 of every \$100 spent on promotion, reaches the target demo - very low wastage)
- ~85,000 registered members
- ~38,000 email subscribers
- Dedicated to the 50+ market in NZ
- Around 100,000 unique audience visits per month*
- Continuous flow of new members

3. GENERATE QUALITY LEADS

- Key influencers: 84% are parents, and 69% grandparents
- 70% travel overseas at least once a year
- One of the highest proportion of mortgage-free home owners
- Target by age, gender & / or location
- 83k average HHI
- 58% have active investments
- 80% buy online

2. BRAND EDUCATION

- Average page duration = 1m57s
- >10% visit 6+ times p/day
- ~23% of visitors engage 1+ times each day
- 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

- ~\$600k spent on GrownUps Group Tours in the last few years
- 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



* Nielsen NetRatings last 12 months

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 85,000 members ready to digest useful, in-depth and relevant content matched to their needs and requirements
- Currently ~6,000 unique articles and items published, with Google viewing *GrownUps* very favourably
- 24/7 promotion across the web

ALWAYS ON - NATIVE CONTENT & ENGAGEMENT

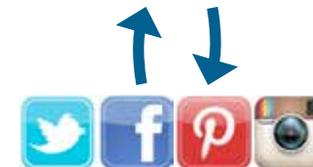
					2014											
					Nov				Dec							
					03	10	17	24	01	08	15	22				
MEDIUM / CAMPAIGN	FORMAT	ESTIMATED IMPRESSIONS	Estimated eCPM	COST	W/C Dates Based on Mondays											
NOTE - ALL COSTS ARE INDICATIVE ONLY AND ARE SUBJECT TO NEGOTIATION																
DIGITAL																
BAU Campaign	Standard 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						50					50					
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						50					50					
TELEVISION																
				TOTAL TARPS												
TELEVISION	30 SEC															
	15 SEC															
80% Peak / 40% OP																
TV1 70% TV2 10% TV3 20%																
MONTHLY TELEVISION						50					50					
ALWAYS ON - NATIVE CONTENT & ENGAGEMENT						█				█						
UNASSIGNED						█				█						

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.



WHY WORK WITH US?

MATCHING GrownUps MEMBERS WITH ADVERTISER BRANDS

- **With a combined 19 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



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**

grownups
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THE AGE HACKERS
BUSTING MYTHS ABOUT OLDER ADULTS AND TECHNOLOGY

Thursday, 14 August 2014

Connect - Interests - New Zealand Life - Health - Travel - Finance - Competitions - Games - Classifieds - Contact

ARTICLES CONNECT GAMES GREAT OFFERS

Noticeboard

Staying in touch while travelling
May 6, 2014

THE AGE HACKERS

While travelling overseas later this year I'll use Spark's international roaming to keep in contact with family via texting. When it comes to posting pictures to the Cloud and Facebook I'll use whatever WiFi is available. To avoid any unexpected costs due to apps being upgraded, I'll just connect to the internet when there is WiFi.

New Zealand mobile rates don't apply overseas. Charges that apply to roaming are in addition to any other charges which apply in your mobile plan. For example, if you're travelling to Europe you could pay \$3 per MB. There is, however, no charge for receiving texts.

Data budgeting
An estimate of how much data can be used while roaming is shown below. As you can see, it wouldn't take long to rack up some massive bills. For instance, using Google Maps for 15 minutes in Europe on roaming could set you back \$27.

	15 minutes	30 minutes	45 minutes	Other
Web browsing (social media)	\$15	\$30	\$45	
Video streaming (standard)	\$200	\$400	\$600	
Video streaming (HD)	\$400	\$800	\$1200	
Music streaming	\$200	\$400	\$600	
Maps & video chat	\$200	\$400	\$600	
Google Maps	\$15	\$30	\$45	
Small individual attachments				\$100 - \$1000s

Data caps
To help control roaming costs Spark has a great tool called Roaming Data Caps. This allows you to control your data spend on your mobile and ensures no unexpected large bills while overseas. Once you reach your cap you will be unable to use roaming unless you top up. This data cap does not affect international calls or texts, or any national data that's used.

Avoiding roaming charges
If you don't want to incur roaming charges while overseas, you can either turn off your device or ask for a roaming bar to be applied. The roaming bar will mean you can only access the internet or GPS services using WiFi, which many hotels and restaurants provide for free.

THE KEY ELEMENTS TO LEARNING NEW TECH? CURIOSITY AND AN OPEN MIND

Search

Spark

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

~38,000+ Subscribers

1. Big banner & advertorial promotion

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

• **\$2,000 + GST per e-Newsletter**

2. Advertorial promotion

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

• **\$1,000 + GST per e-Newsletter**





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



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.

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

Avalon competitions

Discussion Forums

Group Friends & MeetUps around NZ

Classified Listings:
House sitters, Personals, Jobs, Buy/Sell, Travel Companions, Events, Villages

Live Chat

Contact Us

Travel & Leisure



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.](#)



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.](#)

ADVERTISING OPTIONS

SINGLE-BRANDED EDM (SOLUS)

- Database of ~38,000+ subscribing members nationwide
- Open rates 20%–35%
- CTR's range from 5–50%
- 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 \$3000** + GST**

*Final price dependent on filtering criteria

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

*If products or services are deemed to be more of a 'grudge' purchase, GrownUps has several other avenues available to target members and visitors)

The screenshot shows the GrownUps website homepage. At the top is the logo 'grownups.co.nz'. Below it is a navigation bar with 'GLOBUS family of brands' and links for 'WHO ARE WE', 'VISIT OUR WEBSITE', and 'CONTACT US'. The main banner features an illustration of three people and the text 'GROWNUP GROUPS Escorted travel for fun-seeking over 60's'. Below the banner is a section for '2017 GROWNUP TOURS - OUT NOW' with the text '7 exciting new tours, including Alaska, South America, Europe, Southeast Asia, river cruising & more!'. There are two tour cards: 'GARDENS, CASTLES & GALLERIES' (20 days, Auckland to Auckland) and 'DISCOVER SOUTH AMERICA' (19 days, Auckland to Auckland). Both cards list highlights and starting prices. At the bottom, there is a section for ordering a 2017 GrownUp Groups tour flyer.

Only specific categories/products are able to be promoted*¹

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 ~15–20k
- Daily and weekly placements available

- Price on application

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

The screenshot shows the GrownUps website home page. The layout includes a top navigation bar with the GrownUps logo and navigation links. Below the navigation bar is a main content area with several sections:

- 1. GUTTERS/SKINS:** A large vertical banner on the left side of the page, featuring a woman in a purple blazer holding a newspaper.
- 2. 760 X 120:** A horizontal banner at the top right of the page, featuring the 'Absolutely Fabulous: The Movie' promotional image.
- 3. HOME PAGE NOTICE:** A large central article titled 'Functional Flexibility' with a sub-headline 'Mobility can often become more of a challenge over time...'. It includes a photo of an older man stretching.
- 4. 300 X 250:** A small square advertisement at the bottom right of the page, featuring the 'Absolutely Fabulous: The Movie' promotional image.

Other visible elements include a 'Connect' menu, 'Articles' section, 'Latest Articles' section, and a 'Noticeboard' section with various smaller articles and notices.

ADVERTISING OPTIONS

DISPLAY ADVERTISING

- Choice of 728w x 90h, 760w x 120h, 160w x 600h or 300w x 250h pix display advert, run of site (ROS)
- Clicks through to article on *GrownUps* or your website

• \$35 + GST CPM

CATEGORY SPONSORSHIP

- 468w x 60h

• \$2000 + GST per month

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

The screenshot shows the GrownUps website interface. At the top, there is a blue banner (1) with the GrownUps logo and a promotion for a river cruise. Below the banner is a navigation bar with categories like 'ARTICLES', 'CONNECT', 'GAMES', and 'GREAT OFFERS'. A category sponsorship banner (2) for 'Keep losing your keys?' is positioned above the main content. The main content area features a 'Life' section with various articles such as 'Glorious Grandparents', 'Books For Grandsons', 'Migrant Journeys', 'My Mind's Gone Blank - It's a Mental Block', and 'Smartwatch For Kids'. A vertical skyscraper advertisement (4) is located on the right side of the page. At the bottom, a rectangular advertisement (3) is displayed. The page number 'Page 1 of 128' is visible at the bottom left.

ADVERTISING OPTIONS

HOME PAGE NOTICE

- Above the fold, fixed tenancy

• \$1000 + GST per week

RUN OF SITE NOTICES

- 100% share of voice
- Spaces limited

• **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, there is a navigation bar with the site logo, a date (Monday, 14 April 2016), and a 'Become a member FREE' button. Below the navigation bar is a horizontal menu with categories like 'Connect', 'Interests', 'New Zealand Life', 'Health', 'Travel', 'Finance', 'Competitions', 'Games', 'Classifieds', and 'Contact'. The main content area is divided into several sections:

- ARTICLES:** A section with a blue header and a list of articles.
- CONNECT:** A section with a red header and a list of articles.
- ADDED:** A section with an orange header and a list of articles.
- GREAT OFFERS:** A section with a green header and a list of articles.
- Latest Articles:** A section featuring a large image of an elderly man stretching, with a headline 'Functional Flexibility' and a sub-headline 'Mobility can often become more of a challenge over time...'. Below this is a 'Noticeboard' section with a red dotted border containing several smaller articles and notices, including 'Absolutely Fabulous - In Cinemas August 11', 'Can Compression Supports Help My', 'Up to \$5000 air credit p/c couple when you', and 'Silverfox & Foxy Lady competition 2016'.
- Herbal Ignite For Men:** A section with a small image of a dog and a headline 'Herbal Ignite For Men'.
- Book Competition Time - Enter Now To Win!** A section with a headline 'Book Competition Time - Enter Now To Win!'.
- 35% OFF TRAVEL INSURANCE:** A promotional banner for Otago Travel Insurance.

1

2

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
- \$10 + 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

The screenshot shows the homepage of grownups.co.nz. At the top, there is a navigation bar with the logo 'grownups live • life • now' and a banner for 'BOOK A 2016 RIVER CRUISE TODAY AND GET UP TO \$3,000* TOWARDS YOUR AIRFARES'. Below the navigation bar, there are tabs for 'ARTICLES', 'CONNECT', 'GAMES', and 'GREAT OFFERS'. The main content area features a 'Surveys' section with a prominent survey titled 'Survey: Personal Insurance [Be in to win a \$200 supermarket voucher]'. To the right, there is a 'Noticeboard' section with several smaller promotional tiles.

This screenshot is a closer view of the survey page on grownups.co.nz. The survey title is 'Survey: Personal Insurance [Be in to win a \$200 supermarket voucher]'. Below the title, it says 'August 9, 2016' and 'INSURANCE, SURVEYS'. The text reads: 'Take our quick survey and you could go in the draw to win a \$200 Countdown Gift Card!'. There is a 'Personal Insurance Survey - August' button and a 'Welcome' message below it. The right sidebar contains the same 'Noticeboard' as seen in the previous screenshot.

WE'RE KEEN TO WORK WITH YOU



PLEASE CONTACT:

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