



grownups

**The Online Lifestyle Magazine & Social Club
tailored to suit the lucrative,
slightly older market.**

Contact richard.poole@grownups.co.nz 021 742597

Information Pack for GrownUps.co.nz

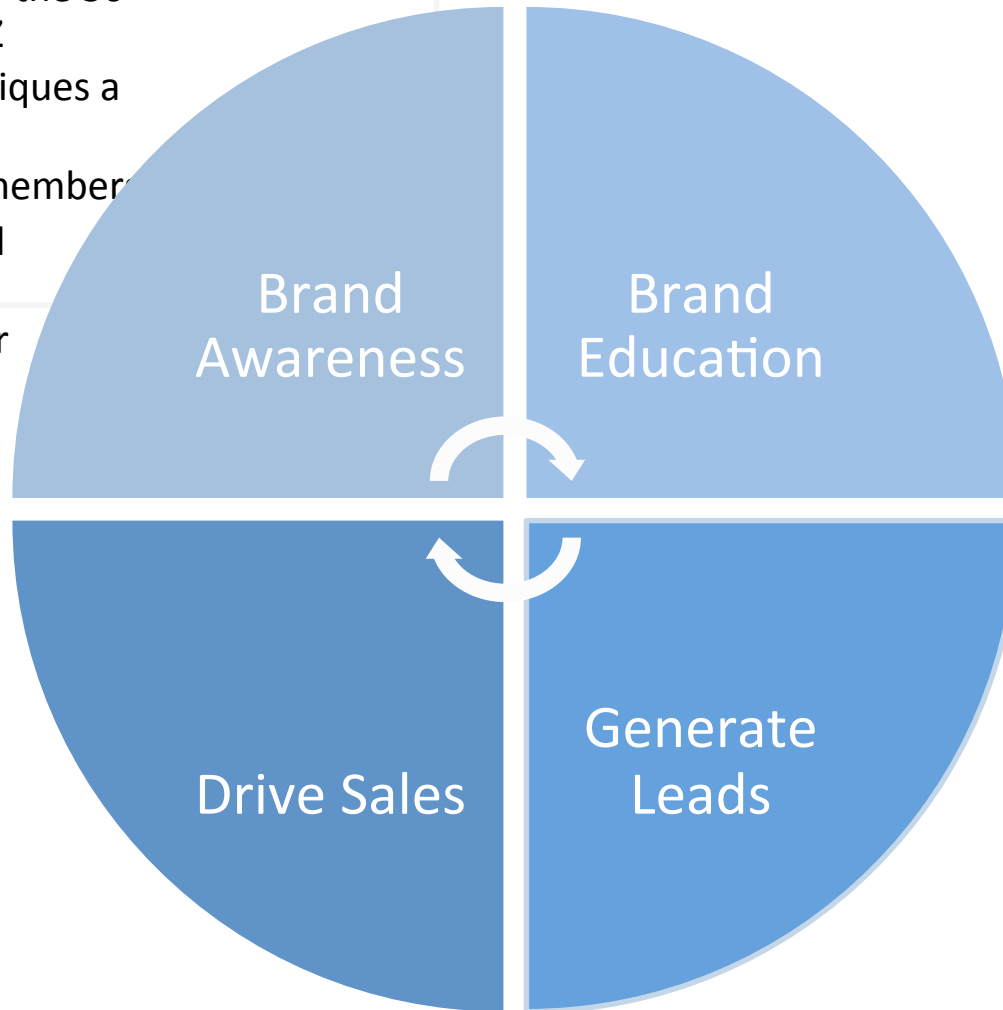
The 50+ Market in NZ

- More than 150 kiwis turn 50 every day
- Account for almost 1/3 of the population (24.78% in 1996) and 30% of the online population
- Control >65% of disposable income and spend 16% more per person
- Account for a large % of purchases (e.g. 80% of new premium cars)
- Influencers across 4 generations within families, whether information collection or ultimate decision makers



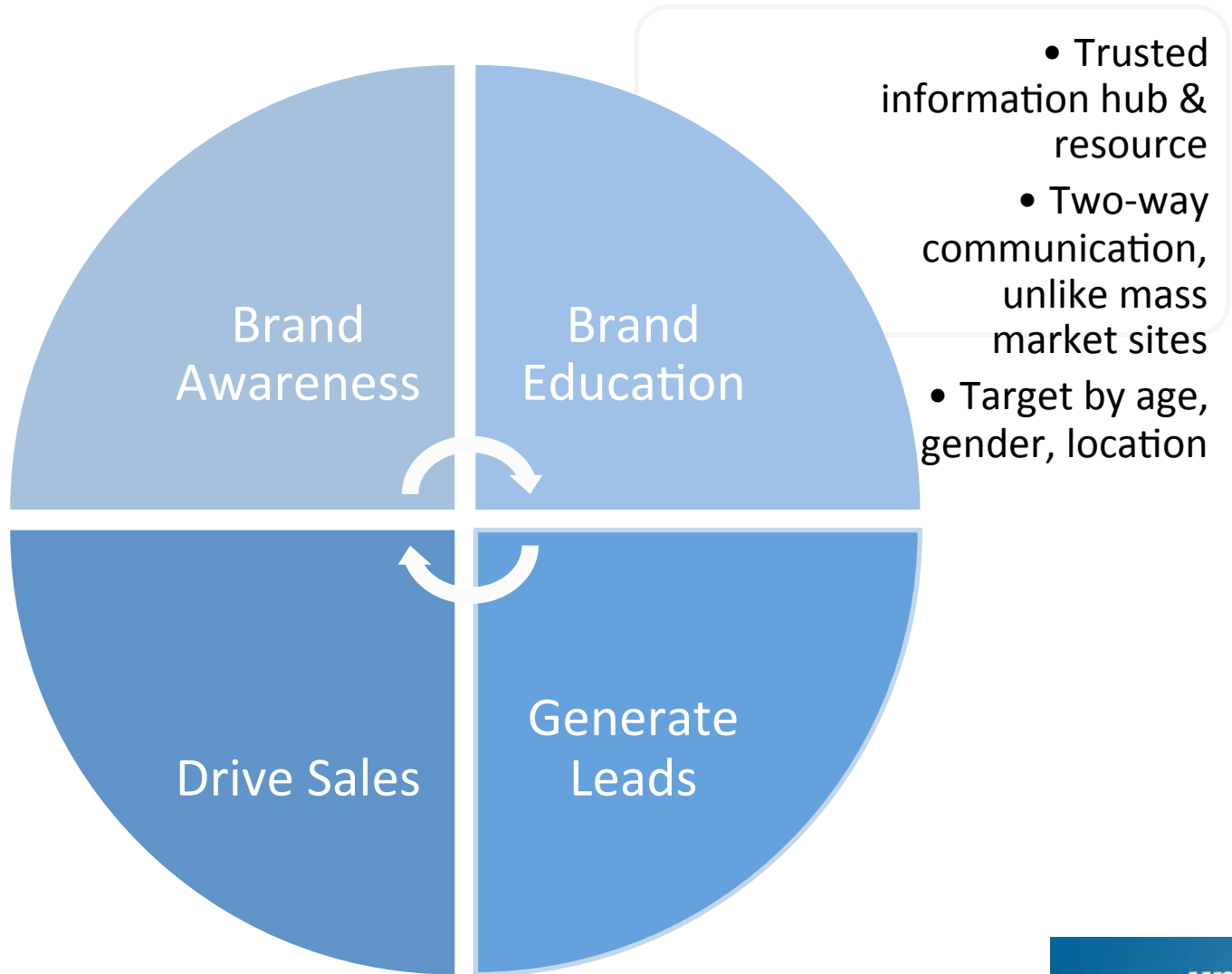
Our Digital Marketing Channel

- Dedicated to the 50+ market in NZ
- 158,000+ uniques a month
- 83,000 reg members
- 39,000 email subscribers
- Avg page dur = 1m46s
- Avg session = 5m25s



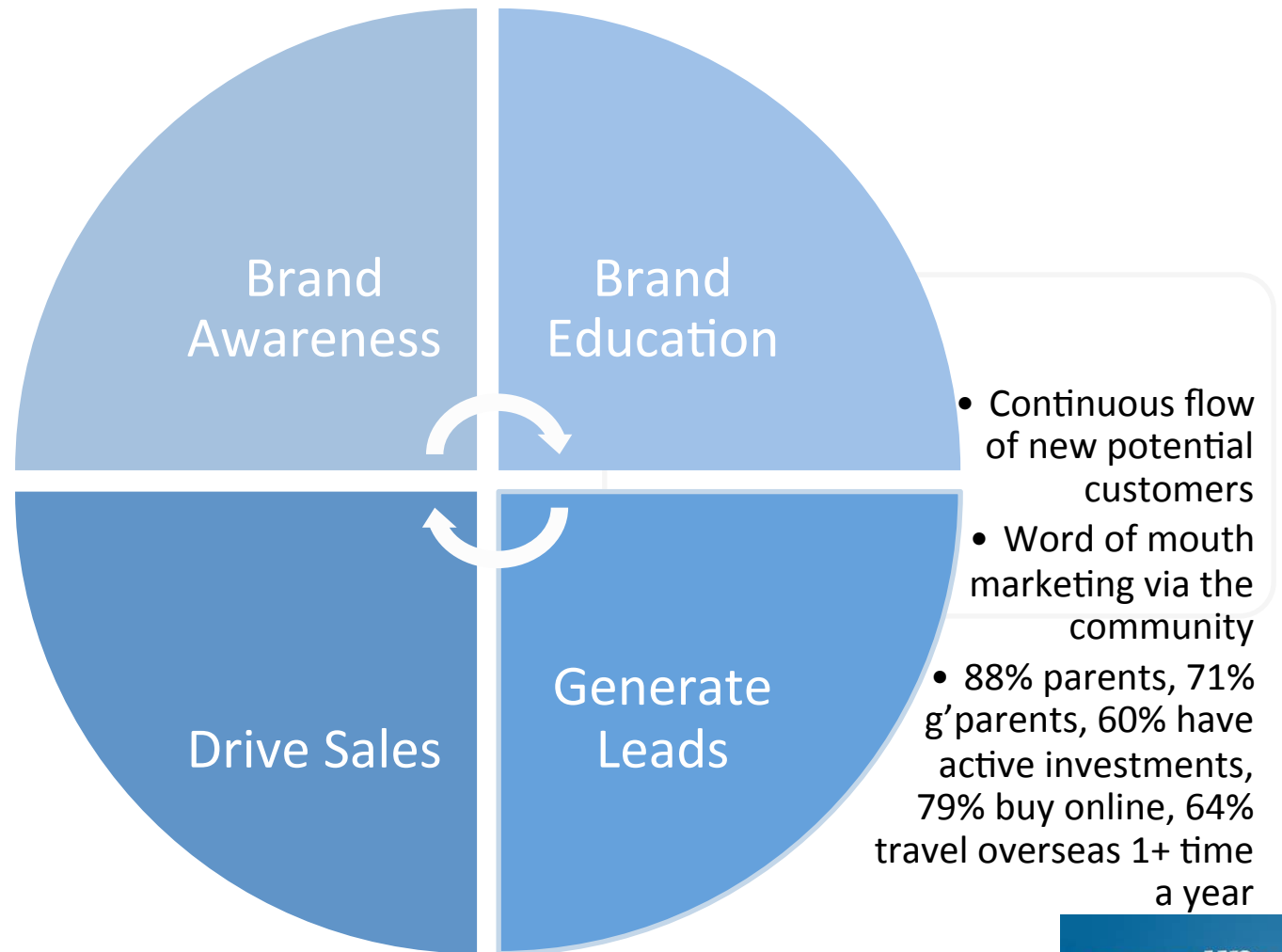
Deliverable, Measurable & Accountable

Our Digital Marketing Channel



Deliverable, Measurable & Accountable

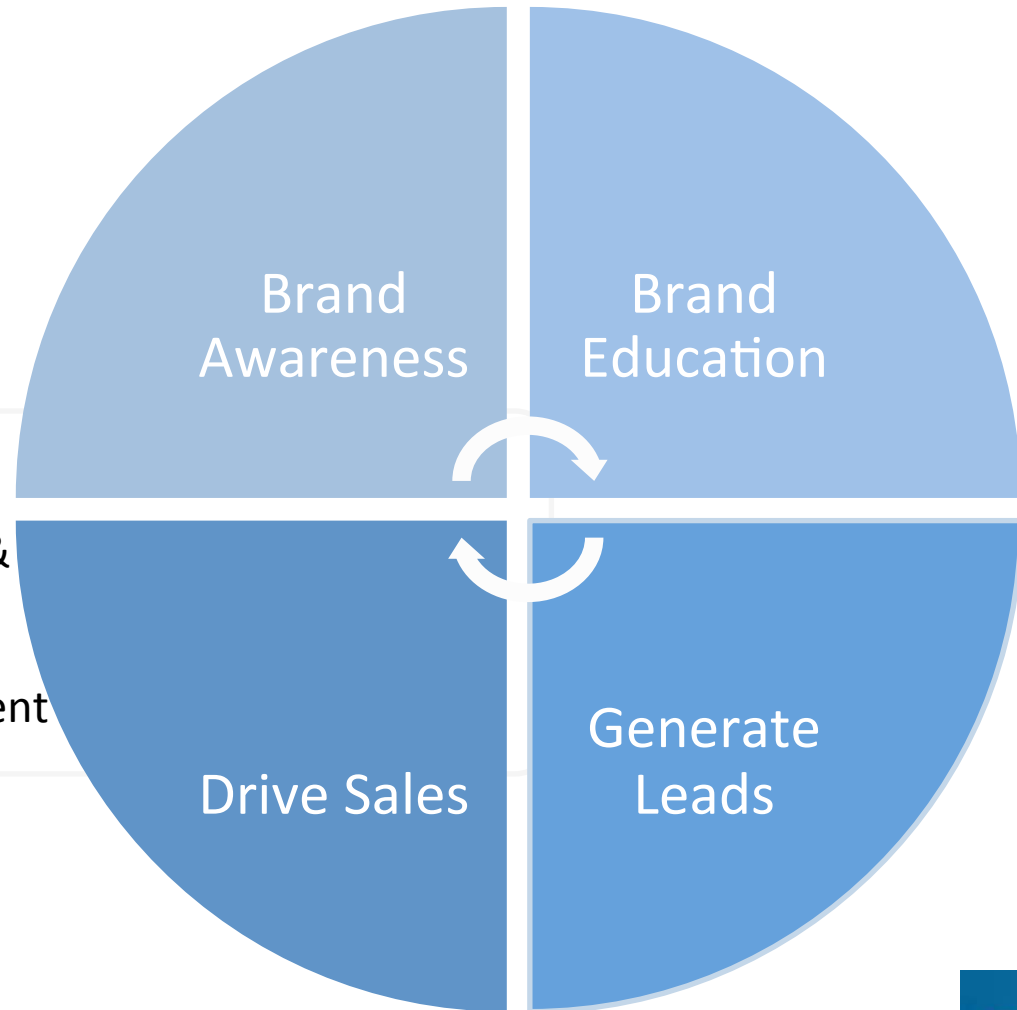
Our Digital Marketing Channel



Deliverable, Measurable & Accountable

Our Digital Marketing Channel

- ROI: CTR, open rates & time on page above Industry standard for Display, eDMs & content
- Highest proportion of mortgage free home owners
- 94% are 45+ (Very Low ad spend wastage)



Deliverable, Measurable & Accountable

ROI: Previous Campaign Results

Category	Display CTR % (Ind Avg 0.04-.08)	Solus eDM Open rates %	Solus eDM CTR %
Health & Wellbeing Products	0.36	27.3	14.33
Pharmaceutical/drugs	0.37	30.48	7.79
Travel	0.31	20.12	25.98
Automotive	0.27	23.29	20.77
Banking/Investment products	0.22	25.94	6.67
Entertainment (Movies & Concerts)	0.23	23.89	34.38
Home & DIY	0.20	35.63	8.22
Retirement Village	0.28	24.56	12.53
Utilities	0.21		
Telecommunications	0.16		
Charities/Community	0.24	23.05	17.03

Advertorial Article

Summer Fun, Smart in the Sun

Rating: ★★★★★★★★★★

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It's time to get sun smart, if you haven't already. The New Zealand sun, much as we are delighted to see it return after the winter, is some of the harshest in the world, and it only takes a few moments to burn, which can have lasting health and beauty consequences.

As part of your annual health check, ask your GP to check any moles and sunspots, or you could visit a dermatologist or other skin expert to ensure none of them seem uneven or worrisome.

Remember that skin cancer can develop fast, and that you have moles in usual spots (between your toes or on the soles of your feet) that need to be monitored.

Fortunately, we are spoilt for choice when it comes to products that can protect us from the sun, but we do need to remember to apply them correctly and use them every day, even if it looks gloomy to start with.

Sunscreen does a wonderful job, when applied correctly. You need to apply sunscreen liberally, and ideally not just as you go outside. Give it 20-30 minutes to absorb well. Remember the back of your neck, ears, hands and feet.

You can use your smartphone or newspaper's weather forecast to check the UV index - it will give you an idea of how strong the UV rays are on any given day. It is astonishing how fast you can burn, particularly after the winter when your skin is at its palest.

During the heat of the day, remember that it is best to try and avoid direct sun, wear a hat, loose fitting clothing and sun glasses. Take refuge under the shade of a tree and admire the sun without getting fried. Beware the sneaky sunburn - on a long car trip for example, you may find one arm or leg burning due to the angle of the sun.

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- Up to 500 words, 5 x images, logo, links, video (YouTube) & calls to action
- Option to replace or edit article over term & featured under the relevant section of choice.
- Promote informative content, brand and/or offers
- *1 mth \$500 +GST *3 mths \$900+GST *6 mths \$1,295 +GST *12 mths \$1,995 +GST

BRANDED SECTION W/LIBRARY OF ARTICLES

The screenshot displays the GrownUps website interface. At the top, there's a navigation bar with links for Login, Email address, Password, Stay logged in, Forgot password?, My cart (0 items), and Font size. Below this is a banner for 'grownups' and 'AVALON WATERWAYS' DELUXE RIVER CRUISES AND SMALL SHIP CRUISES. The main content area features a 'Become a Member FREE' section with a 'JOIN NOW' button. To the right, there's a 'Category sponsor' section for 'COSMOS' with a banner for 'Affordable touring for value-minded travellers'. Below this is a 'GrownUps Group Tours' section with three featured tours: 'France & Spain - An Exclusive Itinerary', 'Spectacular Alaska! GrownUps & Globus Group Tour 2015 - Be in Quick', and '2015 European River Cruise Group'. On the left side, there's a 'Cruise Travel with GrownUps' section with filters for Departure Port, Region, Cruise Line, Cruise Ship, and Date. The right side includes a 'Search GrownUps' bar, 'GrownUps Competitions', 'Talk to Members in our Chatroom', and 'Find Friends on GrownUps'. The bottom right corner features a 'GLOBUS' banner for 'First Class Escorted Touring'.

- Ownership of a branded section, with relevant articles, 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
- **From \$3000 + GST per month**

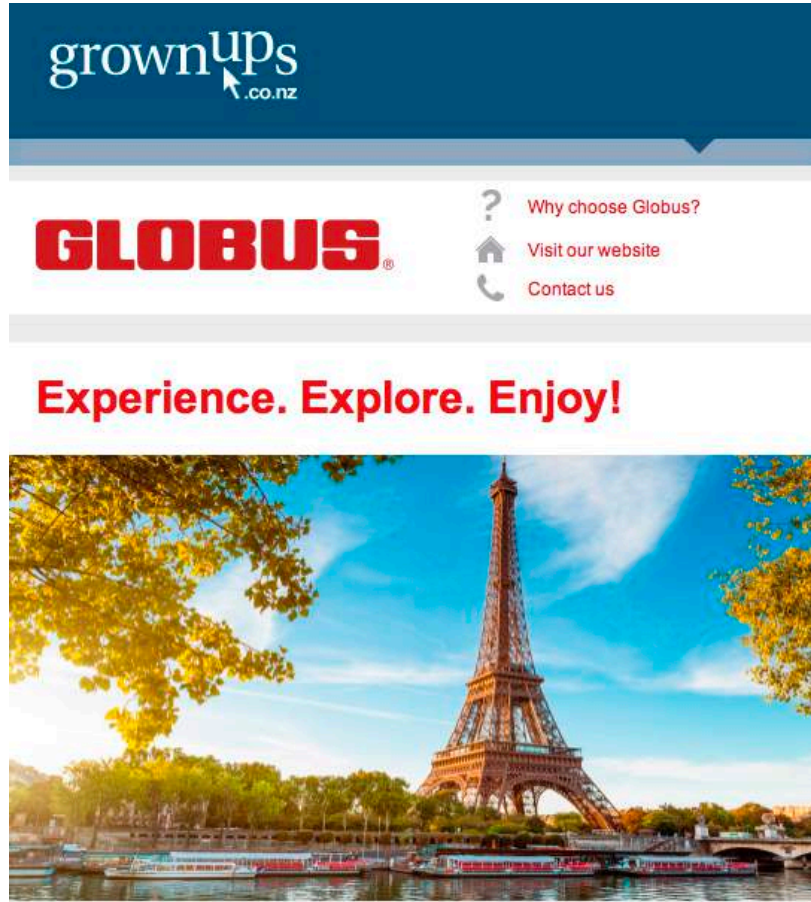
RESEARCH SURVEYS AND POLLS

RESEARCH

The screenshot shows the GrownUps website interface. At the top, there's a navigation bar with links: Connect, Interests, Life, Health, Travel, Money, Participate, Dailies, Games, Classifieds, Contact & Help. A Facebook icon is also present. Below the navigation bar, there's a banner for 'Mediterranean Cruising the Cunard Way' featuring a cruise ship. To the right of the banner is a logo for 'HARVEY WORLD TRAVEL THE TRAVEL PROFESSIONALS'. On the left side, there's a section titled 'Become a Member FREE' with a 'JOIN NOW' button. Below this is a 'Notices' section with three items: 'Please tell us your story. Have you had Shingles? Please click here.', 'New Survey: Your Health Needs. Please provide your feedback and be in to win a \$100 Pharmacy Voucher', and 'What's your risk of Shingles?'. At the bottom of the notices is a link for 'Spain & France - 2015 GrownUps Group Tour'. The main content area is titled 'Your Health Needs Nov 2014' and has a sub-header 'Age & Gender'. It contains two questions: '* 1. What is your age?' with radio button options: Under 40, 41-49, 50-59, 60-69, 70-79, and 80 and over; and '* 2. Gender' with radio button options: Male and Female. At the bottom of the survey form are 'Previous' and 'Next' buttons.

- Embedded within the site, usually over a three week period
- Depending on call to action & incentive, can yield up to 1000 responses
- Up to 50 questions
- **From \$2000 + GST**

Solus eDM



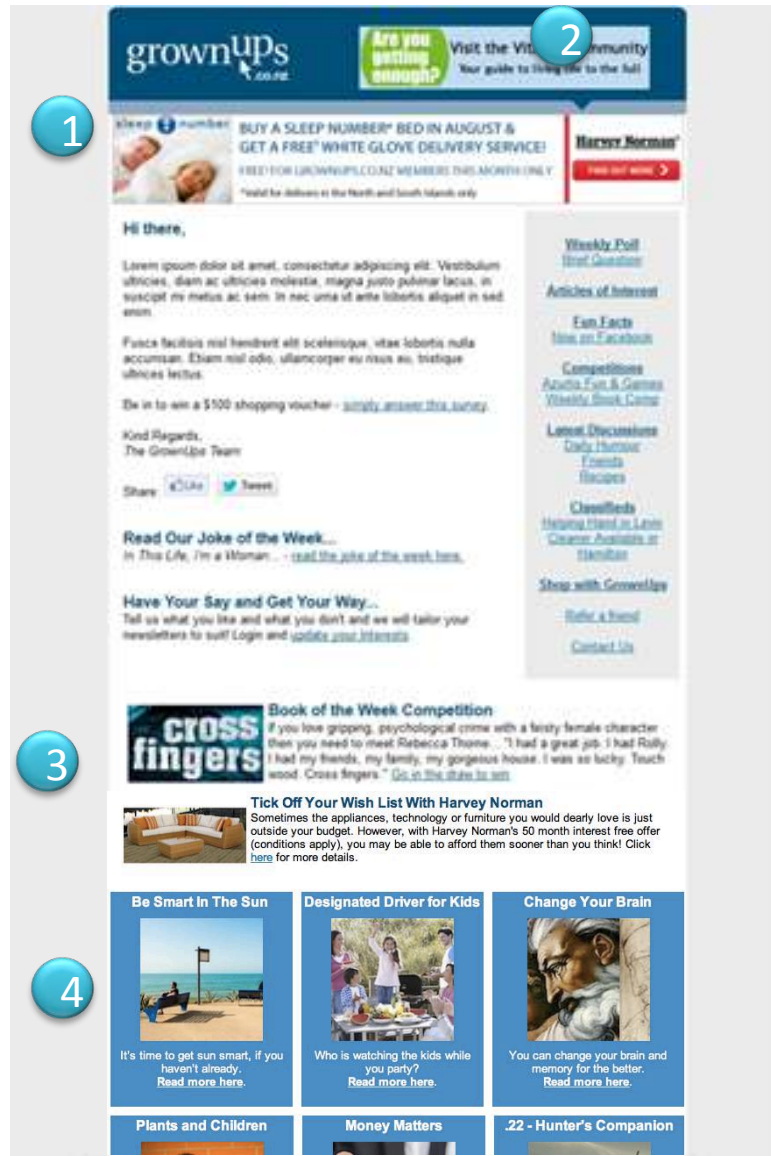
Dear GrownUps member

Following the success of our GrownUps escorted holidays over the past couple of years Globus and GrownUps are excited to be continuing their partnership to offer a range of amazing GrownUps holiday options for 2015.

We have just released a fabulous itinerary through France & Spain, taking in the stunning French countryside, famous landmarks and regional food & wine through this fascinating region. The itinerary is a

- o Database of 38,000+ subscribing members nationwide
- o Open rates 20% - 35%
- o CTR's range from 5-50%
- o Promoting unique GrownUps / Brand's call to action offer
- o Option of targeting via age, region or gender
- o \$500 admin set up / testing fee also applicable
- o 27c per email record. (*Final price dependent on filtering criteria*)
- o Minimum send value \$3000 + GST

e-Newsletter Promotion [~39,000 members]



editorial promotion (3)

- o editorial promotion in 1 x e-Newsletter
- o Clicks thru to article on GrownUps or your website. [Title 50 characters/body 250 characters. Image 140x80 or 140x140]
- o **\$1,000 +GST per e-Newsletter**

Big banner & editorial promotion

- o 590w x 93h static banner (1) & editorial promotion (3) clicks thru to article on GrownUps or your website.
- o **\$2,000 +GST per e-Newsletter**

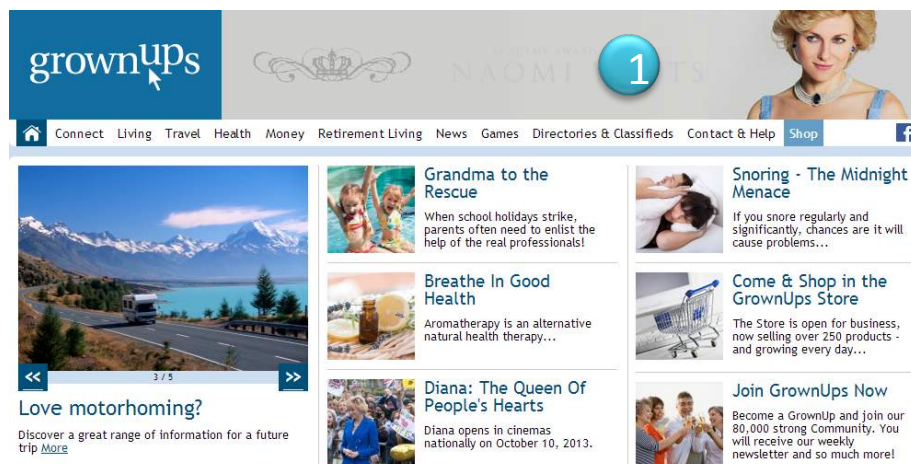
Mini banner & editorial promotion

- o 300w x 65h static banner (2) & editorial promotion (3) clicks thru to article on GrownUps or Brand's website.
- o **\$1,500 +GST per e-Newsletter**

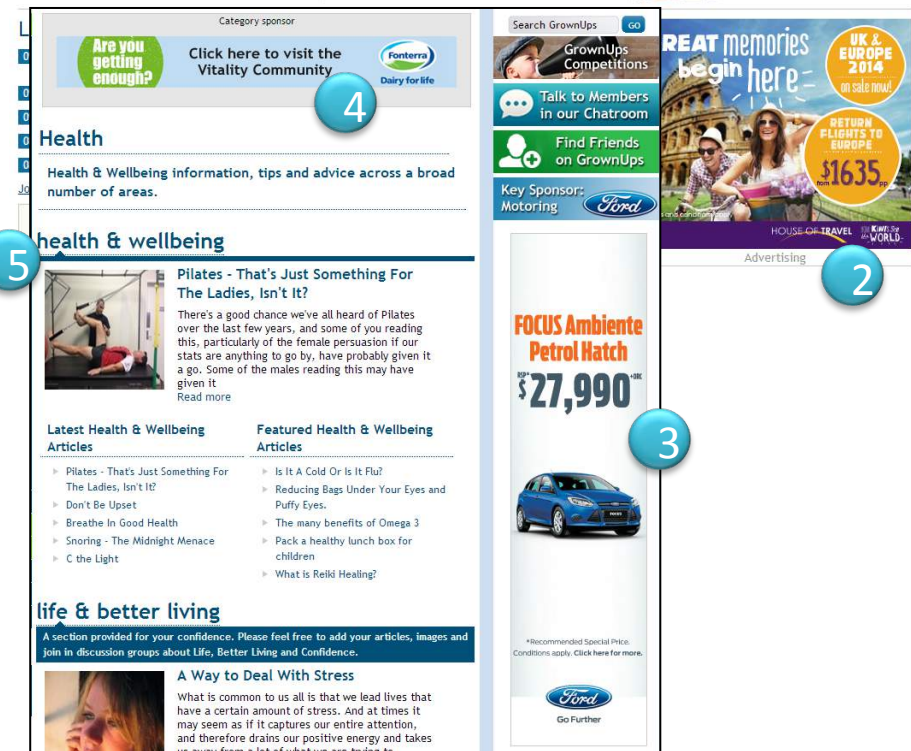
Blue-box & editorial promotion (4)

- o 140w x 135h static banner & editorial promotion clicks thru to article on GrownUps or your website.
- o **\$1,500 +GST per e-Newsletter**

Run of Site Display Advert & Category Sponsor



- o Choice of 760w x 120h, 728w x 90h, 160w x 600h or 300w x 250h pix display advert run of site
- o Clicks thru to article on GrownUps or your website
- o **\$35 +GST CPM**



- 1 Big Banner
- 2 Island/Rectangle
- 3 Skyscraper
- 4 Category Sponsorship - \$2000 + GST per month
- 5 ROS Links also available POA