

THE GROWING
IMPORTANCE
OF THE OVER **45's**



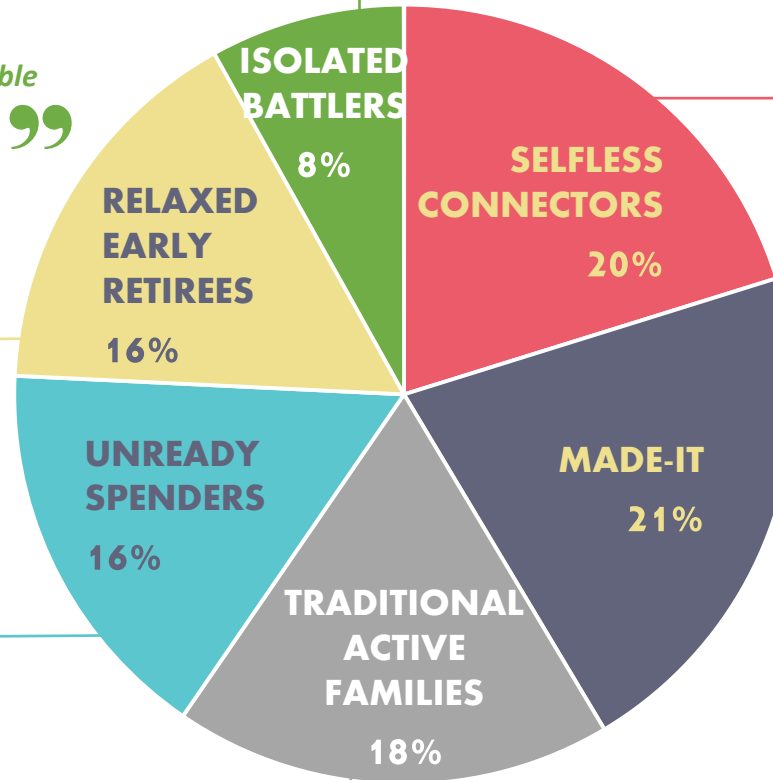
THE LARGEST AGE GROUP IN NZ ARE NOT ONE HOMOGENOUS GROUP, THEY'RE DIVERSE AND VALUABLE

THERE ARE **1.28M** NEW ZEALANDERS, AGED 45 TO 69 YEARS & ITS THEIR ATTITUDES AND LIFESTYLES THAT DEFINE THEM, NOT THEIR AGE!

“ I still live quite frugally. I'm comfortable, but not as comfortable as I thought it was going to be ”

“ I gave up work when I was 50 to go overseas. It's a fairly stress free lifestyle now, we're mortgage free and own a motor home ”

“ I'm very much a spender, love shopping, online is the favourite ”



“ I feel it's important to keep up with technology otherwise you're going to get left behind ”

“ I've had a very good job all my working life so I've managed to earn a reasonable amount of money ”

“ The investment property is about 70% paid off. I'm a careful spender, until it comes to buying things for the grandchildren ”

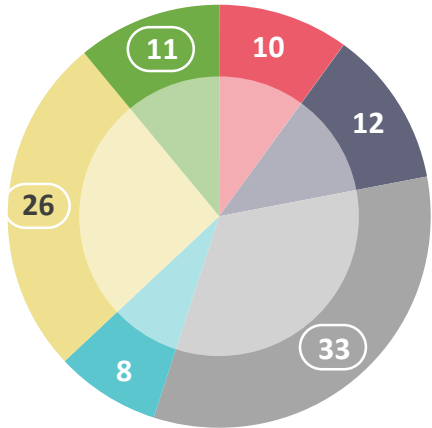
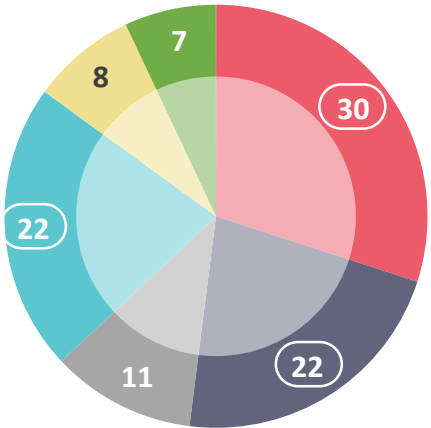
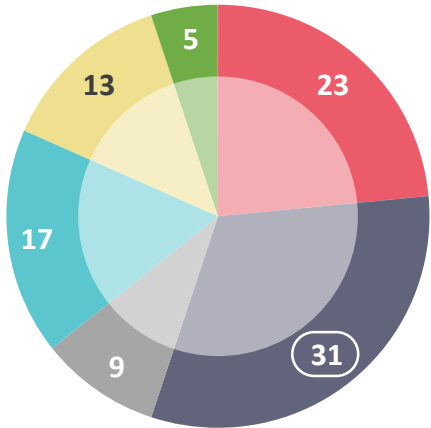
SEGMENTS BY AGE GROUP [%]



45-49

50-59

60-69



- SELFLESS CONNECTORS
- MADE-IT
- TRADITIONAL ACTIVE FAMILIES
- UN-READY SPENDERS
- RELAXED EARLY RETIREES
- ISOLATED BATTLERS



THE 45+ MARKET HAVE SEEN IT ALL

BABY BOOMERS

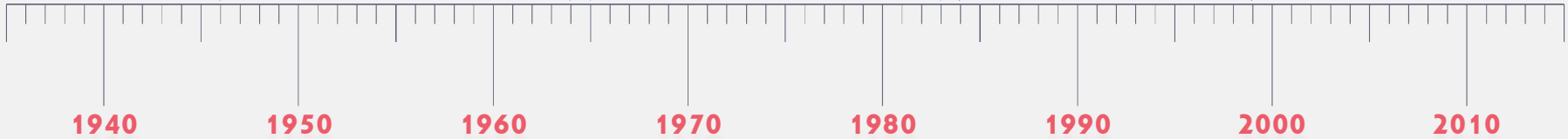
BORN 1946-1964

GEN X

BORN 1965 - 1983

GEN Y

BORN 1984 - 2000



Stereotypes & icons evolve

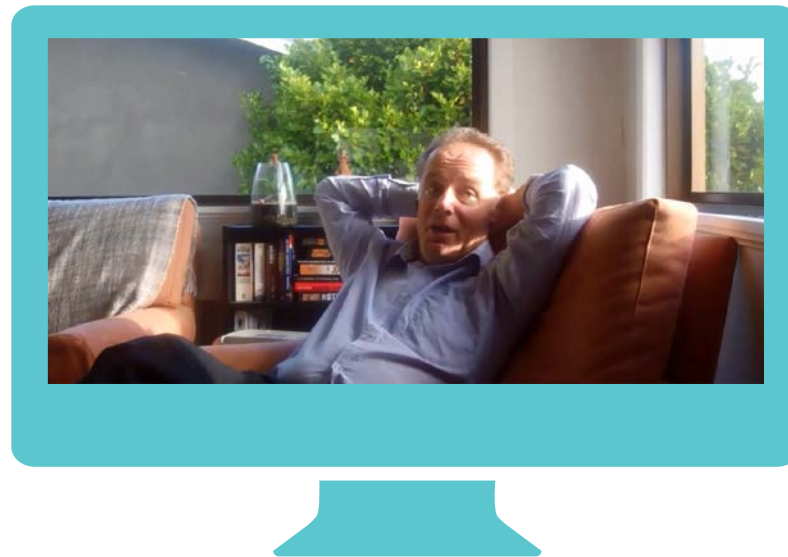


But marketing and communication has been through a revolution

THE 45+ MARKET ENGAGE WITH NEWSPAPER MEDIA IN A DIFFERENT WAY – IT'S TIME TO GET TO KNOW THEM AGAIN

5

It's as if 45+ year olds are in love with print like an old married couple who have been part of each other's life for so long that they've taken each other for granted. Whereas online and digital is something they love flirting with. They can turn it on and off, go back without any effort or commitment, it's easy and is dressed up in the latest fashion (Smart phones, iPads etc).

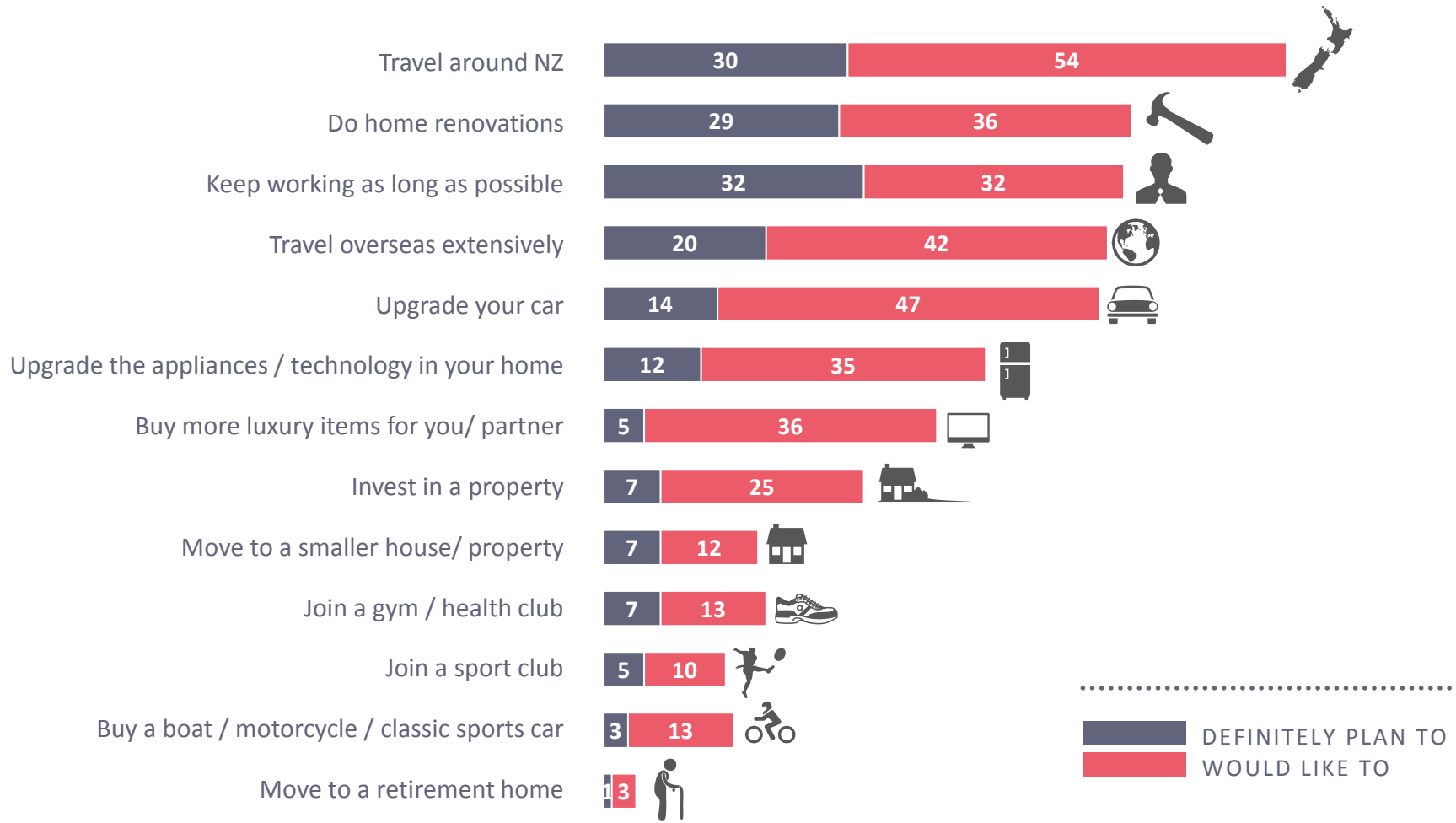




THE FUTURE ASPIRATIONS OF THE 45+ MARKET AND WHAT IT MEANS FOR YOU

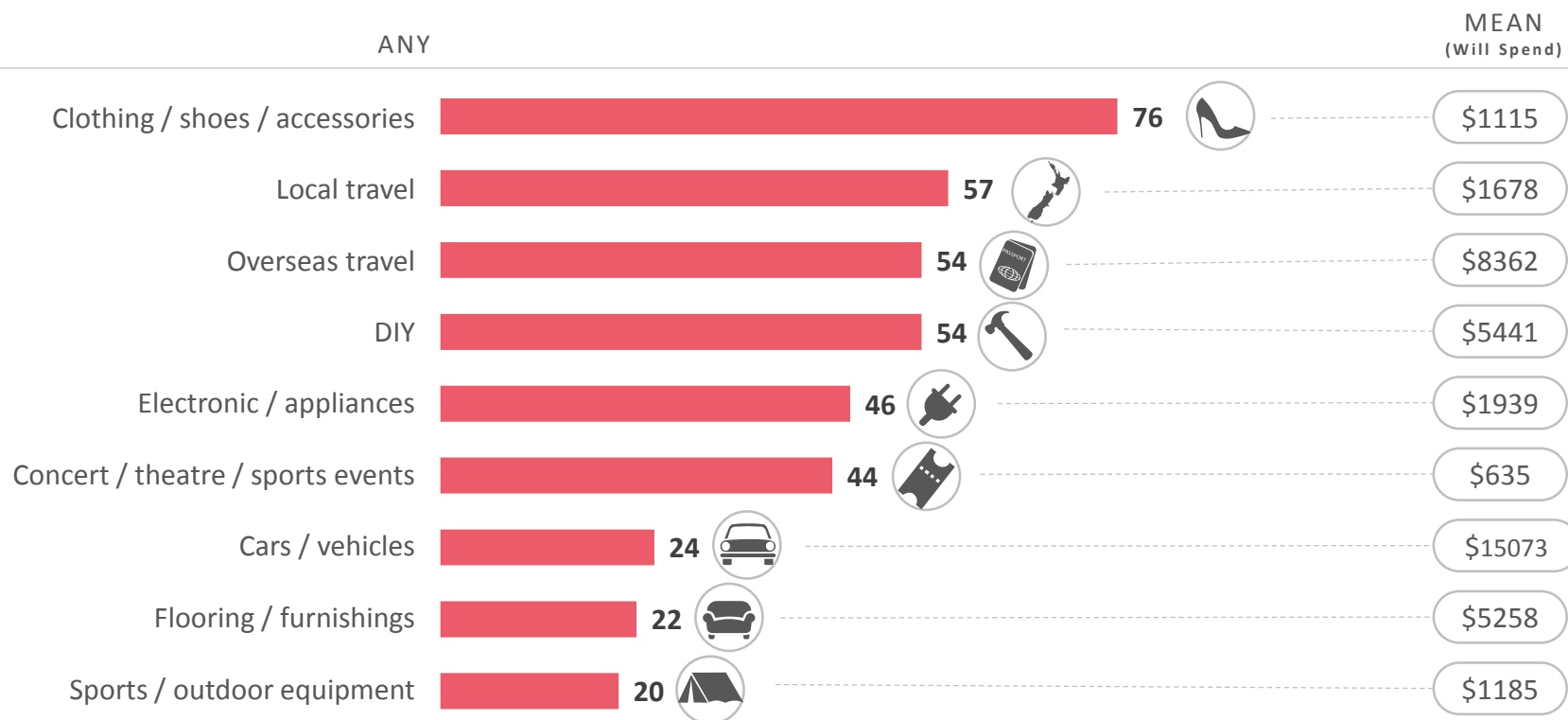


THIS IS AN ACTIVE & ENGAGED AUDIENCE WITH A WIDE RANGE OF FUTURE PLANS & ASPIRATIONS



WHAT ABOUT THE DOLLAR VALUE?

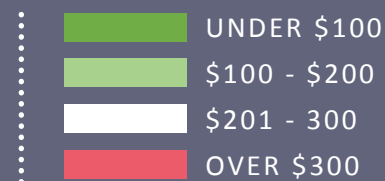
THIS IS A MARKET YOU CAN'T AFFORD TO IGNORE



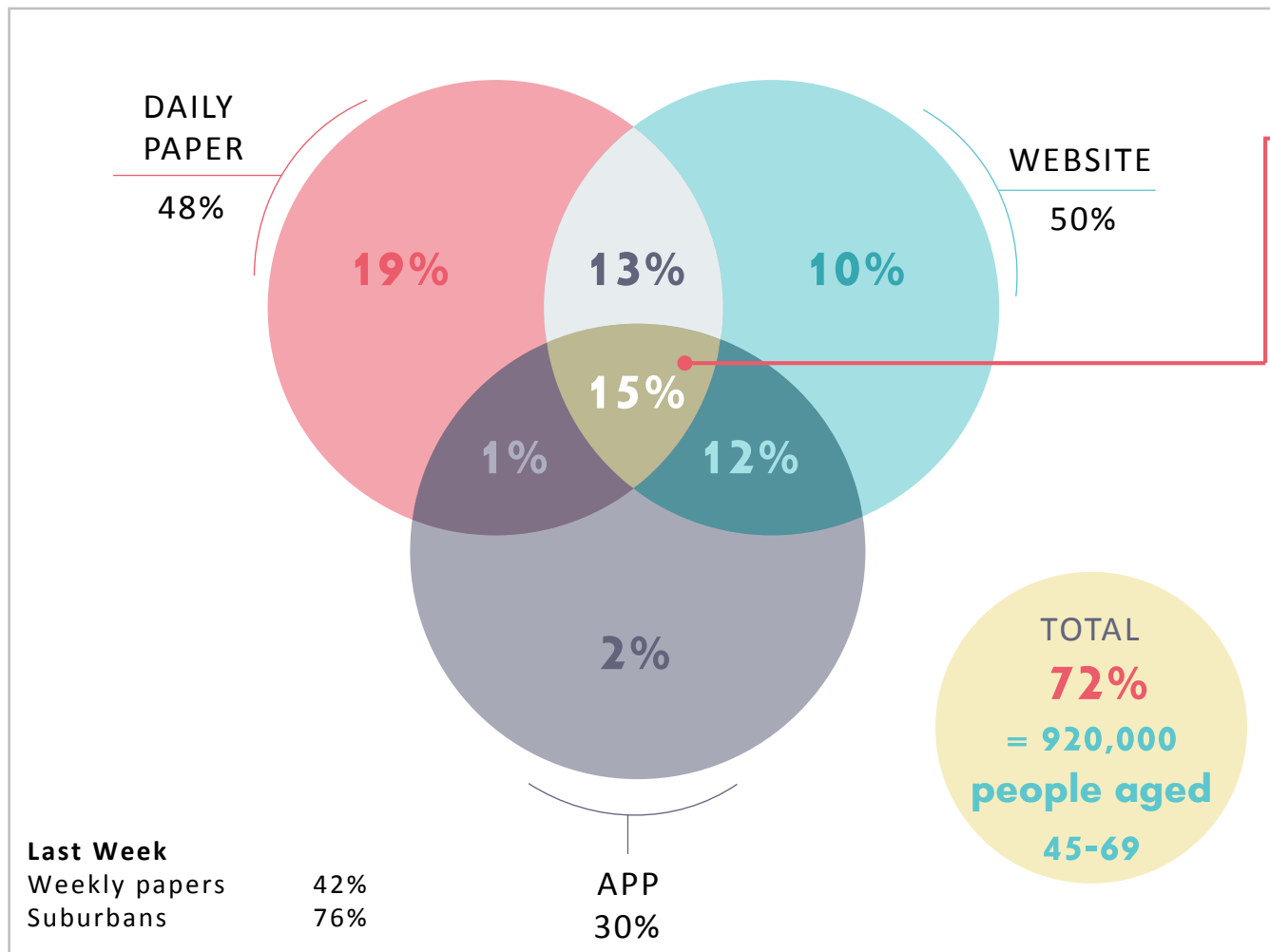
Weekly food/grocery spend



AVERAGE \$190 | = \$9900 p/a
TOTAL SPEND \$25,214



LAST 24 HOURS NEWSPAPER MEDIA BRANDS ENGAGEMENT - ITS NOT AN EITHER OR, IT'S A COMPLETE PACKAGE - IT'S ABOUT BRAND



Hitting the 'sweet spot' through a multi channel approach that leverages the maximum impact from print and digital



HOW MANY ARE WE TALKING ABOUT?



10

THERE ARE **1.28M**
NEW ZEALANDERS,
AGED 45 TO 69
YEARS

72%

ENGAGE WITH
NEWSPAPER MEDIA
BRANDS

DAILY

920,000

DEFINITELY PLAN TO

WOULD LIKE TO

	DEFINITELY PLAN TO	WOULD LIKE TO
 Keep working as long as possible	303,600	282,200
 Travel around NZ	294,400	496,800
 Do have renovations	266,800	340,400
 Spend more time with grandchildren	211,600	174,800
 Travel overseas extensively	193,200	395,600
 Upgrade appliances / technology	138,000	441,600
 Upgrade car	138,000	322,200
 Invest in a property	76,600	230,000
 Join a gym / health club	73,600	119,600
 Move away from the city	64,400	128,800
 Move to a smaller house / property	64,400	110,400
 Buy more luxury items	36,800	340,400
 Buy a boat / motorcycle / classic or sports car	27,600	110,400
 Move to a retirement home	9,200	27,600











NEWSPAPER MEDIA BRANDS BRING AN OPPORTUNITY TO TAP INTO A \$24bn MARKET



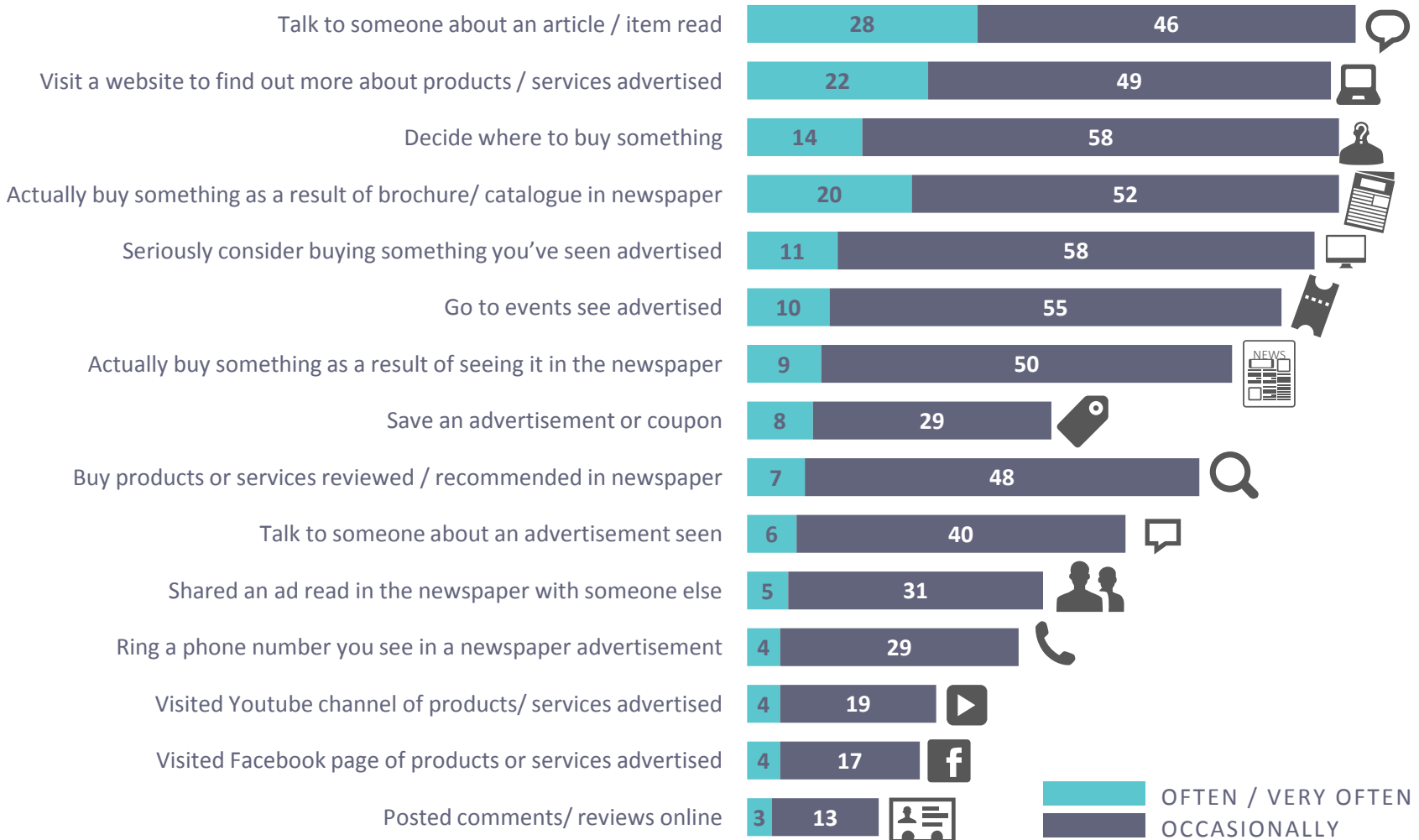
JUST THINKING ABOUT THOSE ENGAGING WITH NEWSPAPER MEDIA BRANDS DAILY...

920,000



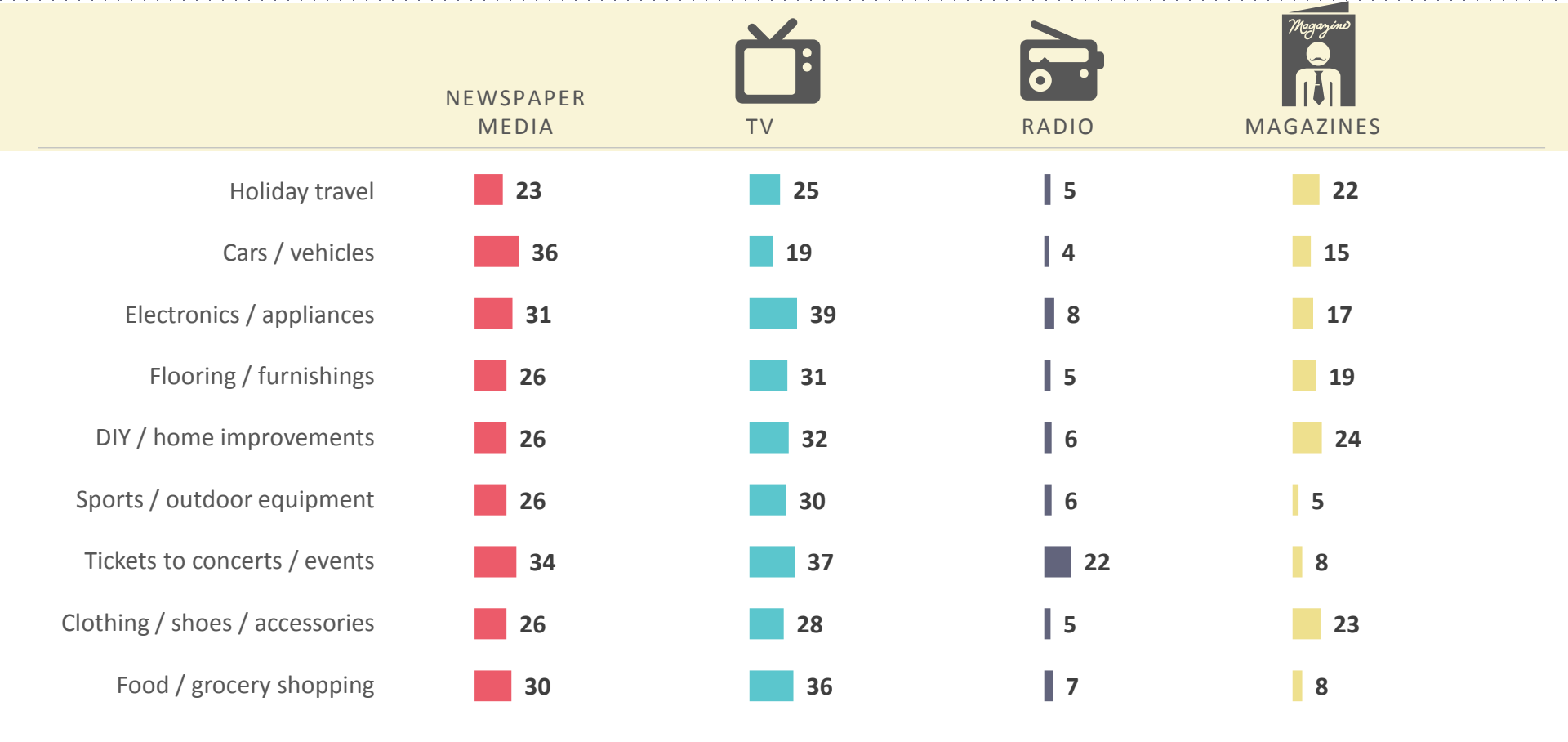
	Readers	Spend	Total
 Food / groceries	920,000 x	\$9900 =	\$9108M
 Overseas travel	506,000 x	\$8302 =	\$4231M
 Cars / vehicles	220,800 x	\$15073 =	\$3328M
 DIY	496,800 x	\$5441 =	\$2703M
 Flooring / furnishings	202,400 x	\$5258 =	\$1064M
 Local travel	561,200 x	\$1678 =	\$942M
 Electronic / appliances	450,800 x	\$1939 =	\$874M
 Clothing	726,800 x	\$1115 =	\$810M
 Concert / theatre / sports events	441,600 x	\$635 =	\$280M
 Sports / outdoor equipment	202,400 x	\$1185 =	\$239M
			\$23,579M

ADVERTISING IN NEWSPAPER MEDIA BRANDS DRIVES ACTION – IT’S A VALUABLE TOOL IN THE PATH TO PURCHASE

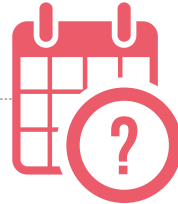


FOR THIS AUDIENCE PRINT IS CENTRAL TO PLANNING PURCHASES

NETTS FOR MEDIA



THE PHYSICAL NEWSPAPER PLAYS A VERY INTIMATE AND MEANINGFUL ROLE



ME TIME

"It's time to myself. It's like having a 'do not disturb sign up'".



SATURDAY MORNING IN BED

"My husband and I have breakfast in bed every Saturday with the newspaper. It's the highlight of my week".



AT THE CAFÉ

"I'll go to a café and relax with the newspaper and a coffee for a while".



BREAKS AT WORK

"We all share it and talk about what we've found".

At it's core, newspaper media in all of its forms (national, local, online) is about slowing down, escapism and control

THIS AUDIENCE IS DIGITAL SAVVY, THEY'RE DIPPING IN & OUT, SNACKING ON DIGITAL WHILE SAVIOURING PRINT



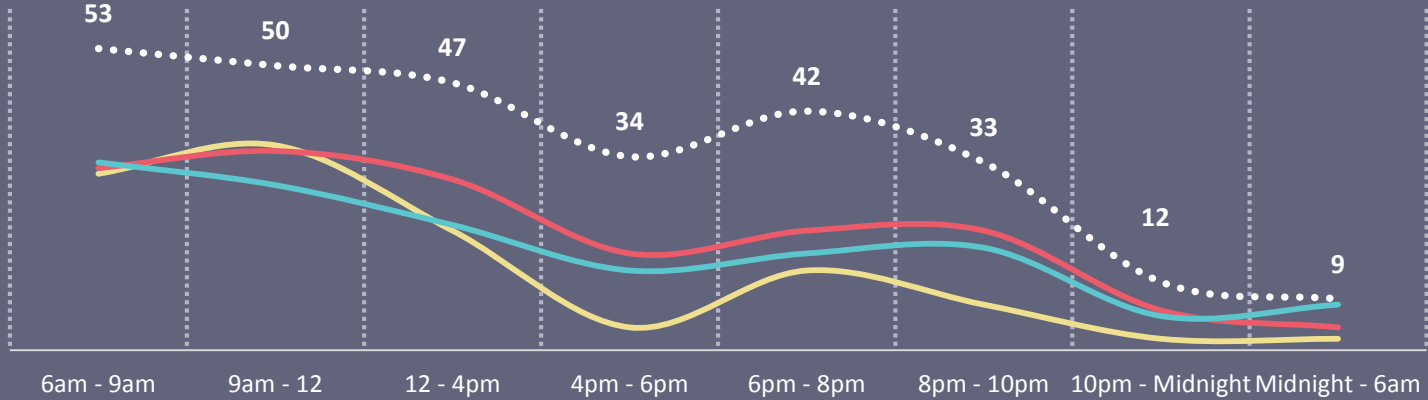
WEEKDAY

.....
NETT | WEEKEND

—
USE NEWSPAPER APP

—
VISITED NEWSPAPER WEBSITE

—
READ NEWSPAPER



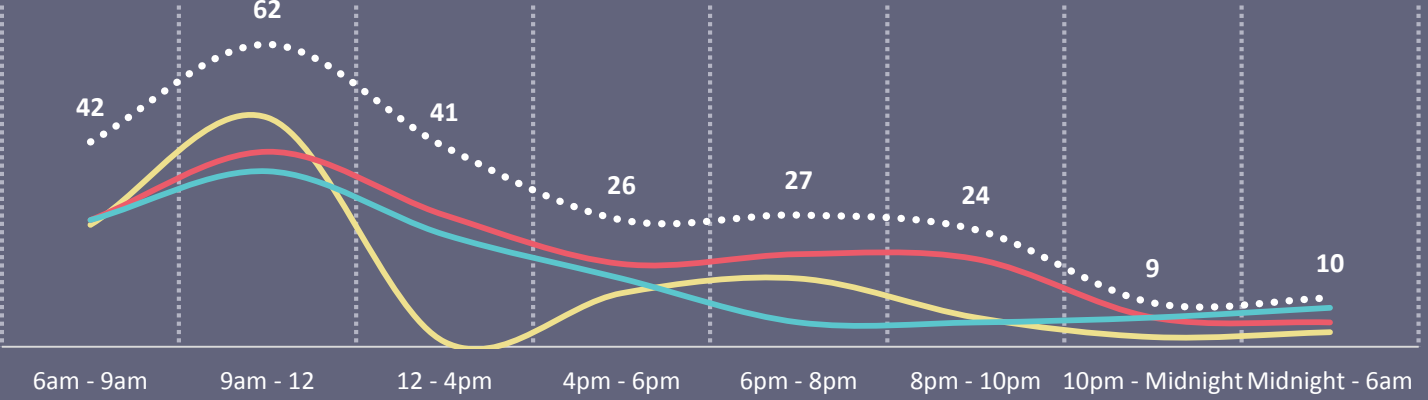
WEEKEND

.....
NETT | WEEKEND

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DELIVERING TO TWO DIFFERENT OCCASIONS – THIS AUDIENCE INDULGE IN PRINT AND SNACK ON DIGITAL



PRINT VERSION

Awareness of non headline making stories – becoming aware of a broader range of issues and topic

Detail and validation – understanding the ‘backstory’

Opinion – A summary of what ‘events’ mean, provides opinions that can be owned

Collated – directed by flow of information



ONLINE VERSION

Information – scanning headlines and using as a way to know a little about a lot

Instantaneous – up to date information and facts

Popular – Save time by seeing what’s trending / editor picks etc.

Active - I search out information



Print is about escaping the world and indulging with the content.



Online content is more immediate about staying connected to the world – content snacking.



“I slow down and absorb the information”

SINGULAR, HABITUAL

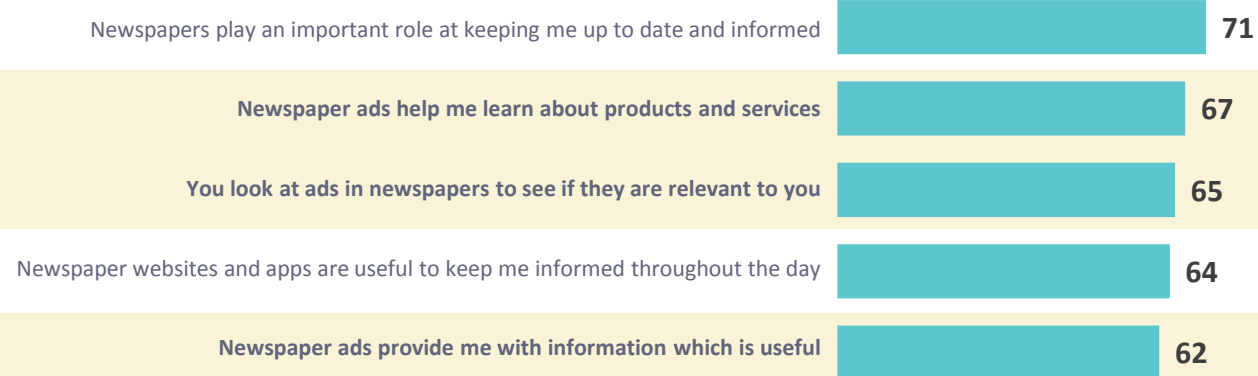
MULTIPLE TIMES A DAY & NIGHT

“I quickly scan several times a day”

NEWSPAPER MEDIA BRANDS ARE KEEPING THIS AUDIENCE UP TO DATE AND INFORMING THEIR CHOICES



% AGREE



There is a strong emotional attachment to local community newspapers – this audience feel it has a direct relevance to 'me' personally

LOCAL



- A local information source (not the latest)
- Keeps me in touch with what is happening in my neighbourhood
- Feel-good news stories
- High utility and high personal relevance



NATIONAL



- A broader more up to date information source
- Keeps me up to date with national and international events
- High utility but lower personal relevance

Local and National newspapers have specific individual strengths, but they complement one another and fulfil very different needs for this audience.

Print content (and advertising) provide a social bond between family members and friends. It reaches a far greater audience than readership figures reflect.

Mothers particularly will call family to inform them of a deal that might be relevant to them.

Others collect adverts or leave newspapers and brochures aside for family and friends to look through when they visit.

“You only need one person in the family to read the newspaper for all the rest to know about the news and the sales”

“I leave all the brochures and newspapers on the coffee table for my sister and daughter to go through when they visit”



A UNIQUE OPPORTUNITY TO ENGAGE WITH THIS AUDIENCE IN A RELEVANT AND MEANINGFUL WAY

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- The 45+ market is worth in excess of \$23bn per year in disposable spend in NZ (outside of hospitality). Newspaper media brands in all their formats (print and digital) give brands the best possible opportunity to tap into this market.
- An integrated, multi channel approach is the most effective way of unleashing the full power of newspaper media brands. The style of advertising needs to reflect the medium and understand how print and digital deliver to different needs and occasions.
- Newspaper media brands are central to informing the buying decisions of this valuable audience, its influence significantly outweighs its current share of media spend.

So, the opportunity for brands and marketers is to use both, ensuring the best return in terms of brand impact and meaningful, fit for purpose connection with a group of consumers who may not carry the coolness of Gen Y, but carry a far bigger disposable dollar!



FOR FURTHER INFORMATION PLEASE CONTACT:

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