

OTAGO GREY POWER 50+ MAGAZINE

Targeted directly to the 50+ demographic



DELIVERED FREE TO THE GREY POWER MEMBERS AND SELECTED BUSINESSES

WHAT IS GREY POWER

Grey Power is an advocacy organisation promoting the welfare and well-being of all those citizens in the 50 plus age group. Grey Power is the voice for this age group and will have an even bigger influence in the coming years as the 'Baby Boomers' move into retirement.

Today there are about 50,000 financial members that stem from more than 73 Associations that are spread throughout the country. Each Grey Power is independently managed.

Content covers everything from local groups and activities, seminars, services, health information and general informative information for the elderly.

DISTRIBUTION AND COVERAGE

A circulation of 1200 each quarter and services the areas from Palmerston to Milton. Issues come out in February, May, August and November.

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For all enquiries contact Samanta Midson

ADVERTISING RATES (per issue)

Eighth Page **\$128**

58.5mm (h) x 87.5mm (w)

Sixth Page **\$187**

78.3mm (h) x 87.5mm (w)

Quarter Page **\$369**

121mm (h) x 87.5mm (w)

Third Page **\$396**

75mm (h) x 180mm (w)

Half Page - landscape **\$519**

120mm (h) x 180mm (w)

Half Page - portrait **\$519**

243mm (h) x 87.5mm (w)

Full Page (5mm bleed) **\$674**

270mm (h) x 200mm (w) + 5mm bleed on all sides

** Multiple Booking Rates available*

** All prices exclude GST*

STATISTICS AT A GLANCE

- Our older population is growing faster than our younger population
- Around 65 million trips have been taken by SuperGold Card holders since 2008
- 1 in 3 kiwi workers are 50+
- People in the over 50+ age group account for 50% of the national consumer spend
- They have more disposable income and leisure time available



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