

BOFB  
*media*

2020–21

*media kit*



The independent voice  
of older Australians

# Embrace the opportunity

The over 50's account for a huge opportunity for the insightful marketer. With considerable spending power, over a third of the population, and more online media consumption than younger targets, the over 50's are one market not to be missed.

**Size Of The Prize:** The over 50's accounts for over 7.9 million or 34% of the population, growing at 14%\* per year.

**Disposable Income:** Spend of \$40 billion more on consumer goods online than Millennials and Generation X each year#.

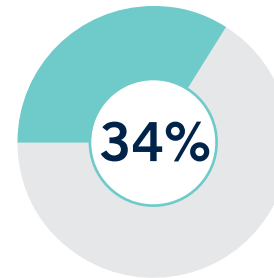
**High Online Media Use:** Over 50's spend an average of 27 hours online each week; 2 hours longer than Millennials and Generation X#.



## Double digit growth

By 2050, the population of Australian's aged 65–84 is expected to more than double#

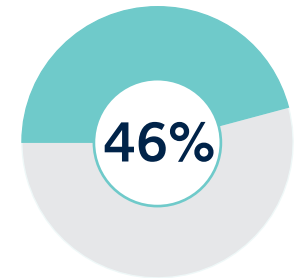
## Who are the over 50's?



of Australia's population

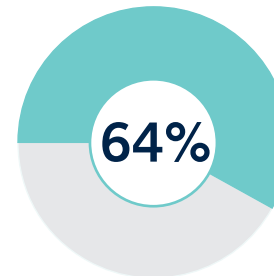


of Australia's private wealth

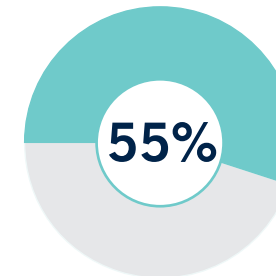


of Australia's disposable income

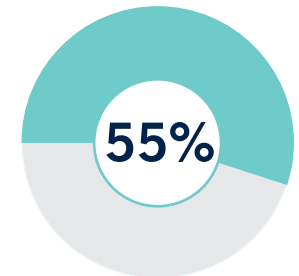
## Buying power of the over 50's



of all cars

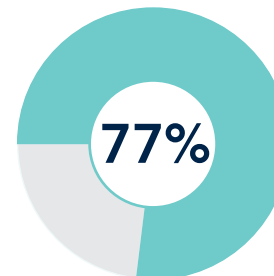


of all travel

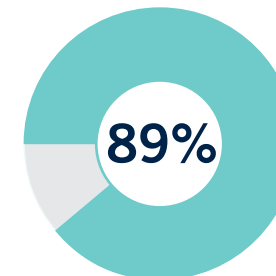


of all alcohol

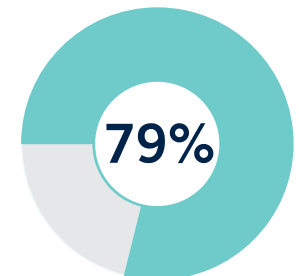
## Highly willing to try new brands



regularly research and buy products online



are open to trying new brands



move when unfulfilled by brands



# Who is National Seniors Australia?

**National Seniors** was established in 1976. Now, more than 40 years on, we have a community of over 200,000 and 100 grass roots branches throughout Australia.

## ***The voice of older Australians***

National Seniors is the voice of older Australians and at the frontline when it comes to challenging disadvantage and vulnerability .

Our advocacy program fights for what's fair. We fought for – and won – an historic Age Pension increase beyond official regular indexation (and against OECD trends), the protection of the family home in the aged care reform process, and fairer rules and higher earning limits for pensioners supplementing their pension income.

## ***Our approach***

We're here not just for our community, but because of them. We work with organisations that have common goals and shared values, pooling resources and advocating collectively on key issues.

Our Research and Consultancy services apply those same, stringent standards when it comes to our commercial partnerships. The benefits we offer to our members must not only have the potential to enhance their lives, but organisations must also be a solid cultural fit with an expressed commitment to our values.

## ***Our 'why'***

As the voice of our community, we represent the interests of every single older person across the country. We listen and we act. Challenging ageism, social exclusion and inequity wherever we discover it, and educating legislators, service providers and wider society about the rights, experiences and continuing contribution of older Australians.



# Reach and engagement

## National Seniors Australia Reach



**768,098**

**Average monthly reach**



**831,207**

Annual website users



**2.4million**

Annual website page views

Source: Google analytics April 2019 – March 2020

## Highly Engaged Audience

National Seniors' community is highly engaged with a 42% open rate on newsletters.

These emails provide high-quality information for members and non-members on issues important to them.

Source Google Analytics April 2019 - March 2020\*

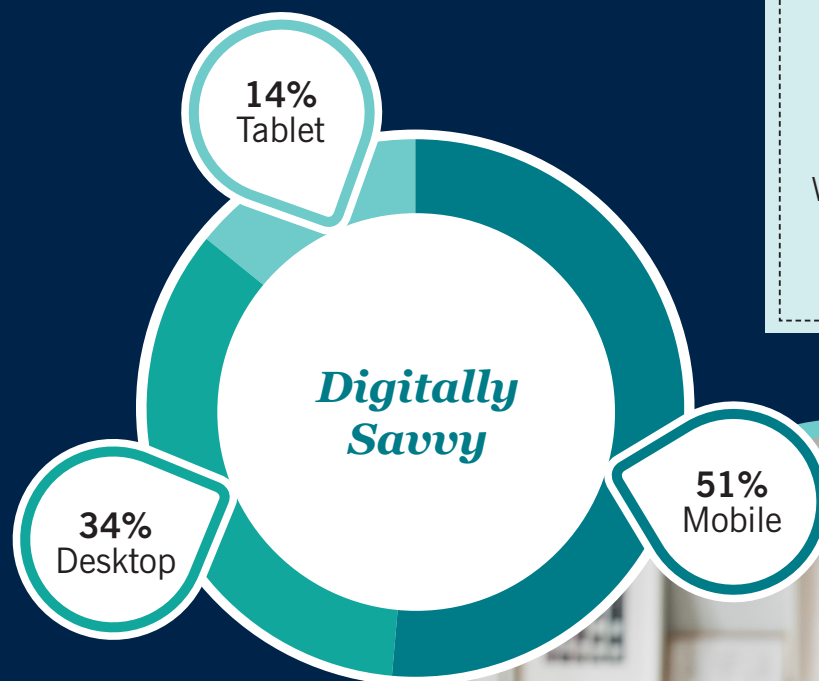
## Growing Digital Audience

Website users  
grew by:

**444%\***

Website page views  
grew by:

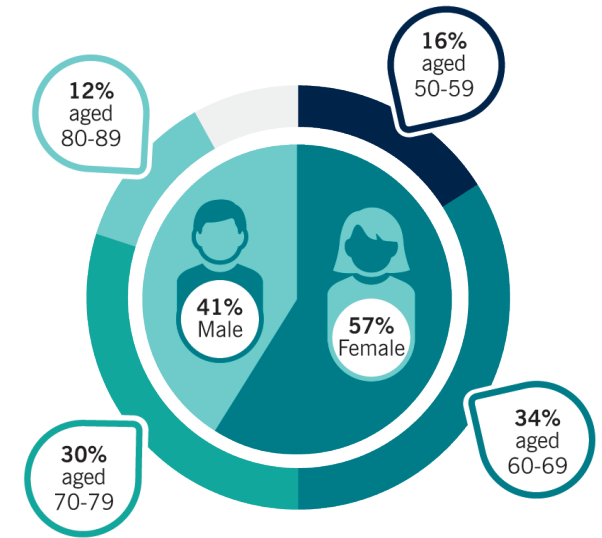
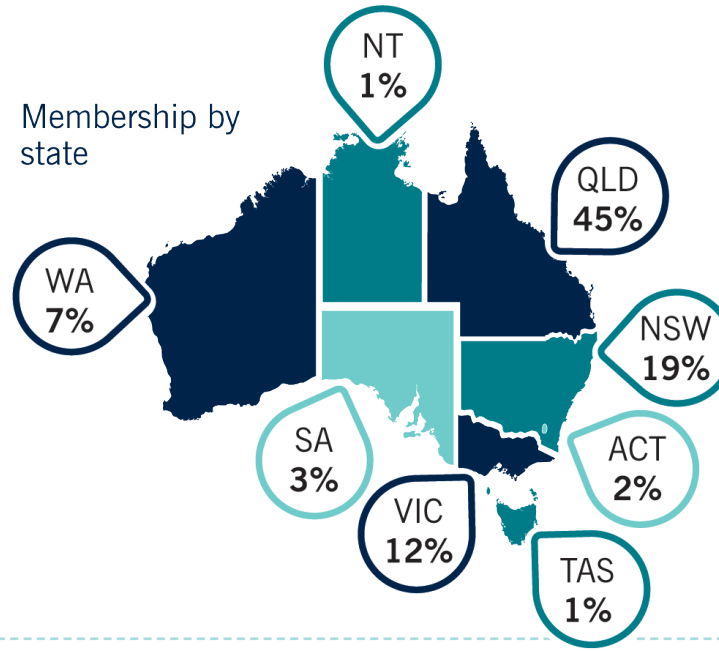
**128%\***



# Membership



Membership by state

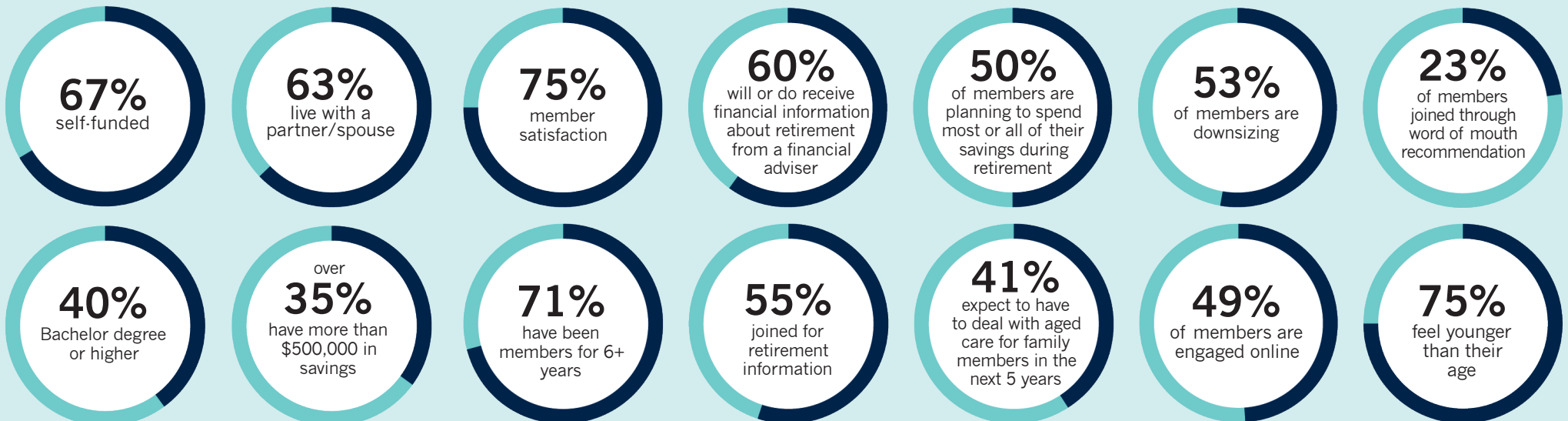


Data: 30th September, 2019

## Our Membership

Our members are at the heart of everything we do.

Here are some insights on our members.



Data: IPSOS, 2019



# Channels

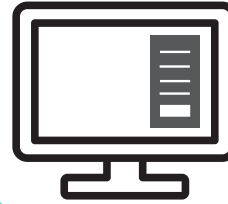
*Magazine:  
Print & e-magazine*



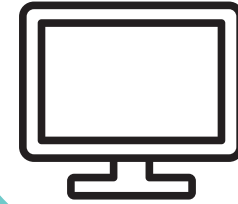
*E-Newsletter*



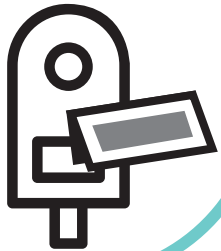
*Solus EDM*



*Website*



*Direct Mail*



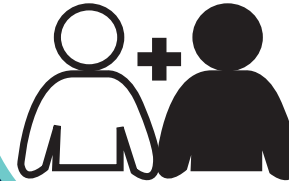
*Social Media*



*Native and  
Sponsored Content*



*Strategic  
Partner Packages*



## *Let us help you*

We know our community and are talking to them through multiple channels every day. No other organisation or media business in Australia can match our knowledge and penetration into the lucrative seniors market.

Let us help you create an overall package to best suit your requirements.

Phone: **(03) 9826 5188** or Email: **david@bofb.com.au**



# Print and e-mag

## Our Generation

The official magazine and online content hub of National Seniors Australia, *Our Generation* is a vibrant, high-quality print publication for older Australians.

Published quarterly in both print and digital, *Our Generation* features topics and issues highly relevant to older Australians, including retirement and finance, health and wellbeing, travel, lifestyle and entertainment. The publication also profiles National Seniors members who have unique or interesting stories to share in addition to featuring interviews with high-profile Australians.

This content, coupled with the contemporary design and high-quality photography, makes for an engaging read.

## Magazine Rates

All prices are per issue and exclude GST.  
State based pricing available on request.

FULL COLOUR	CASUAL	4 ISSUES
Double page spread	\$6,350	\$5,400
Full page	\$4,750	\$4,050
Half page	\$3,000	\$2,500
Quarter page	\$2,000	\$1,700

PREFERRED POSITION	CASUAL	4 ISSUES
Inside front cover	\$5,350	\$4,500
Outside back cover	\$6,000	\$5,100
Other preferred positions	15%	

FLYSHEET	PRICE
Front page	\$7,000
Front and back page	\$9,000

## Insert Rates

All prices are per issue and exclude GST.  
State based pricing available on request.

INSERTS	CASUAL
(Maximum size for inserts: 210mm wide x 272mm high) Pricing based on the advertiser supplying the fully printed inserts to our designated mail house	
2pp insert (1 sheet 2 sides)	\$4,590
4pp insert	\$4,725

Pricing for larger inserts available on request.

### Contact our team:

Phone: (03) 9826 5188

Email: [david@bofb.com.au](mailto:david@bofb.com.au)

## Deadlines

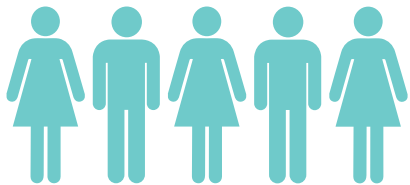
Issue	Release	Bookings	Material
WINTER:	1 July, 2020	1 June, 2020	8 June, 2020
SPRING:	15 September, 2020	18 August, 2020	24 August, 2020
SUMMER:	1 December, 2021	2 November, 2020	10 November, 2020
AUTUMN:	1 April, 2021	1 March, 2021	10 March, 2021



# Member e-newsletters

## Solus EDM

ONLY 1 AVAILABLE  
PER MONTH



Pricing based on  
segmentation requirements

## NEW Podcast

ENGAGING NEW  
WEEKLY FORMAT



promoted to our  
**WHOLE**  
community

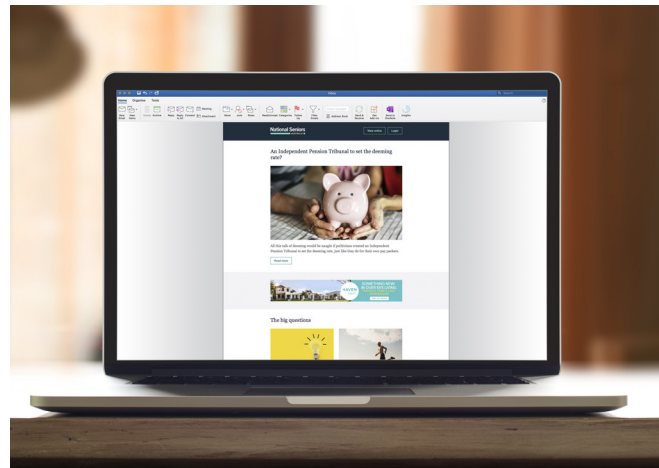
Contact our team:

Phone: (03) 9826 5188

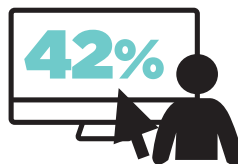
Email: david@bofb.com.au

## Connect

A trusted and relevant news email to subscribed members and non-members



Open Rate



Click through Rate



### EDM Rates

Banners  
**\$1,000**

Offer Feature  
**\$1,500**

State based pricing  
and multi-send  
discounts available  
on request

**Sent**

**Booking/Copy**

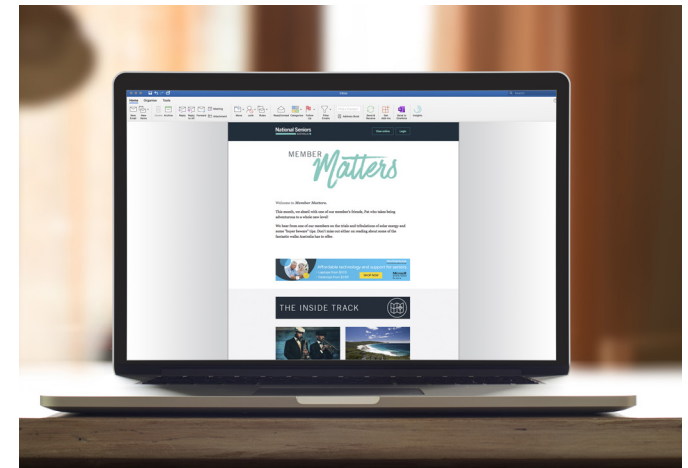
**Every Thursday**

**1 week prior to send**

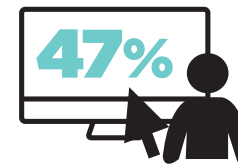
All prices are per send and exclude GST.

## Member Matters

A member news and benefits email to all members



Open Rate



Click through Rate



### EDM Rates

Banners  
**\$1,000**

Offer Feature  
**\$1,500**

State based pricing  
and multi-send  
discounts available  
on request

**Sent**

**Booking/Copy**

**2<sup>nd</sup> Monday of every month**

**1 week prior to send**

All prices are per send and exclude GST.



# Travel e-newsletters

Older Australians love to travel, whether it be exploring their own backyard or venturing abroad.

National Seniors Australia publishes a weekly travel e-newsletter to keep members and non-members up-to-date with the best travel experiences and deals available.

## Solus EDM

ONLY 1 AVAILABLE  
PER MONTH



approx.

**35,000**

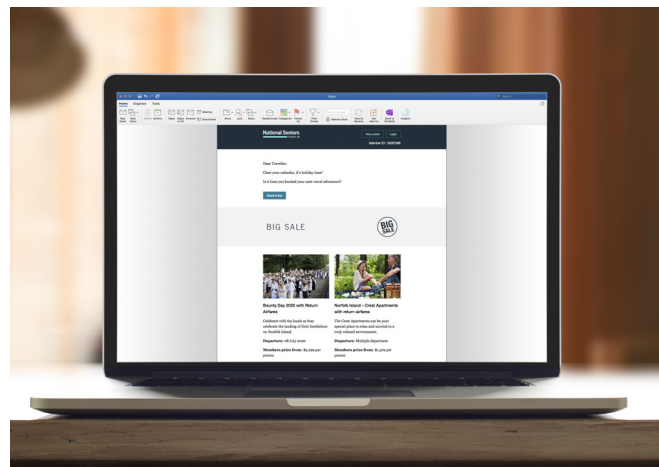
Pricing based on  
segmentation requirements

Contact our team:

Phone: (03) 9826 5188

Email: david@bofb.com.au

## Travel



Distribution  
  
approx. **35,000**  
Subscribers

Open Rate  
**33%**

Click through  
Rate  
**11%**

### EDM Rates

Banners  
**\$1,000**

Offer Feature  
**\$1,500**

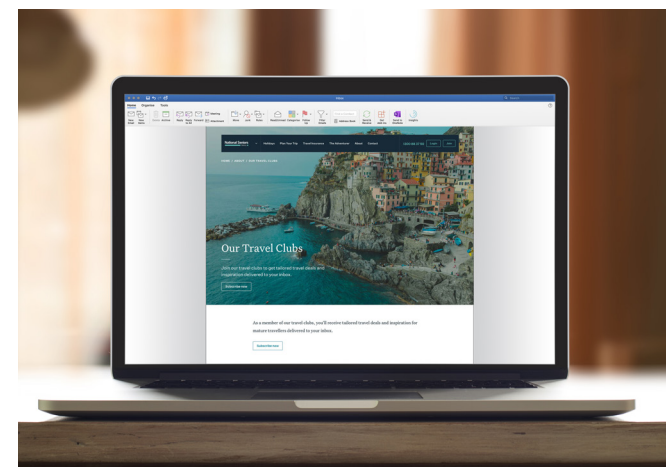
State based pricing  
and multi-send  
discounts available  
on request

**Sent**  
**Booking/Copy**

**Every Wednesday**  
**1 week prior to send**

All prices are per send and exclude GST.

## Travel Clubs



Clubs  
 Cruise  
 Solo  
 Groups  
 Domestic  
 Sports Club

Open Rate  
**48%**

Click through  
Rate  
**23%**

### EDM Rates

Price on application based on segmented,  
interest based audience

**Sent**  
**Booking/Copy**

**Monday rotating roster**  
**1 week prior to send**

All prices are per send and exclude GST.

# Packages

## Package Rates

Tailored packages can be created to suit your individual needs.

Contact us now and let us help you create a package to best suit your requirements.

Phone: (03) 9826 5188

Email: [david@bofb.com.au](mailto:david@bofb.com.au)

## Print & Digital

All prices exclude GST

PACKAGE 1	PRICE
1 x 'Our Generation' Double Page Spread	\$6,350
4 x 'Connect' eDM Offer Features	\$6,000
1 x 'Members Matters' eDM Offer Features	\$1,500
<b>Total Value</b>	<b>\$13,850</b>
<b>Your Investment</b>	<b>SAVE \$3,350 \$10,500</b>

PACKAGE 2	PRICE
1 x 'Our Generation' Full Page	\$4,750
4 x 'Connect' eDM Banner Ads (Top Position)	\$4,000
1 x 'Members Matters' eDM Banner Ads (Top Position)	\$1,000
<b>Total Value</b>	<b>\$9,750</b>
<b>Your Investment</b>	<b>SAVE \$2,400 \$7,350</b>

PACKAGE 3	PRICE
1 x 'Our Generation' Half Page	\$3,000
2 x 'Connect' eDM Banner Ads (Top Position)	\$2,000
<b>Total Value</b>	<b>\$5,000</b>
<b>Your Investment</b>	<b>SAVE \$500 \$4,500</b>

## Digital only

All prices exclude GST

PACKAGE 1	PRICE
1 x Solus eDM (National, Full Run)	\$10,000
4 x 'Connect' eDM Offer Features	\$6,000
1 x 'Member Matters' eDM Offer Feature	\$1,500
<b>Total Value</b>	<b>\$17,500</b>
<b>Your Investment</b>	<b>SAVE \$3,500 \$14,000</b>

PACKAGE 2	PRICE
4 x 'Connect' eDM Offer Features	\$6,000
1 x 'Member Matters' eDM Offer Feature	\$1,500
<b>Total Value</b>	<b>\$7,500</b>
<b>Your Investment</b>	<b>SAVE \$750 \$6,750</b>

PACKAGE 3	PRICE
2 x 'Connect' eDM Banner Ads (Top Position)	\$2,000
1 x 'Members Matters' eDM Banner Ads (Top Position)	\$1,000
<b>Total Value</b>	<b>\$3,000</b>
<b>Your Investment</b>	<b>SAVE \$300 \$2,700</b>

All packages are subject to availability at time of booking and the print and digital packages are valid per quarter and the digital packages are per month.



# Material specifications

## Print

- High resolution press ready pdf file (300dpi) – Acrobat 4 (PDF1.3) compliant
- All colours to be CMYK
- Embed all fonts, images and associated graphics
- Bleed and crop marks must be included
- Cover stock is 250gsm with soft touch varnish. Internals 65gsm
- Creative is subject to final approval by National Seniors Australia

### DIMENSIONS

#### Double Page Spread



**TRIM SIZE:**  
**H 272mm x W 420mm**  
+ add 5mm bleed  
(Keep type & logos  
13mm in from trim)

#### Full Page



**TRIM SIZE:**  
**H 272mm x W 210mm**  
+ add 5mm bleed  
(Keep type & logos  
13mm in from trim)

#### Half Page Horizontal



**SIZE:**  
**H 120mm x W 184mm**  
no bleed required

#### Half Page Horizontal Bleed



**TRIM SIZE:**  
**H 133mm x W 210mm**  
+ add 5mm bleed sides  
& bottom (Keep type &  
logos 13mm in from trim)

#### Quarter Page Horizontal



**SIZE:**  
**H 60mm x W 184mm**  
no bleed required

#### Quarter Page Horizontal Bleed



**TRIM SIZE:**  
**H 70mm x W 210mm**  
+ add 5mm bleed sides  
& bottom (Keep type &  
logos 13mm in from trim)

## Material provision

For artwork enquiries or to supply artwork, please email:  
**design@nationalseniors.com.au**

*Emailed artwork to be under 5MB in size. For larger files please use WeTransfer or Adstream.*

## Digital

### BANNERS

#### DIMENSIONS

608 pixels (W) x 100 pixels (H)

- Accepted formats: .jpg .png .gif
- Creative to be supplied with a click through URL
- A call to action button (including UTM tracking) is available
- Creative is subject to final approval by National Seniors Australia

### OFFER FEATURE

#### DIMENSIONS

608 pixels (W) x 342 pixels (H)

- High resolution .jpg image
- Copy length: Maximum 50 words
- Creative to be supplied by the client with a click through URL
- A call to action button (including UTM tracking) is available
- Creative is subject to final approval by National Seniors Australia

## Inserts

### DIMENSIONS

Maximum size 210mm (W) x 272mm (H)

### DELIVERY DETAILS

- Deliver to:  
BlueStar, Delivery Bay,  
36 Northlink Place  
Virginia QLD 4034
- Label inserts clearly: “*For National Seniors - Our Generation Magazine*”. If inserts are for specific states only, please ensure this information is also included.
- Ensure the inserts are either boxed with a label of contents on each box then wrapped on pallets or if not boxed, then correctly packaged so not to damage the inserts, on pallets with the pallets properly wrapped and clearly identified
- Delivery times are between 7:30am and 4:00pm weekdays
- Email notification of upcoming delivery of inserts to: [margot.johnson@bluestargroup.com.au](mailto:margot.johnson@bluestargroup.com.au) and [david@bofb.com.au](mailto:david@bofb.com.au)
- Allow 3% extra for sampling and damages
- Please include “overs” instructions. Any overs can be collected from the above address 3 working days from the 1st of the month, or, BlueStar can organise freight or destruction services are also available.
- Creative is subject to final approval by National Seniors Australia