

CONNECT

with a highly engaged audience of over 50,000 subscribers

If you're looking to increase your brand awareness or drive sales with the over 50s market, then don't miss this digital advertising opportunity.

Connect is a weekly e-newsletter sent to over 50,000 members of National Seniors Australia, the nation's largest organisation representing those aged 50 and over. Every Thursday Connect covers the most relevant, up-to-the-minute news stories and drives relevant discussions on current affairs.

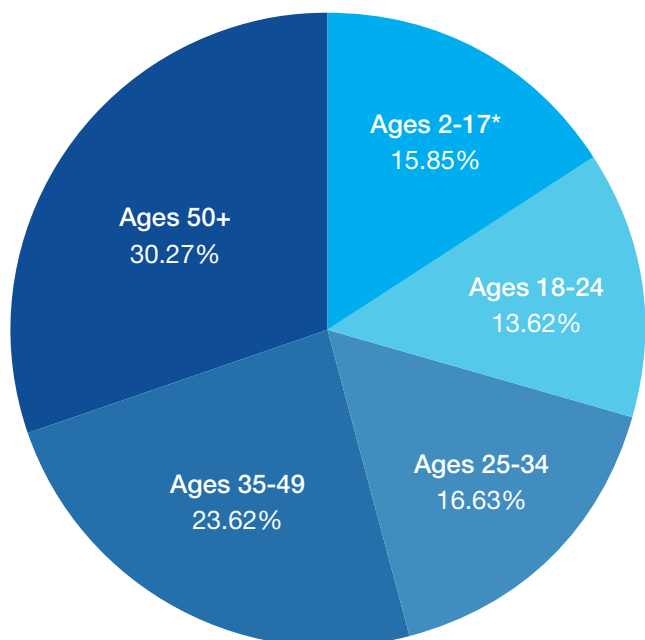
Our weekly e-newsletter has been optimised for web and mobile devices giving the reader a consistent experience across mobile, tablet and desktop.



THE DIGITAL LANDSCAPE

Australia's Monthly Surfing Fast Facts

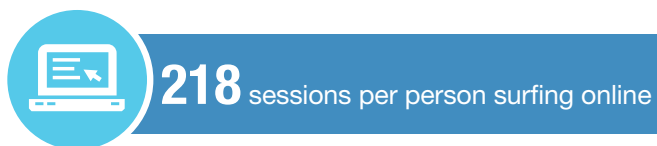
Percentage of Online Australians



Average Page Views Per Person

Ages 2-17*	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
86	1,212	1,615	1,851	1,641

*Ages 2-17 are based off PC/MAC data only. Source: Nielsen Digital Ratings, September 2016.



Source: Nielsen Digital Ratings, September 2016.

Average open and click through rates

Our Connect subscribers are highly engaged with average open rates and click through rates well above the industry average.

Metric	Connect	Industry average
Average open rate	37%	32.6%
Average click through rate	20%	5.38%

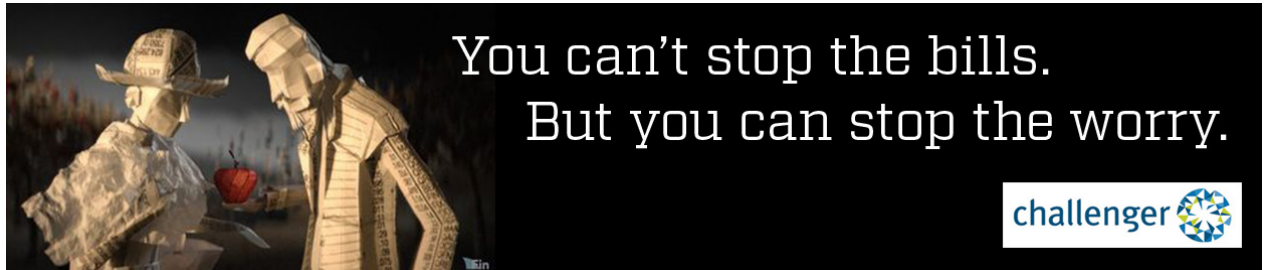
Industry Average Source: Vision 6 Email Marketing Metrics Report, September 2016.

1300 76 50 50

nationalseniors.com.au

National Seniors
Australia

133 pixels high



628 pixels wide

INDICATIVE DESIGN SAMPLE

Having trouble viewing this email? [View Online](#)

CONNECT

National Seniors
Australia

Submissions | Research | Events | Branches | Members' Forum
Issue 123: 13 October 2016

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AD SPACE - POSITION 2

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Latest Poll

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Join our activist list

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Tell your story

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f t @
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nationalseniors.com.au

This email was sent by National Seniors Australia, Level 18, 215 Adelaide Street, Brisbane Qld 4000, Australia to j.smith@nationalseniors.com.au

Unsubscribe

Powered by VISION

Rates

\$2,000 per month (1 month minimum booking – includes 4 insertions). Price includes the insertion of your advertisement into the e-newsletter, linked to your brand's website.

There are 2 banner advertising spaces available in Connect on a monthly basis. ***But be quick – the demand for this space will be high!***

Material Specifications

Dimensions: 628 pixels wide x 133 pixels high

Accepted formats: PNG or GIF

Deadline: Material to be supplied by 1pm on the Tuesday prior to each Thursday's send.

- Banner ads must be supplied at the specified dimensions
- Advertisers must advise URL to link from banner
- Bookings are on a first-come, first-serve basis
- Banner design is not included in this booking. We can assist you with a preferred rate for this service. Enquire at the time of booking

Creative tips

- Don't include too much information/text as this will clutter the creative
- Include your principle selling point and make sure other important information is available on your website
- Include a strong call-to-action or special offer i.e. 'find out more', 'book now', 'bonus' to encourage click through

Advertising conditions

For all enquiries please contact:

Mark Smith, National Advertising Manager

p 07 3233 9107

m 0439 702 578

e m.smith@nationalseniors.com.au