



The *voice* of older Australians

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National Seniors is the voice of older Australians and at the frontline when it comes to challenging disadvantage and vulnerability. We fought for - and we won - an historical 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.

We're the one of the largest organisations of our kind in the world, enabling our members to speak with one voice on the issues that matter to seniors Australia-wide.

Our world-class program of research and advocacy is complemented by the provision of education and support in key areas such as financial and digital literacy and navigating the aged care sector.

In return for an annual subscription, our members receive access to a host of commercial benefits and are kept informed about the social, economic and legislative challenges and change that will impact on their lives. We believe that each and every one of us deserves to love later life, and it's our mission and our privilege to make that a reality.

Our *'why'*

Health, happiness, security and connection are critical to each and every one of us but can be elusive, particularly in later life. National Seniors exists to connect, support and deliver real change for older people today, and for generations to come. Because the issues we're facing aren't just 'our' problems – they're the future of every Australian.

Over 8 million of us are now aged 50 years and over, yet our voice can be weak and disparate. At the heart of National Seniors is our understanding that great change rarely happens at the hands of individuals – it happens when we work together.

As the voice of our membership, 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.

Our *approach*

We're here not just for our members, but because of them. That means that every partnership we forge and relationship we nurture puts their interests first. No exceptions.

We work with organisations that have common goals and shared values, pooling resources and advocating collectively on key issues. We also provide research and consultancy services to government, business, universities and the not-for-profit sector so that they can better understand the lived experience of later life.

Those same, stringent standards are applied 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.

The *voice* of our members



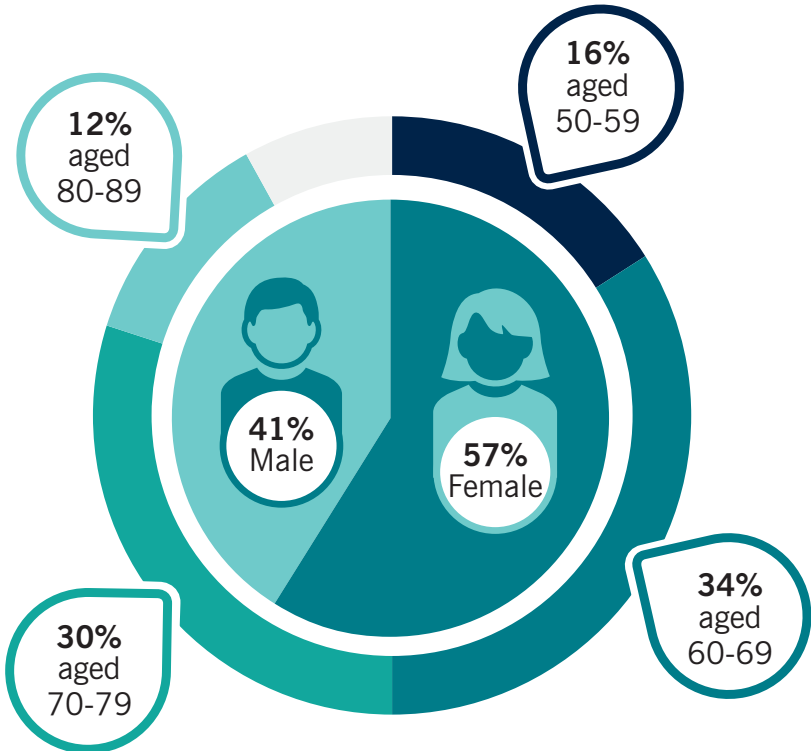
I really believe in National Seniors – it's fantastic what it's out there doing for members, for society in general and to make other people in the wider community aware of the issues affecting older people. I regularly use my National Seniors card to go to the cinema, I've used the insurance for a once-in-a-lifetime trip, and everybody I've ever shared the magazine with absolutely loves it.

Jan, Northern Territories

State breakdown

Membership by state

State	Percentage
ACT	2.22
NSW	19.49
NT	1.14
QLD	45.04
SA	3.54
TAS	1.60
VIC	12.35
WA	7.32



Our stats



Audience insights



It wasn't until I'd already joined National Seniors that I discovered their Financial Information Desk. At that time we were negotiating aged care for elderly parents, and the team on the desk couldn't be more helpful. Every question we had from pensions through to aged care options was answered. It was amazing and I don't know anywhere else that we could have accessed that sort of support as part of my membership.

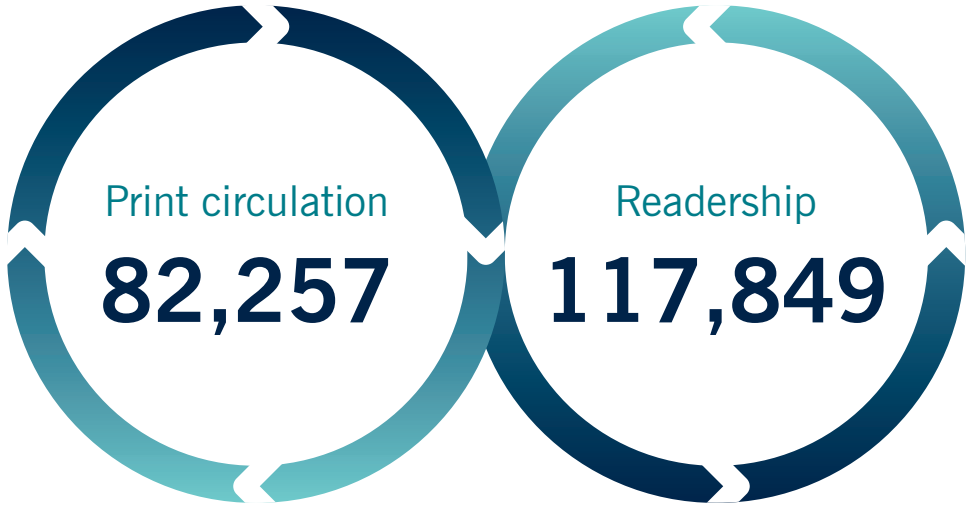
Robert, Queensland

Award-winning magazine

An award-winning quarterly lifestyle magazine featuring travel, health and lifestyle stories, up-to-date financial advice and incisive commentary on new and existing government initiatives.



Watch this space for our new *refreshed* seasonal publication.



State based advertising is available, subject to availability.

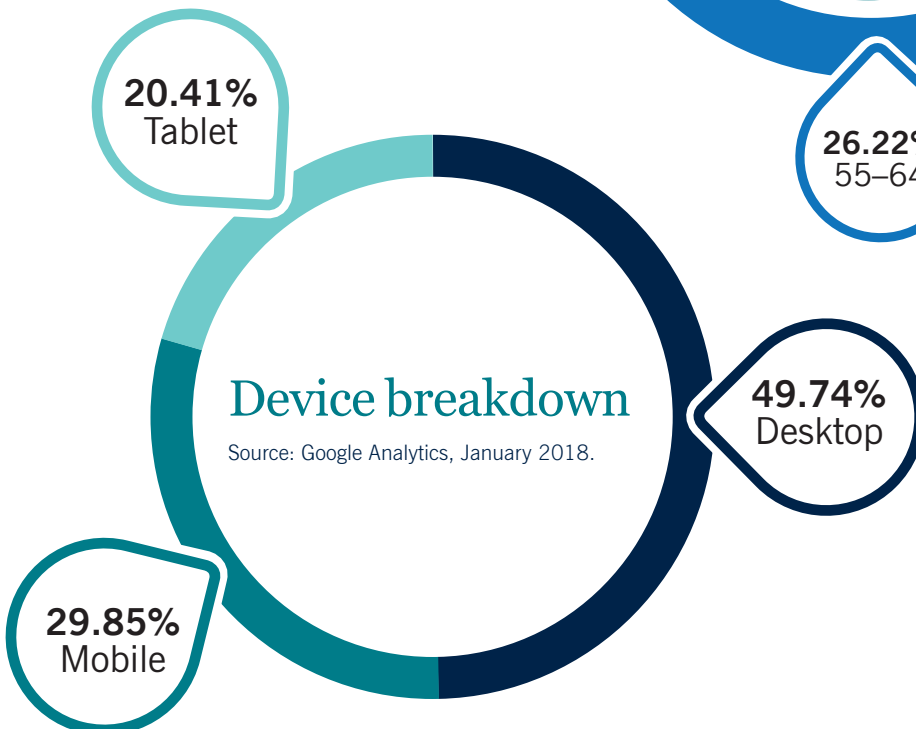
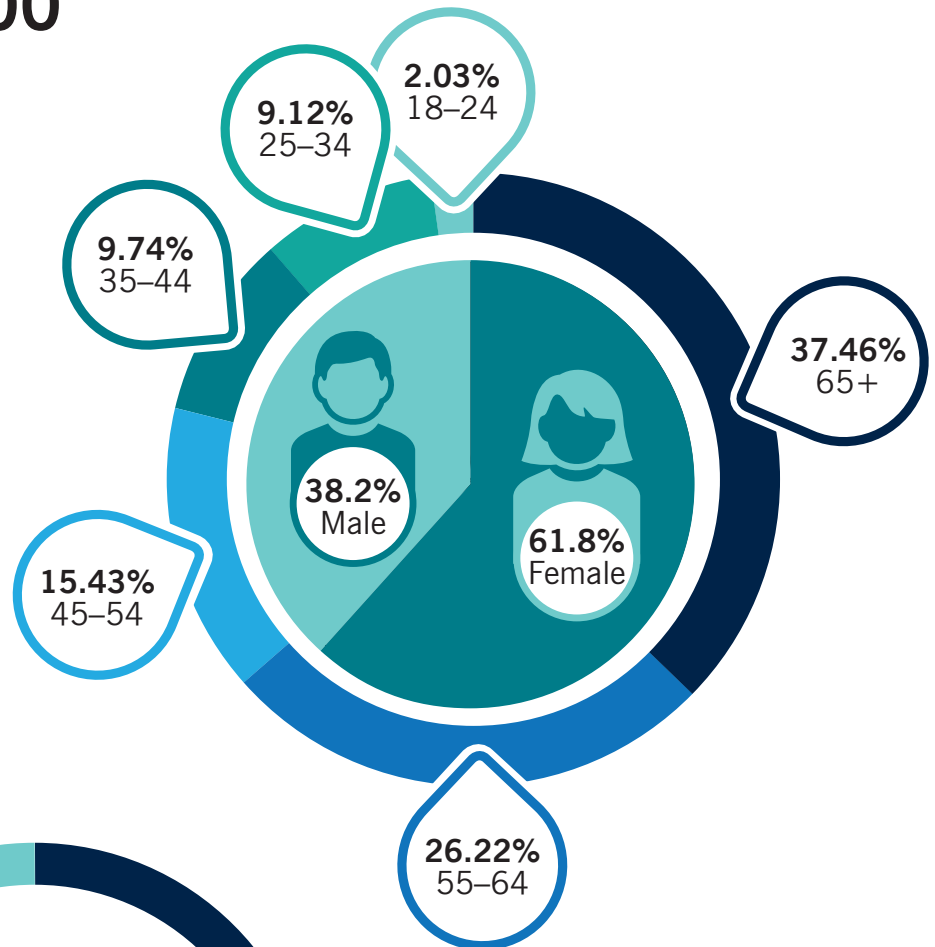
Digital channels

Email database



approx.

78,000

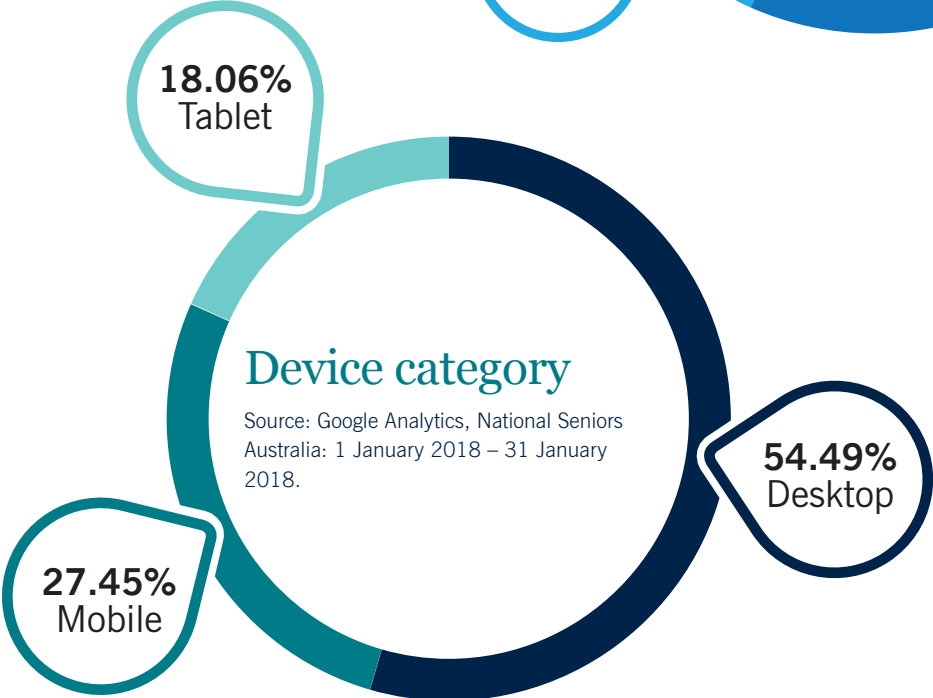
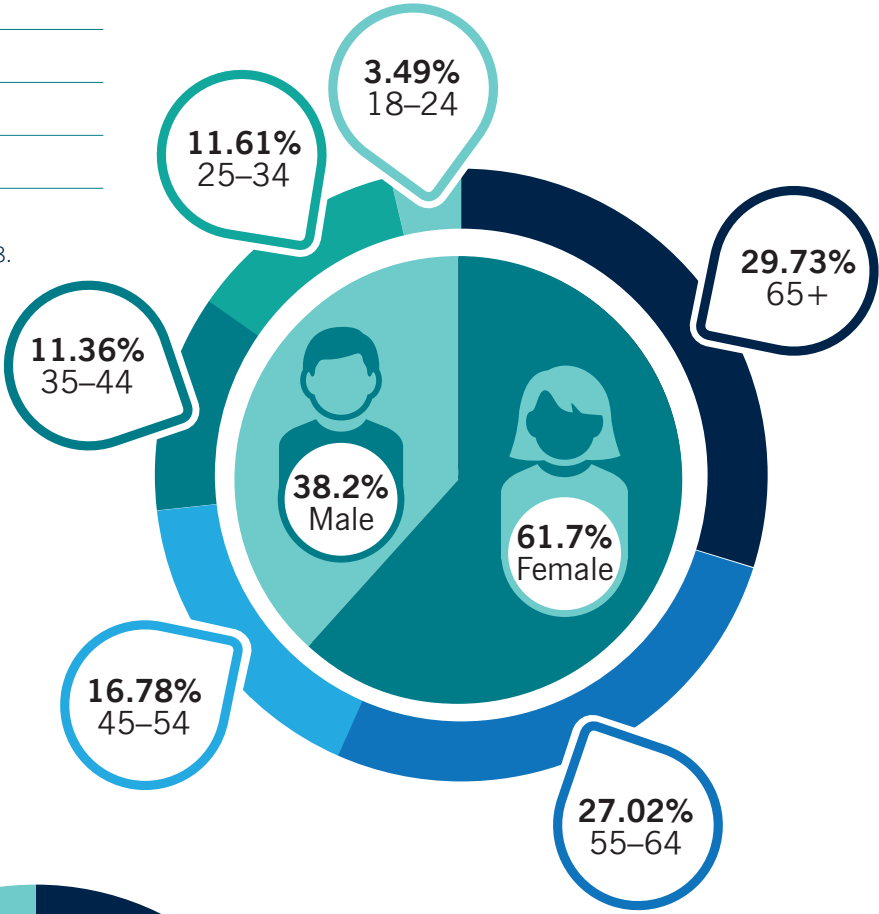


Website usage data

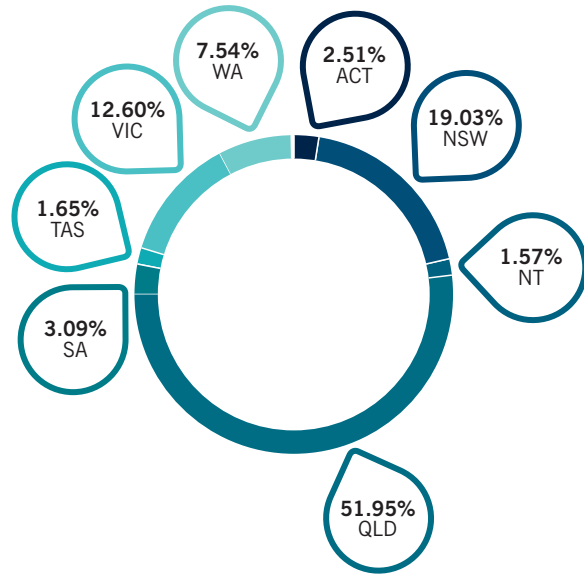
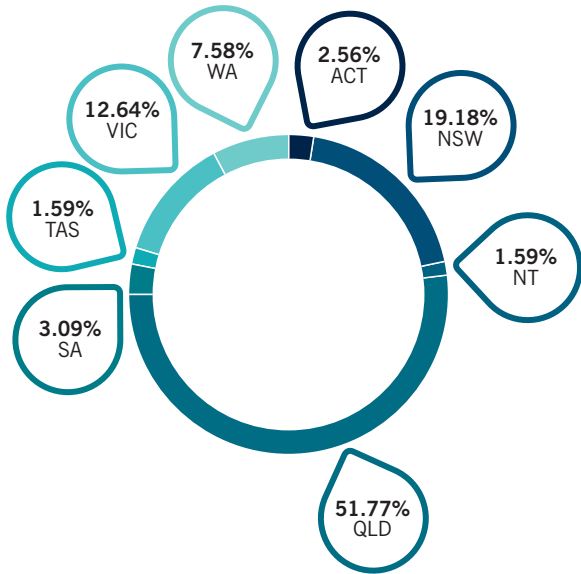
www.nationalseniors.com.au

Page views:	1,595,270
Users:	275,655
Sessions:	600,722
Pages/Session:	2.66
Avg. Session Duration:	01:49

Source: Google Analytics, National Seniors
Australia: 1 January 2018 – 31 December 2018.



Emails



Connect

Delivered straight to their inbox, our weekly newsletter Connect provides older Australians with all the latest on policy, campaigns, over 50s issues, health, retirement, politics, polls and much more.

- Send size: 46,000
- Av. Open rate: 41%
- Av. Click through rate: 22%

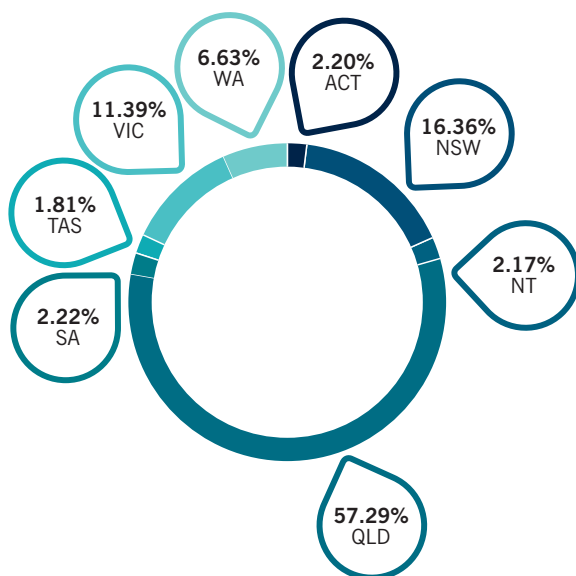
State	Percentage
ACT	2.56%
NSW	19.18%
NT	1.59%
QLD	51.77%
SA	3.09%
TAS	1.59%
VIC	12.64%
WA	7.58%
Total	100%

Benefits Bulletin

Our monthly benefits update, sent on the second Monday of the month is full of benefits, competitions and news, with exclusive deals for members.

- Send size: 48,000
- Av. open rate: 46%
- Av. click through rate: 20%

State	Percentage
ACT	2.51%
NSW	19.03%
NT	1.57%
QLD	51.95%
SA	3.09%
TAS	1.65%
VIC	12.60%
WA	7.54%
Total	100%



Travel E-newsletter

Our weekly travel e-newsletter contains the latest deals and travel inspiration for mature travellers.

- Send size: 30,000
- Av. open rate: 34%
- Av. click through rate: 14%

State	Percentage
ACT	2.20%
NSW	16.36%
NT	2.17%
QLD	57.29%
SA	2.22%
TAS	1.81%
VIC	11.39%
WA	6.63%
Total	100%

Solus EDMs

- Send size to be confirmed upon requirements.
- Database can segmented by age, state or postcode.
- Custom fields upon request and subject to availability.
- Advertisers send through their own HTML code and imagery
- eDMs must include National Seniors header and footer

Advertisement options and specifications

Magazine

	Cost
Back cover	\$7,500
Full page	\$6,099
½ page	\$3,659
¼ page	\$2,830
Inserts*	\$10,800
Flysheet	\$10,800

Digital

	Cost
<i>Connect</i> e-newsletter tile	\$1,000
<i>Benefits Bulletin</i> e-newsletter tile	\$1,000
<i>Benefits Bulletin</i> offer feature*	\$1,500
<i>Travel e-newsletter</i> tile	\$1,000
<i>Travel e-newsletter</i> holiday feature*	\$1,500
Solus email – only one available per month	\$10,000

*Must provide an exclusive member benefit (discount, offer or giveaway).

- All bookings are subject to availability.
- State based advertising is available subject to availability.
- Rates are GST exclusive/agency commission included.

Magazine booking deadlines

Edition	Booking	Material	Delivery
Autumn 2019	4/2/19	8/2/19	4 March 2019
Winter 2019	29/4/19	3/5/19	3 June 2019
Spring 2019	5/8/19	9/8/19	2 September 2019
Summer 2019	4/11/19	08/11/19	2 December 2019

*Cancellations must be lodged 2 weeks prior to booking deadline

Digital booking deadlines

Email	Booking	Material	Delivery
<i>Connect</i> e-newsletter tile - 2 spaces available per send	1 month prior to send	1 week prior to send	Weekly, every Thursday
<i>Benefits Bulletin</i> e-newsletter tile - 2 spaces available per send	1 month prior to send	2 weeks prior to send	Monthly, second Monday of the month
<i>Benefits Bulletin</i> offer feature*	1 month prior to send	2 weeks prior to send	Monthly, second Monday of the month
<i>Travel e-newsletter</i> tile – 2 spaces available per send	1 month prior to send	1 week prior to send	Weekly, every Wednesday
<i>Travel e-newsletter</i> holiday feature*	1 month prior to send	1 week prior to send	Weekly, every Wednesday
Solus email – only one opportunity available per month*	1 month prior to send	2 weeks prior to send	Agreed date, subject to availability.

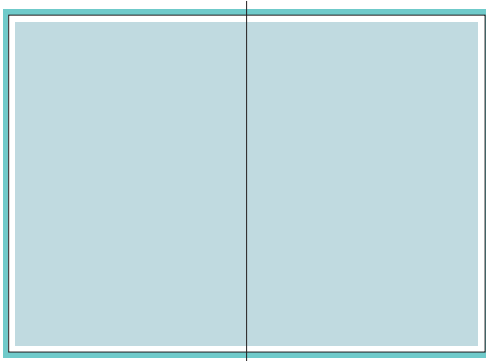
Ad Sizes

	Trim size	Bleed area	Type area
Double Page Spread	297mm (H) x 420mm (W)	307mm (H) x 430mm (W)	285mm (H) x 408mm (W)
Full Page	297mm (H) x 210mm (W)	307mm (H) x 220mm (W)	285mm (H) x 198mm (W)
Half Page	146mm (H) x 210mm (W)	156mm (H) x 220mm (W)	134mm (H) x 198mm (W)
Quarter Page	146mm (H) x 103mm (W)	156mm (H) x 113mm (W)	134mm (H) x 91mm (W)
Flysheet	297mm (H) x 200mm (W)	307mm (H) x 210mm (W)	277mm (H) x 180mm (W)

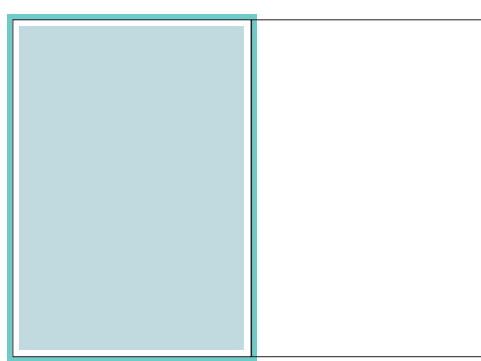
Material provision

- High resolution Press Ready PDF file – Acrobat 4 (PDF 1.3) compliant
- All colours to be converted to CMYK colour model
- All fonts, images and graphics to be embedded
- Bleed and crop marks must be included

Double page spread

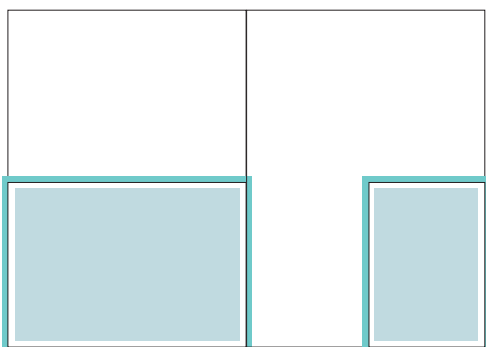


Full page



Half page

Quarter page



Bleed area
 Type area
 Trim size

Digital material


The magazine is also available in a digital format accessible via the app which can be downloaded from the Apple iStore or the Google Play Store. To take advantage of the interactive features available for full page advertising please contact us for a copy of our digital specifications. Half page and quarter page ads are restricted to static display only.

For static full page ads not requiring interactive elements please provide artwork as either a PDF or JPEG at the specifications provided below.

PDF – 210mm wide x 297mm high @ 300ppi

JPEG – 1536px wide x 2048px high @ 264ppi

Contact Us

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 nationalseniors.com.au