

2020
media kit



The independent voice
of older Australians

Overview

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. We fought for – and 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 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 their lives. We believe that each and every one of us deserves an enriched 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 are facing aren't just 'our' problems – they're the future for every Australian.

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.

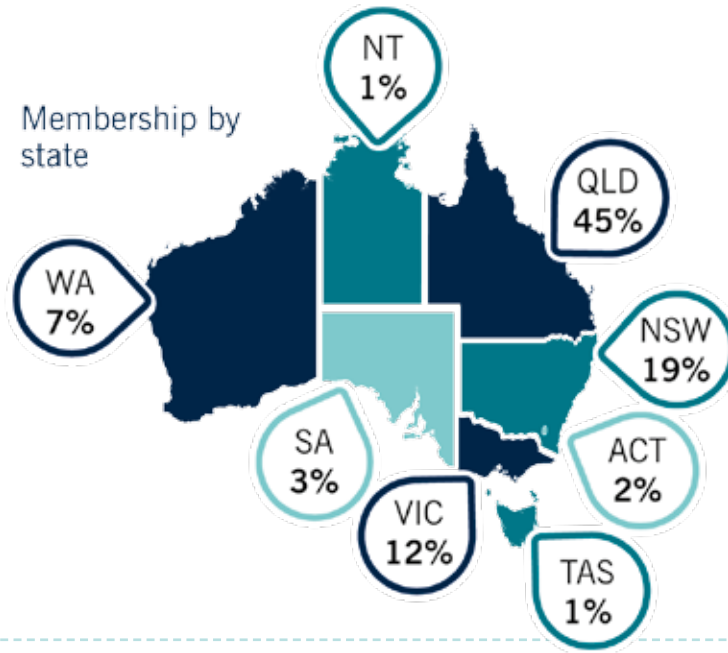
Those same, stringent standards are applied when it comes to our commercial partnerships. The benefits we offer to our members must not only have the potential to enhance their lives, but organisations must also be a solid cultural fit with an expressed commitment to our values.



Audience



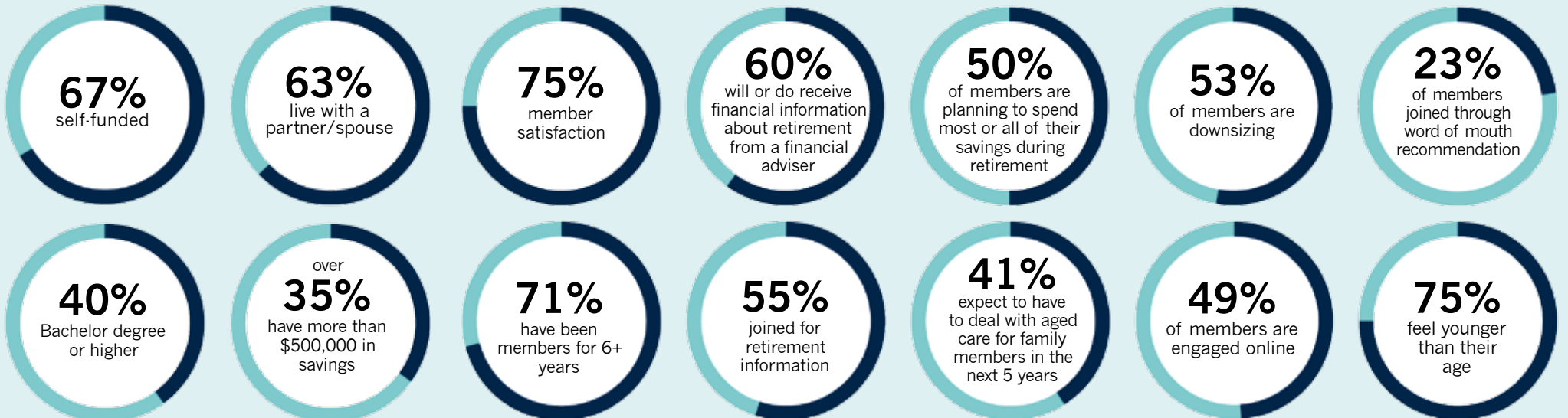
Membership by state



Data: 30th September, 2019

Our Membership

Our members are at the heart of everything we do. Here are some demographic insights on our members.



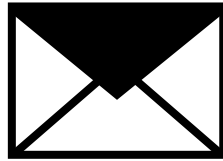
Data: IPSOS, 2019

Channels

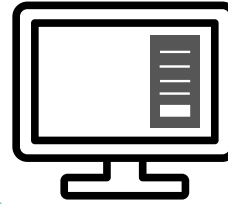
Magazine:
Print & e-magazine



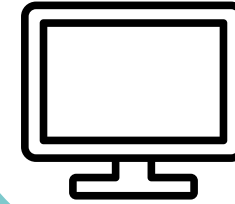
E-Newsletter



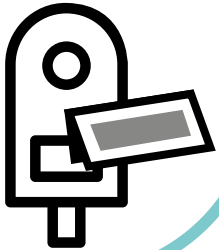
Solus EDM



Website



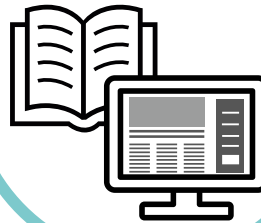
Direct Mail



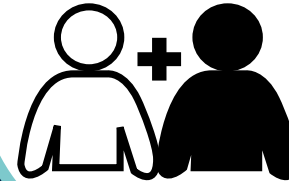
Social Media



**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: **(07) 3233 9191** or Email: **advertising@nationalseniors.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 and with a combined print and digital distribution of over 90,000, *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 such as Ita Buttrose and The Seekers.

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

Pricing for larger inserts available on request.

Contact our team:

Phone: **(07) 3237 9191**

Email: advertising@nationalseniors.com.au

Deadlines

Issue	Release	Bookings	Material
AUTUMN:	2 March, 2020	3 February, 2020	10 February, 2020
WINTER:	1 June, 2020	1 May, 2020	8 May, 2020
SPRING:	1 September, 2020	3 August, 2020	10 August, 2020
SUMMER:	1 December, 2020	2 November, 2020	9 November, 2020



Member e-newsletters

All prices are per send and exclude GST.

All prices are per send and exclude GST.

National Seniors' email and information services have been ranked as the second-most valued member benefit by National Seniors members (Ispos, 2019).

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

Emails and information services are tailored to the user based on email and website analytics data. This targeting of messages results in high engagement rates.

Solus EDM

ONLY 1 AVAILABLE PER MONTH



approx.

79,000

Pricing based on segmentation requirements

Contact our team:

Phone: (07) 3233 9191

Email: advertising@nationalseniors.com.au

Connect

To subscribed members and non-members

approx.
50,000
Subscribers

Open Rate

42%

Click through Rate

23%

EDM Rates

Banners **\$1,000**

Offer Feature **\$1,500**

State based pricing and multi-send discounts available on request

Sent Every Thursday

Booking/Copy 1 week prior to send

Member Matters

To all members

approx.
46,000
Subscribers

Open Rate

47%

Click through Rate

20%

EDM Rates

Banners **\$1,000**

Offer Feature **\$1,500**

State based pricing and multi-send discounts available on request

Sent 2nd Monday of every month

Booking/Copy 1 week prior to send


Travel e-newsletters

All prices are per send and exclude GST.

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.

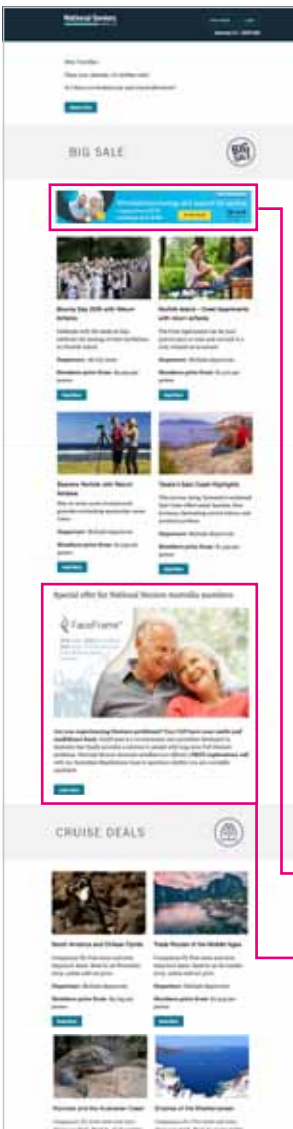
Solus EDM
ONLY 1 AVAILABLE PER MONTH




approx.
35,000

Pricing based on segmentation requirements

Contact our team:
 Phone: (07) 3233 9191
 Email: advertising@nationalseniors.com.au

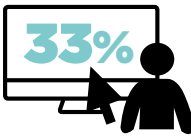


Travel




approx.
35,000
Subscribers

Open Rate



33%

Click through Rate




11%

EDM Rates


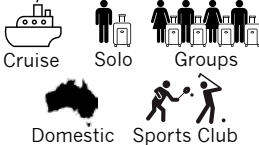
- Banners **\$1,000**
- Offer Feature **\$1,500**

State based pricing and multi-send discounts available on request

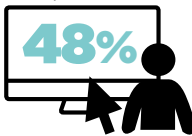
Sent Every Wednesday
Booking/Copy 1 week prior to send



Travel Clubs





Open Rate



48%

Click through Rate



23%

EDM Rates

Price on application based on segmented, interest based audience

Sent Monday Rotating Roster
Booking/Copy 1 week prior to send

Packages

Package Rates 2020

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: **(07) 3233 9191**

Email: advertising@nationalseniors.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
Total Value	\$13,850
Your Investment	\$10,500

SAVE \$3,350

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
Total Value	\$9,750
Your Investment	\$7,350

SAVE \$2,400

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

SAVE \$500

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
Total Value	\$17,500
Your Investment	\$14,000

SAVE \$3,500

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

SAVE \$750

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

SAVE \$300

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
- Creative is subject to final approval by National Seniors Australia

DIMENSIONS

Double Page Spread



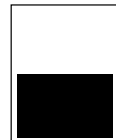
TRIM SIZE:
H 272mm x W 420mm
+ add 5mm bleed
(Keep type & logos
13mm in from trim)

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 and
advertising@nationalseniors.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