

National Seniors Australia **MEDIA KIT** 2022



BOFB
media

Contact

BOFB Media

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National Seniors
AUSTRALIA

Who we are

At National Seniors Australia we have been fighting for a fair go for older Australians since 1976 and are committed to creating real change for a better future for all older Australians.



Advocating for the rights of all older Australians.



Registered charity providing benevolent support.



National membership organisation.



85,000 members & the provider of support to the 6 million plus over 50s.



Trusted by the community since 1976.



Top 5 advocacy wins

Aged Care Royal Commission

We fought, and continue to fight, for urgent reforms to the aged care system.

Deeming rates

We successfully lobbied for lower rates and a better deal for older Australians.

Electricity prices

We pushed for regulated prices to protect vulnerable consumers.

Home Care Packages

We helped secure additional packages so more older Australians can remain at home.

Pension age

We fought against the proposal to increase the age to 70 – and won.



Growth and opportunity

The Over 50s:

- Account for 35% of the population - that's nearly 9 million and growing*
- Spend \$40 billion more on consumer goods online than Millennials and Generation X each year[#]
- Spend an average 27 hours online each week – 2 hours longer than Millennials and Generation X[#]

“*Specific mature channels deliver a better ROI versus mainstream channels*”

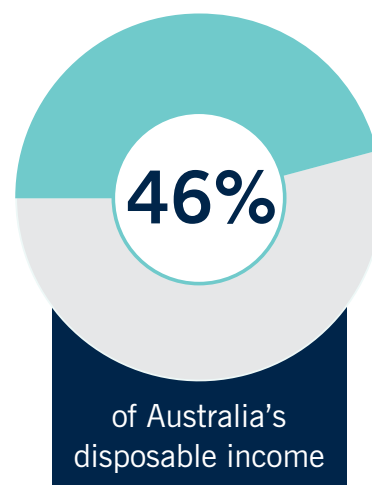
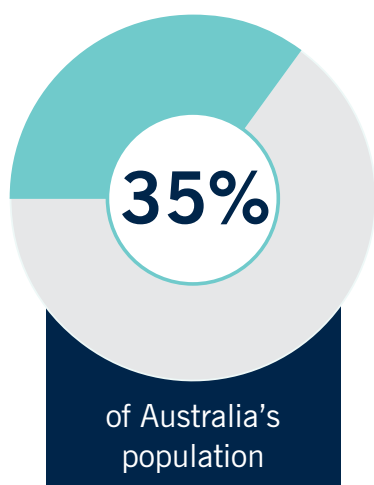
*Evergreen Advertising
and Marketing*

Double digit growth

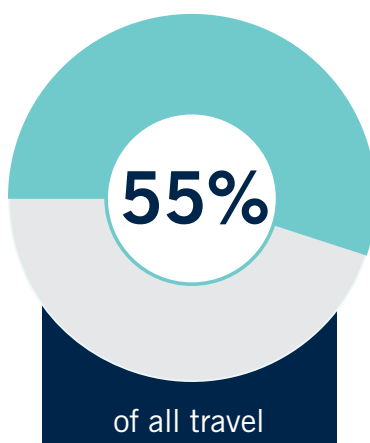
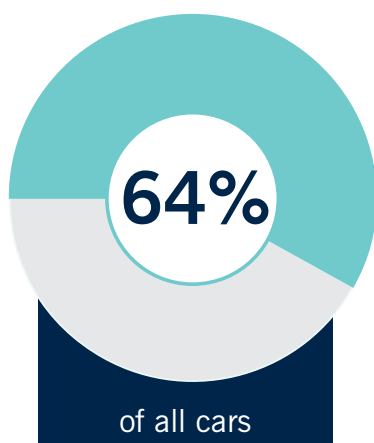
By 2050, the population of Australian's aged 65–84 is expected to more than double[#]



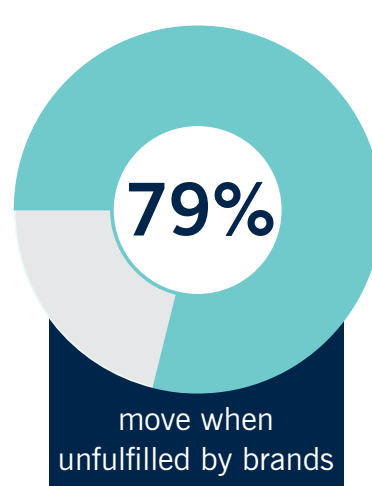
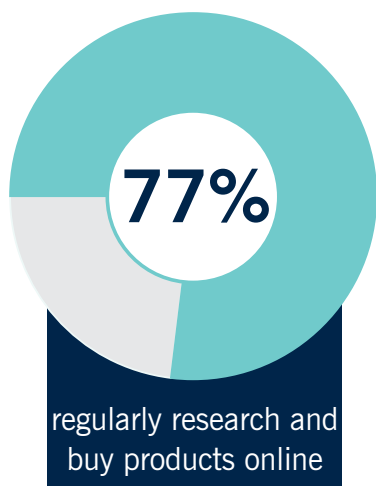
Who are the over 50s?



Seniors' purchasing power



Well informed with diverse interests



Source: Australian Bureau of Statistics, Census of Population and Housing 2021.*
Source: Secrets and Lies: Ageless Booming, WPP AU NZ 2019*

Reach and engagement

National Seniors Australia Reach



Source: Google Analytics, January – December, 2021

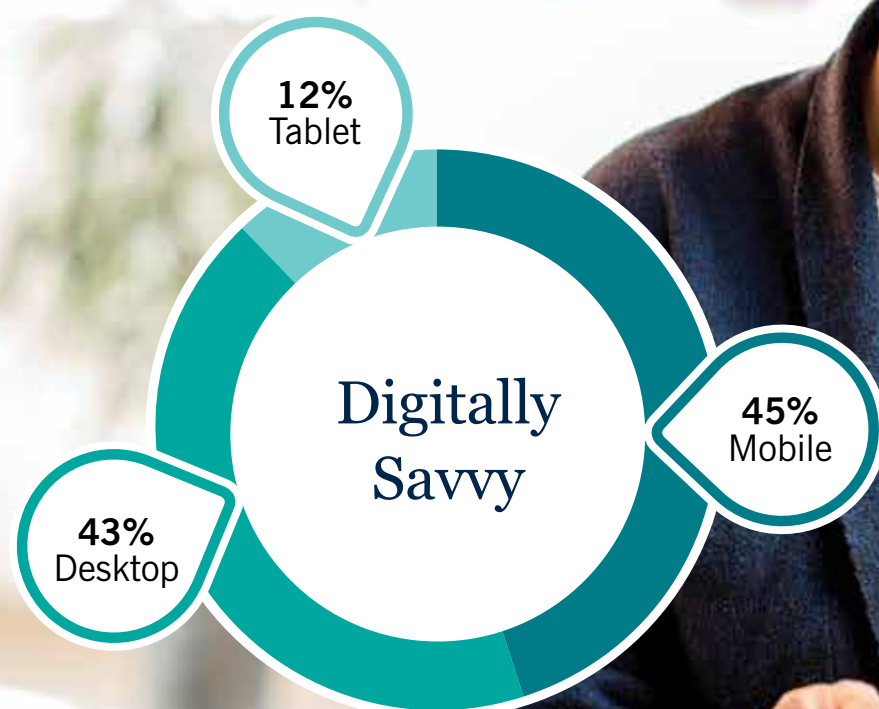
Highly Engaged Audience

average email
open rate

48%

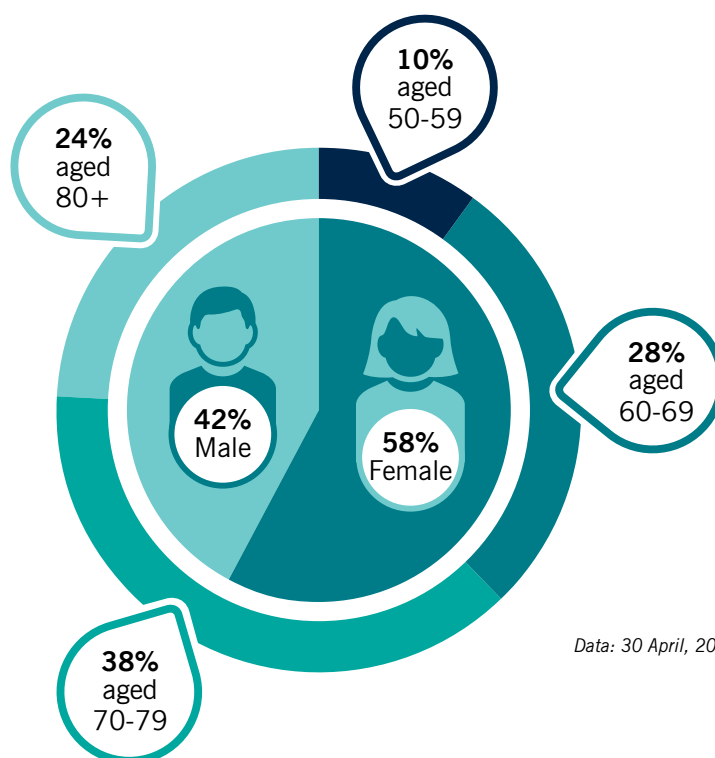
click to open rate

23%



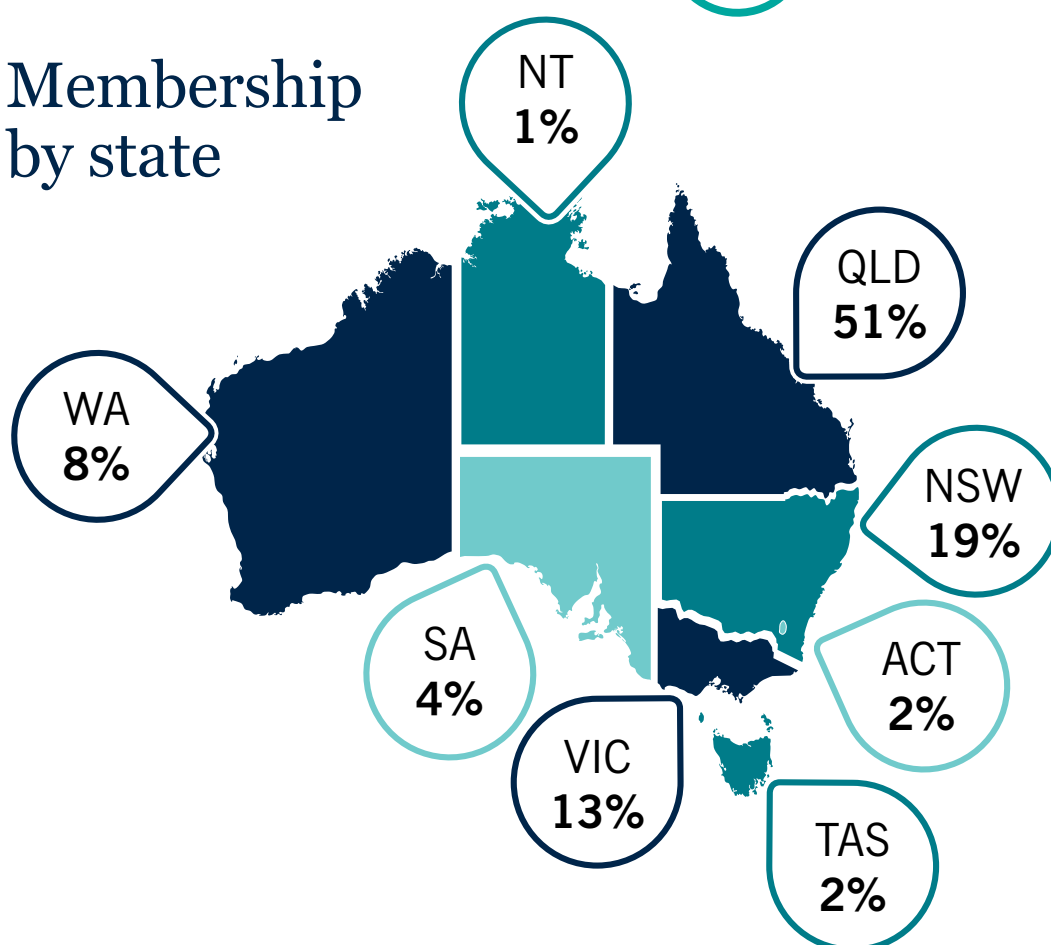
Connect with our members

“87% of members have been with us for over 3 years.”



Data: 30 April, 2022.

Membership by state



Who are our members

70%
self-funded

over
35%
have more than
\$500,000 in
savings

78%
member
satisfaction

71%
have been
members for
6+ years

50%
plan to spend
most/all their
savings during
retirement

49%
of members are
engaged online

I use my membership to access discounts. 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, NT



I became a lifetime member over 20 years ago. I'm proud to be a part of an organisation that's advocating strenuously against the mistreatment for older people and pension poverty on our behalf.

Gary, SA



Channels

Magazine:
Print & e-magazine



E-Newsletters



Solus EDM



Direct Mail



Social Media



Native and
Sponsored Content



Website



Strategic
Partner Packages



Discount
Programme



Our Generation Magazine

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 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 that is extremely popular with members.

Circulation:
60,000



Deadlines

Issue	Release	Bookings	Material
AUTUMN	1 March 2022	28 January 2022	4 February 2022
WINTER	1 June 2022	28 April 2022	5 May 2022
SPRING	1 September 2022	28 July 2022	4 August 2022
SUMMER [DIGITAL ONLY]	1 December 2022	28 October 2022	4 November 2022

Magazine Rates

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

FULL COLOUR	CASUAL	4 ISSUES
Double page spread	\$6,985	\$5,940
Full page	\$5,225	\$4,440
Half page	\$3,300	\$2,800
Quarter page	\$2,200	\$1,870

PREFERRED POSITION	CASUAL	4 ISSUES
Inside front cover	\$6,530	\$5,550
Outside back cover	\$6,790	\$5,770
Other preferred positions	15%	

FLYSHEET	PRICE
Front page	\$8,000
Front and back page	\$10,000

Insert Rates

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

INSERTS	CASUAL
<i>(Maximum loose insert size: 252mm high x 190mm wide)</i>	
<i>Pricing based on the advertiser supplying the fully printed inserts to our designated mail house</i>	
2pp insert (1 sheet 2 sides)	\$5,050
4pp insert	\$5,200

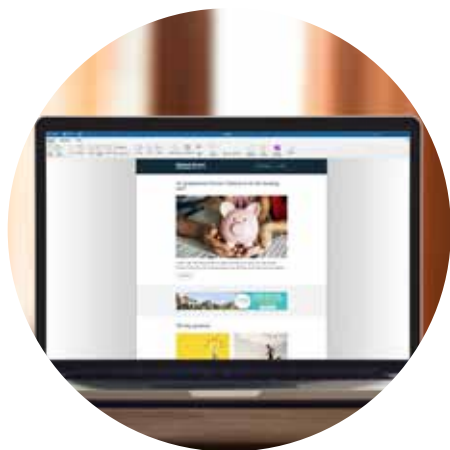
Pricing for larger inserts available on request.

Digital Magazine

DIGITAL BANNERS

A digital banner can be supplied by the advertiser, to be included on the digital version of the magazine. (Placement will be at National Seniors discretion.) This is only available to print magazine advertisers and the specifications for digital banners will need to be followed: 768 pixels (W) x 96 pixels (H).

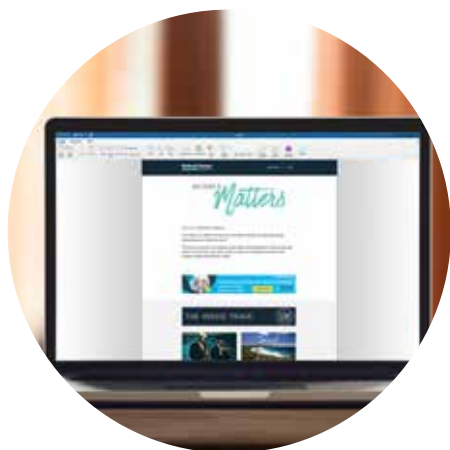
Email Newsletters



Connect

Trusted news, lifestyle tips and updates on National Seniors' advocacy campaigns.

Audience	Day of send	Booking/Copy
71,500	Every Thursday	2 weeks prior to send
Open Rate		Click Thru Rate
48%		24%
Rates		
Banner \$1,500		Sponsored content \$2,000



Member Matters

A members-only email featuring exclusive benefits, competitions and interviews.

Audience	Day of send	Booking/Copy
38,000	2nd Monday of every month	2 weeks prior to send
Open Rates		Click Thru Rate
51%		19%
Rates		
Banner \$1,500		Sponsored content \$2,000



Money Matters

Our finance-themed email to subscribed members and non-members.

Audience	Day of send	Booking/Copy
60,000	4th Monday of every month	2 weeks prior to send
Open Rates		Click Thru Rate
47%		18%
Rates		
Banner \$1,500		Sponsored content \$2,000

State based pricing and multi-send discounts available on request. All prices are per send and excludes GST.

Other opportunities

Solus EDM



Solus EDM

Full send		Customised List	
(45,000)	\$12,000	(25,000 – 44,000)	\$10,000
		(<25,000)	\$8,000

Customised lists incur \$1,000 set-up fee

Social Media



Social Media sponsored posts

Lead generation campaign	Paid post	Organic post
Minimum spend \$5,000 + \$1,000 set-up fee	\$1,000 + \$250 set-up fee	set-up fee \$100

Direct Mail



Direct Mail

Opportunities to speak to our members through direct mail inclusions in renewal notices and new member packs, average 6000 per month.

Per month cost	Minimum	Format
\$6,000 + \$750 set-up fee	2 month purchase	Specific sizes only

Discount Programme



National Seniors discounts program

Join a multitude of big brands to build long lasting relationships with our members through the National Seniors discounts program. Our discounts landing page receives 6,500 unique views per month.

- Permanent listing on our discounts page
- Branded discounts page to convey your brand and its benefits
- Opportunities to further engage members through competitions

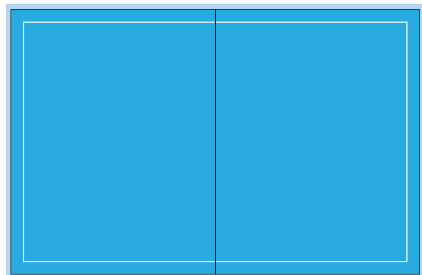
Speak to National Seniors today and start reaping the rewards.

Listing	Competitions
\$1,000 (Available to paid advertisers as added value)	\$500 + \$250 set-up fee

Material specifications

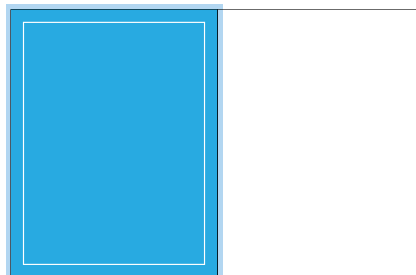
Advertising sizes

Double Page Spread



TRIM SIZE: W 420mm x H 272mm
+ 5mm bleed on all edges. Keep
type & logos 13mm in from trim

Full Page

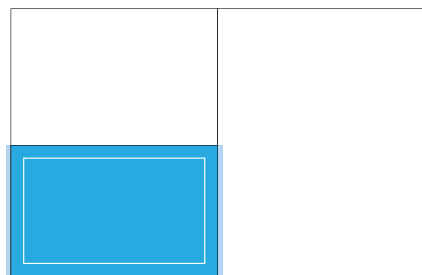


TRIM SIZE: W 210mm x H 272mm
+ 5mm bleed on all edges. Keep
type & logos 13mm in from trim

Print Specifications

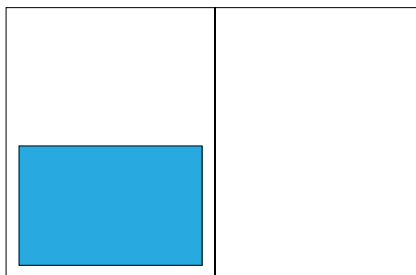
- High resolution press ready pdf file (300dpi) – Acrobat 4 (PDF1.3) compliant
- All colours to be CMYK
- Embed all fonts, images and associated graphics
- Bleed and crop marks must be included
- Cover stock is 250gsm with soft touch varnish. Internals 65gsm
- Creative is subject to final approval by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

Half Page Horizontal Bleed



TRIM SIZE: W 210mm x H 133mm
+ 5mm bleed on all edges. Keep
type & logos 13mm in from trim

Half Page Horizontal



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

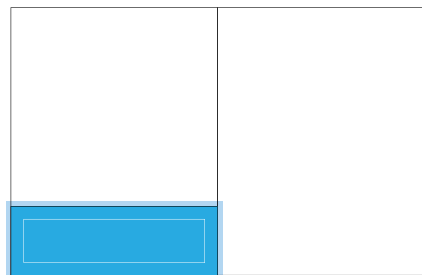
Material provision

For artwork enquiries or to supply artwork, please email:

design@nationalseniors.com.au

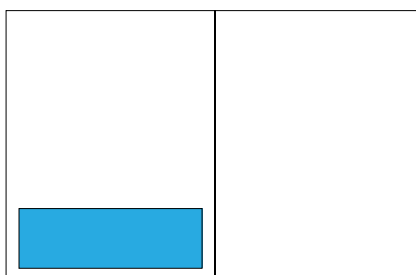
Emailed artwork to be under 5MB in size. For larger files please use WeTransfer or Adstream.

Quarter Page Horizontal Bleed



TRIM SIZE: W 210mm x H 70mm
+ 5mm bleed on all edges. Keep
type & logos 13mm in from trim

Quarter Page Horizontal



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

Magazine Inserts

Dimensions

- Maximum Loose Insert size is 252mm (H) x 190mm (W)
Maximum Onsert size is 272mm (H) x 210mm (W)
- All inserts must have a closed edge. Z folds and Concertina folds cannot be mechanically inserted.
- All inserts are to be approved for mechanical insertion by IVE Print Web Offset prior to production. IVE may require a printed sample at times, otherwise, an email notification with the size, pagination, stock grammage and insert weight may be sufficient.
- Creative is subject to final approval by National Seniors Australia.

Delivery Details

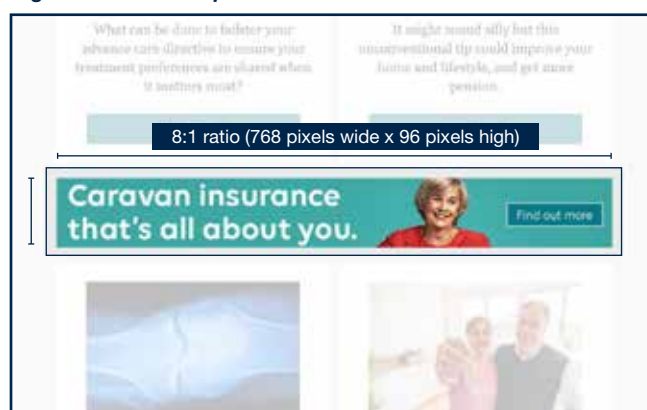
- Deliver to: Uyen Pham
IVE Print Web Offset, RECEIVING,
Roller Door 9-11, Unit 3, 83 Derby Street
Silverwater NSW 2128
- Label inserts clearly: "For National Seniors – Our Generation Magazine" and edition name. If inserts are for specific states only, please ensure this information is also included.
- 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 and clearly identified. All deliveries to be accompanied with the IVE Delivery Advice.
- Delivery times are between 8:00am and 3:30pm Monday to Friday only.
- Email notification of upcoming delivery of inserts to: **melanie.kershler@ivegroup.com.au** and **uyen.pham@ivegroup.com.au**
- Allow 3% extra for sampling and damages
- Unless notified in writing prior to production, any insert or onsert left overs will be disposed of immediately at the completion of the job. Please notify in writing prior to production if you wish to collect the overs after the job is complete. IVE Group Print Web Offset can provide freight services at an additional cost.

Digital Banners

Dimensions

- 768 pixels (W) x 96 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

Digital banner example



Sponsored Content

- Sponsored content should be unique and interesting, aiming to inform and educate our core audience of +50. If space permits, sales banners with inclusion of URL's is possible. Unfortunately we cannot accept re-run material.
- Please supply banners for use in the article at the appropriate size: 768 pixels (W) x 96 pixels (H)
- A company logo in a vector based format (.eps, .ai, .svg)
- High resolution .jpg image
- Copy length: Maximum 400 – 500 words (minimum 400 words)
- Creative to be supplied by the client with a click through URL
- A call to action button including (UTM tracking) is added
- National Seniors Australia reserves the right to refuse advertising material that is deemed to not be trusted, credible or suitable for our audience.



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