

BOFB  
*media*

2021–22

*media kit*



The independent voice  
of older Australians

# Growth and opportunity

## The Over 50s:

- Account for 34% of the population – that's 7.9 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#

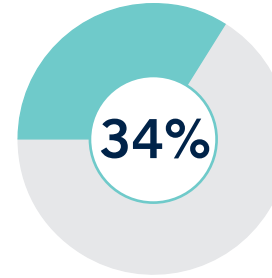
Specific mature channels  
deliver a better ROI versus  
mainstream channels

Evergreen Advertising and  
Marketing, 2020

### Double digit growth

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

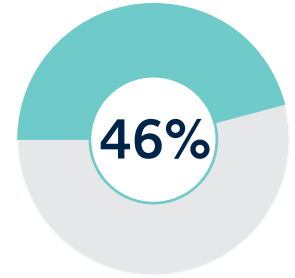
## Who are the over 50s?



of Australia's  
population

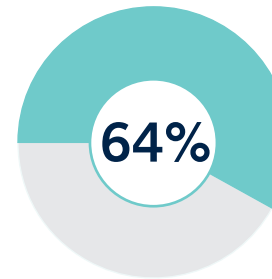


of Australia's  
private wealth



of Australia's  
disposable income

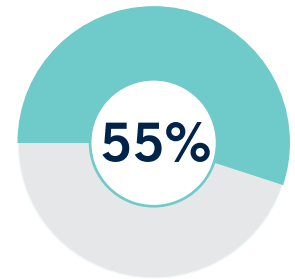
## Seniors' purchasing power



of all cars

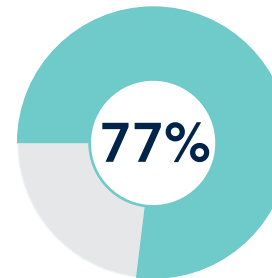


of all travel

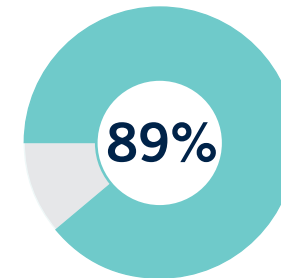


of all alcohol

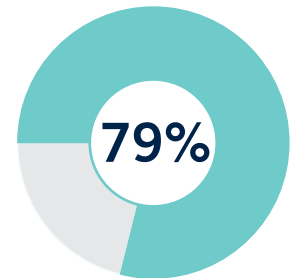
## Well informed with diverse interests



regularly research  
and buy products  
online



are open to  
trying new brands



move when  
unfulfilled by  
brands

# Who is National Seniors Australia?

## Over 40 years advocating for older Australians

National Seniors is a not-for-profit membership organisation and advocacy group that stays true to its roots by giving older Australians – working and retired – a strong national voice.

### Making a difference together

We have unrivalled access to policy-makers, world-class research and a strong member base. This allows us to tackle the key issues impacting older Australians.

As our list of advocacy wins show (see right), we are an organisation that punches well above its weight.

### A better Australia for everyone

Our members play a crucial role in helping us drive positive change for older Australians.

In return, we provide real value through member discounts, exclusive benefits, and specialised products and services. We partner with a diverse range of organisations that share our values and commitment to helping older Australians enjoy later life.

## 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.

# Reach and engagement

## National Seniors Australia Reach



**1.8million**

annual digital audience



**2.9million**

annual page views



**61,000**

e-newsletter subscribers

Source: Google Analytics, January – December, 2020

## Highly Engaged Audience

**40%**

average email  
open rate

**20%**

average email click  
through rate

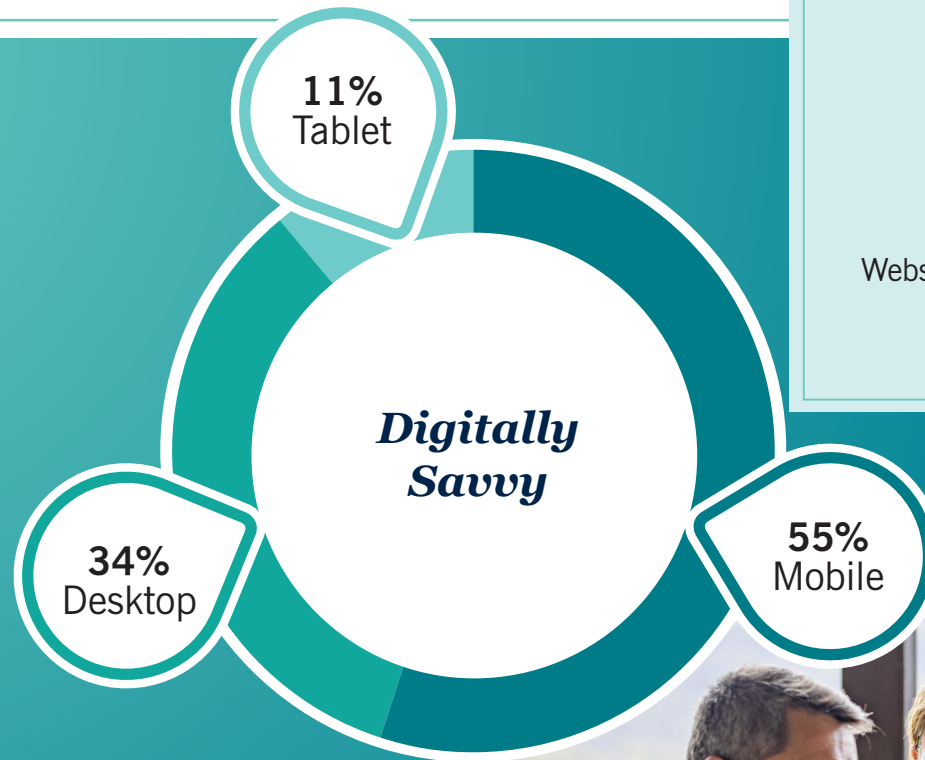
## Growing Digital Audience

Website users  
grew by:

**163%**

Website page views  
grew by:

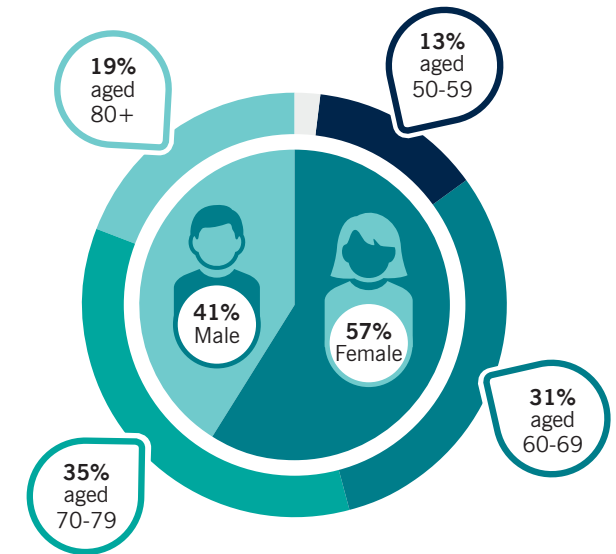
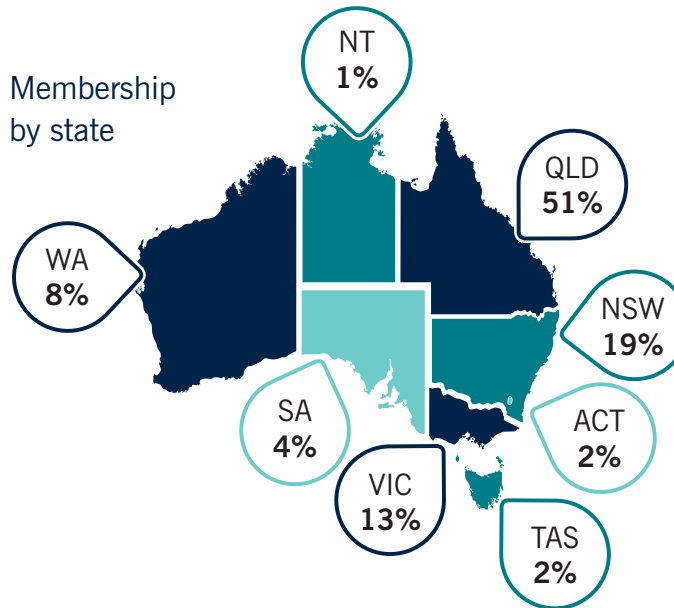
**32%**



# Membership

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

Membership by state

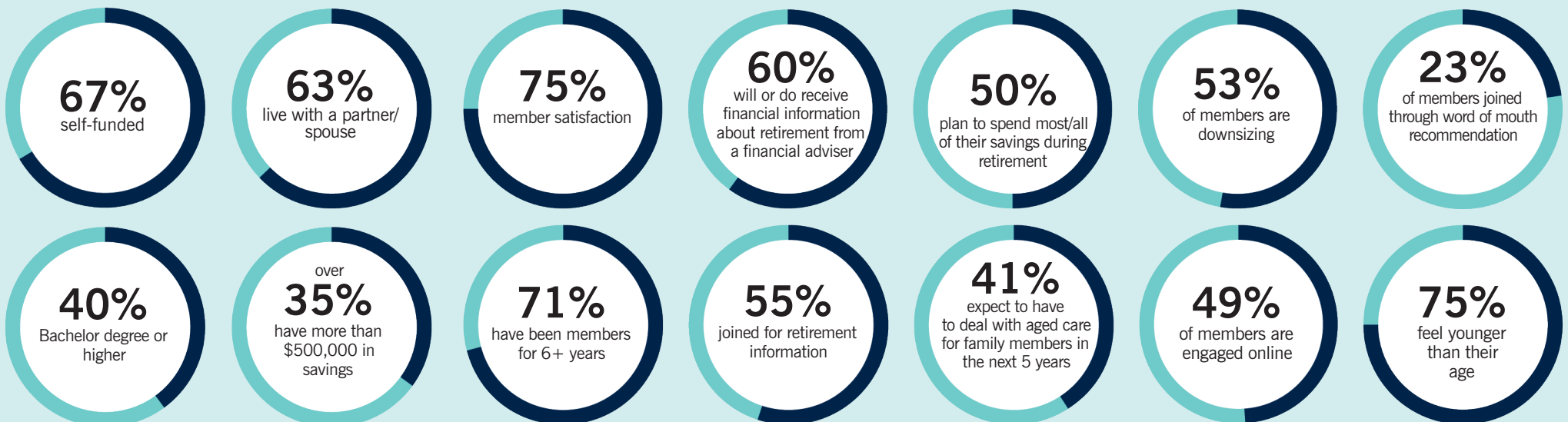


Data: 31 December, 2020.

## Our Membership

Our members are at the heart of everything we do.

Here are some insights on our members.



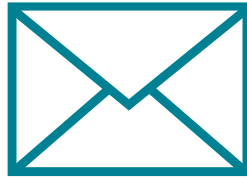
Data: IPSOS, 2019

# Channels

*Magazine:  
Print & e-magazine*



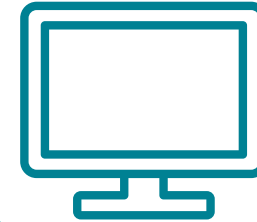
*E-Newsletters*



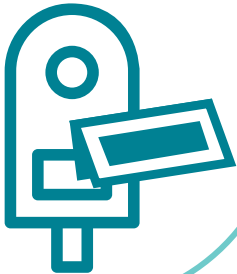
*Solus EDM*



*Website*



*Direct Mail*



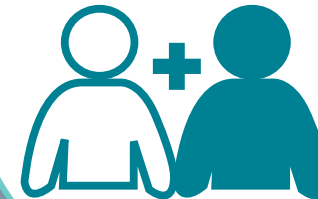
*Social Media*



*Native and  
Sponsored Content*



*Strategic  
Partner Packages*



## *Let us help you*

No other organisation can match our knowledge of the lucrative over 50s market. Contact us today to create a package that best suits your needs.

Phone: (03) 9826 5188 or Email: [linda@bofb.com.au](mailto:linda@bofb.com.au) or [sjaan@bofb.com.au](mailto:sjaan@bofb.com.au)



# 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.**

## 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)</i> <i>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.

## 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).

## Contact our team:

Phone: (03) 9826 5188 Email: [linda@bofb.com.au](mailto:linda@bofb.com.au) or [sjaan@bofb.com.au](mailto:sjaan@bofb.com.au)

## Deadlines

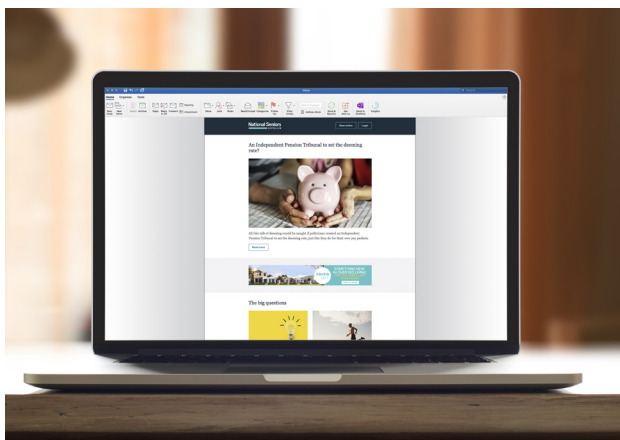
Issue	Release	Bookings	Material
AUTUMN:	1 March 2022	28 January 2022	4 February 2022
WINTER:	1 June 2022	28 April 2022	5 May 2022
SPRING:	1 September 2022	28 July 2022	4 August 2022
SUMMER:	1 December 2022	28 October 2022	4 November 2022



# e-newsletters

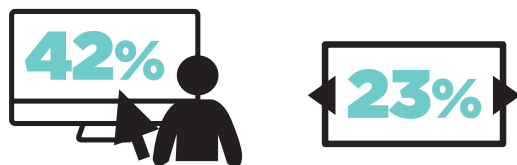
## Connect

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



Open Rate

Click through Rate



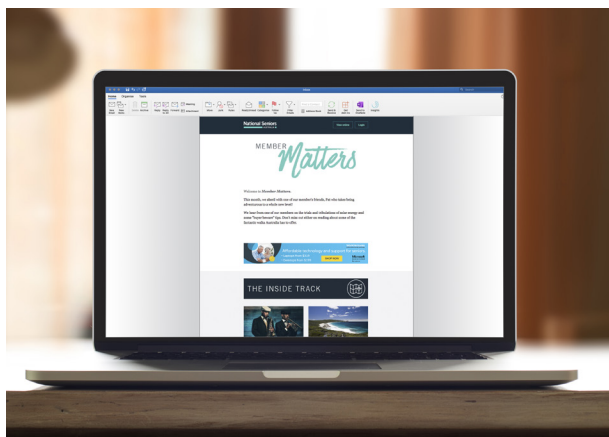
Audience: 62,000

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

Every Thursday  
2 week prior to send

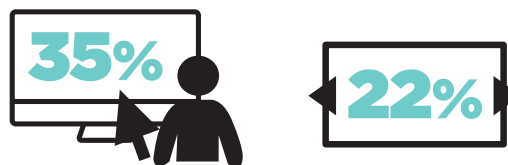
## Member Matters

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



Open Rate

Click through Rate



Audience: 64,000

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

2<sup>nd</sup> Monday of every month  
2 week prior to send

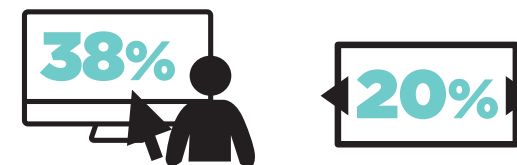
## Money Hub

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



Open Rate

Click through Rate



Audience: 65,000

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

4<sup>th</sup> Monday of every month  
2 week prior to send

## Contact our team:

Phone: (03) 9826 5188

Email: [linda@bofb.com.au](mailto:linda@bofb.com.au) or [sjaan@bofb.com.au](mailto:sjaan@bofb.com.au)

## EDM Rates

Banners  
**\$1,000**

Sponsored Content  
**\$1,500**

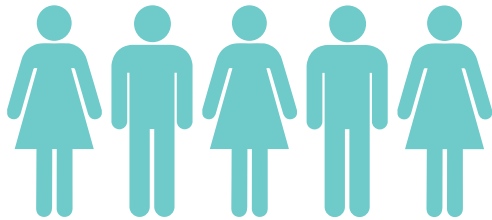
State based pricing and multi-send discounts available on request

All prices are per send and exclude GST.

# Other opportunities

## Solus EDM

ONLY 1 AVAILABLE PER MONTH



*Pricing based on segmentation requirements*

## Direct Mail

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

*1 x month direct mail inclusion 6000 \$1800.*

*Larger size print piece POA*

*Minimum 2 month purchase*



## Social Media sponsored posts



*1 x sponsored post = \$1,000 plus boosting requirements.*

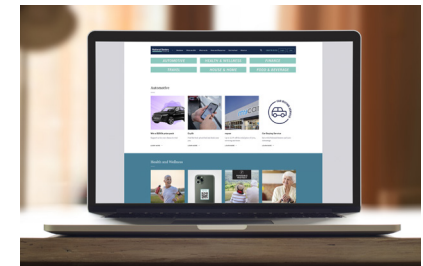
## National Seniors discounts program



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.



*Inclusion in National Seniors discounts program is offered to advertisers who purchase other advertising opportunities. This is not a standalone offer.*

## Contact our team:

Phone: (03) 9826 5188

Email: [linda@bofb.com.au](mailto:linda@bofb.com.au) or [sjaan@bofb.com.au](mailto:sjaan@bofb.com.au)

# 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: [linda@bofb.com.au](mailto:linda@bofb.com.au) or  
[sjaan@bofb.com.au](mailto:sjaan@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 sponsored content	\$6,000
1 x 'Members Matters' eDM sponsored content	\$1,500
<b>Total Value</b>	<b>\$13,850</b>
<b>Your Investment</b>	<b>\$10,500</b>

**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
<b>Total Value</b>	<b>\$9,750</b>
<b>Your Investment</b>	<b>\$7,350</b>

**SAVE  
\$2,400**

## Digital only

All prices exclude GST

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

**SAVE  
\$3,500**

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

**SAVE  
\$750**

FULL LAUNCH PACKAGE	PRICE
1 x 'Our Generation' Full Page Ad	\$4,750
2 x DL inclusion in member pack	\$1,800
2 x Facebook sponsored posts (inc boost)	\$2,000
4 x 'Connect' eDM banners	\$4,000
1 x 'Member Matters' sponsored content	\$1,500
<b>Total Value</b>	<b>\$14,050</b>
Included 6 x month Discounts page inclusion Included 1 x month 'Connect' landing page Included 1 x month 'Member Matters' landing page	
<b>Your Investment</b>	<b>\$10,600</b>

**SAVE  
\$3,450**

DIGITAL LAUNCH PACKAGE	PRICE
2 x Facebook sponsored posts (inc boost)	\$2,000
4 x 'Connect' eDM banners	\$4,000
1 x 'Member Matters' sponsored content	\$1,500
<b>Total Value</b>	<b>\$7,500</b>
Included 3 x month Discounts page inclusion Included 1 x month 'Connect' landing page Included 1 x month 'Member Matters' landing page	
<b>Your Investment</b>	<b>\$6,700</b>

**SAVE  
\$800**

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  
W 420mm  
+ 5mm bleed on all edges.  
Keep type & logos 13mm in from trim

#### Full Page



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

#### Half Page Horizontal



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

#### Half Page Horizontal Bleed



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

#### Quarter Page Horizontal



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

#### Quarter Page Horizontal Bleed



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

## Material provision

For artwork enquiries or to supply artwork, please email: [design@nationalseniors.com.au](mailto:design@nationalseniors.com.au)

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

## 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

### 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.

## 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.

### DELIVERY DETAILS

- Deliver to: Uyen Pham  
IVE Print Web Offset, RECEIVING,  
Unit 3, 83 Derby Street  
Silverwater NSW 2128
- 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: [melanie.kershler@ivegroup.com.au](mailto:melanie.kershler@ivegroup.com.au) and [uyen.pham@ivegroup.com.au](mailto: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.
- Creative is subject to final approval by National Seniors Australia