



# 50something

AUSTRALIA'S WIDEST CIRCULATING OVER 50s MAGAZINE

Media Kit 2011/2012



# 50something

AUSTRALIA'S WIDEST CIRCULATING OVER 50s MAGAZINE

*50 something* is an award-winning lifestyle magazine that goes into 160,000 households across Australia every two months.

## Comparative circulation

<b><i>50 something</i> magazine</b>	<b>160,000 +</b>
Australian Geographic	120,835
Australian House & Garden	108,000
Australian Gourmet Traveller	75,319
Good Health	65,047
Burke's Backyard	58,513
Money Magazine	50,000

We are published by National Seniors Australia, the consumer lobby for the over 50s and the fourth largest organisation of its type in the world.

# Facts & Figures



5,732 people turn 50 each week in Australia

In 2009 there were 6.8 million older adults in Australia, constituting 31% of the population. By 2031 there will be in excess of 10 million over 50s.\*

**fact =** adults 45+ have a total of \$2.7 billion of disposable income each week with fewer financial ties. The over 50s have the leisure time, the ability and the willingness to shop for consumer durable, technical, leisure and luxury goods.\*

\* ABS Census 2006

# Our Advertisers

**You will be in good company when advertising  
to 367,000+ *50 something* readers**

**APT**      **COLES**      **OPTUS**

**AVEO**      **SLATER & GORDON**      **NISSAN**

**Kellogg's**      **QR**      **TELSTRA**      **UNICEF**

**UNIDEN**      **CRAZY JOHN'S**      **WESTPAC**

**Choice**      **ABC Shop**      **AUSTRALIA POST**

# The Magazine



*50 something* features lifestyle stories, provides up-to-date financial advice, outlines new and existing government initiatives, uncovers exciting travel destinations, explores relevant health issues, promotes positive ageing and much more..

## Bi-monthly Features

### Oct/Nov

Boating and Fishing

### Dec/Jan

Bag a Christmas Bargain

### Feb/Mar

Caravan and Camping

### Apr/May

Automotive

### Jun/Jul

Healthcare

### Aug/Sept

House and Garden

**PLUS** FANTASTIC TRAVEL DEALS IN EVERY EDITION

**books | movies | recipes | tech space | puzzles | your letters**

# Stats



**CIRCULATIONS  
AUDIT BOARD**

Current statistics for *50 something* magazine

## Current stats:

92,160 couples  
151,040 women  
104,960 men

3,200 aged under 50 years  
136,320 aged from 50 to 59 years  
72,320 aged from 60 to 69 years  
44,160 over the age of 69 years

## Circulation & readership breakdown:

	Circulation	Members	Readership
QLD	62,975	100,760	144,842
NSW/ACT	49,225	78,760	113,217
VIC/TAS	27,350	43,760	62,905
WA	12,725	20,360	29,267
SA/NT	7,725	12,360	17,767
TOTAL	160,000	256,000	367,998

Over 40% of readers are still in the workforce

(State based advertising available - subject to availability)

**50something**  
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1. delivered directly into our members homes every two months
2. magazine highly valued by members and has an extended shelf life
3. we currently have 250,000+ members and growing

These statistics are current as at 01/06/11. Numbers fluctuate daily due to membership renewals, cancellations and acquisitions

# Ad Rates

 full colour

	<b>Casual</b> (per issue)	<b>3 issues</b> (per issue)	<b>6 issues</b> (per issue)
double page	\$12, 840	\$11,663	\$9,459
full page	\$6,420	\$5,831	\$5,264
1/2 page	\$3,852	\$3,552	\$2,979
1/4 page	\$2,979	\$2,749	\$2,407

GST exclusive/agency commission included.  
State based and special postions available - price on application.



**For all enquiries please call:**

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National Advertising Manager  
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m.smith@nationalseniors.com.au

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# Material Specs



AD SIZES	AD DIMENSIONS
(A) double page spread	460mm w x 275mm h (allow 5mm bleed)
(B) full page	230mm w x 275mm h (allow 5mm bleed)
(C) half page horizontal	230mm w x 135mm h (allow 5mm bleed)
(D) half page vertical	112mm w x 275mm h (allow 5mm bleed)
(E) quarter page	107mm w x 130mm h (no bleed)

## NB

All material to be supplied as  
HIGH RESOLUTION PDF  
(CMYK or MONO only)  
please EMBED ALL FONTS  
DO NOT USE RGB IMAGES  
OR SPOT COLOURS

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# Something New

## Inserts

Direct marketing through inserts in *50 something* magazine has returned great results for loyal advertisers. With a maximum of four inserts per edition, we have to turn additional advertisers away.

Please note all insert samples must be sent direct to National Seniors head office for weight, size and content checks prior to booking confirmation.

**IF INSERT WEIGHT IS EXCEEDED,  
ADDITIONAL POSTAGE COSTS WILL  
BE PASSED ONTO THE ADVERTISER.**

### Insertion rates

Cost per 1,000 based on size and weight ratio

1 to 10 grams = \$100 + gst

11 to 20 grams = \$110 + gst

21 to 30 grams = \$120 + gst

Maximum size = 200mm w x 270mm h

Rate on application for any insert above 30 grams.

## Subcard

Introducing the latest in low risk, cost effective advertising. Combined with a full page advertisement the perforated, double sided, reply post paid subcard is placed directly into the magazine. This unique advertising opportunity allows you to promote your product or service and measure the response through the reply paid perforated card. It makes it very easy for the customer to respond quickly to your product/service.

**Size** = 200mm wide x 130mm high  
**Double sided**

**Stock** = 135 gsm

**Position 1** Stapled inside magazine across page 3, first RHP

**Position 2** Stapled inside magazine, inside back cover RHP

**Rate** = \$24,000 + gst (each position)  
Includes double sided printing, insertion of subcard and full page advertisement/promotion. Reply post paid not included.

# Something Bold

## 4 page centrefold

This 4 page centrefold/pullout is stapled directly into the centre of the magazine.

- **Size**  
205mm wide x 275mm high
- **Fold/pullout**  
4 full colour pages
- **Stock**  
100gsm matt
- **Rate**  
\$130/1,000 x 160,000  
= \$20,800 + gst
- **Inclusive**  
4 page printing and stapled into magazine

## Flysheet advertising

The *50 something* magazine is mailed flat and wrapped in recyclable plastic with a flysheet detailing our member's postal address.

Only 25% of the available space is required for this process leaving the other 75% available for your advertising message. This unique opportunity allows you to promote your product or service directly to National Seniors members.

### Double sided flysheet

- Full colour
- Ad size = Front 135mm w x 210mm h + 5mm bleed
- Ad size = Back 275mm w x 210mm h + 5mm bleed
- Stock = 90 gsm offset
- Rate = \$100/1,000 x 160,000 + gst
- Inclusive = printing and inserting into the recyclable plastic sleeve and mailed directly to members

# Facts



- 1.** ... nobody spends more per person on goods and services than individuals aged 45 to 54 (\$1,046 week )



- 2.** ... older adults spent proportionally more on food and non-alcoholic beverages (20%) than any other age group



- 3.** ... older adult couple households (65+) spend proportionally more on recreation compared to any other group



# Figures



## Percentage of older adults that own a home with no mortgage

aged 55 to 64 = 54%

aged 65 to 74 = 75%

aged 74 + = 85%



Total income peaks at age 45 to 54

Discretionary income peaks at age 55 to 64

Average discretionary spend peaks at age 45 to 54



## Expenditure on goods and services

Growth in discretionary spending on goods and services peaks at 45 to 64 averaging 24% of household income



## Weekly expenditure on goods and services

aged 45 to 54 = \$1000 +

aged 55 to 64 = \$ 800 +

aged 65 = \$ 500 +

# More Figures

The contribution to the total national household spending on all goods and services by those aged 55 to 64 years was projected to be greater than that of 25 to 34 year olds at the beginning of 2011.

Those Australians aged 55 to 64 years and 65+ years collectively, will account for over 50% of total household spending growth in discretionary spending (funds left for spending after payment of mortgages and rents) between 2001 and 2011.

## **Growth opportunities**

- ✓ housing
- ✓ clothing
- ✓ computers
- ✓ furniture
- ✓ new cars
- ✓ entertainment
- ✓ healthcare
- ✓ cosmetics
- ✓ personal services
- ✓ travel
- ✓ toys and tools
- ✓ food and beverages



# Facts & Figures



## Proportion of growth on spending

### **..on overseas holidays**

peaks at ages 55 to 64  
aged 45 to 54 = 24%  
aged 55 to 64 = 28%  
aged 65 + = 25%

### **..on white goods**

peaks at ages 55 to 64  
aged 45 to 54 = 22%  
aged 55 to 64 = 24%  
aged 65 + = 20%

### **..on ice confectionery**

peaks at ages 45 to 54  
aged 45 to 54 = 24%  
aged 55 to 64 = 22%  
aged 65 + = 20%

### **..on fresh milk/dairy**

peaks at ages 45+  
aged 45 to 54 = 22%  
aged 55 to 64 = 21%  
aged 65 + = 23%

### **..on breakfast cereal**

peaks at 65+  
aged 45 to 54 = 22%  
aged 55 to 64 = 20%  
aged 65 + = 26%

### **..on food & non alcoholic beverages**

peaks at ages 45 to 54  
aged 45 to 54 = 24%  
aged 55 to 64 = 22%  
aged 65 + = 20%

### **..on hand soap**

peaks at ages 55+  
aged 45 to 54 = 23%  
aged 55 to 64 = 25%  
aged 65 + = 22%

### **..on white goods**

peaks at ages 55 to 64  
aged 45 to 54 = 22%  
aged 55 to 64 = 24%  
aged 65 + = 20%

### **..on medicines & pharmaceuticals**

spend increases with age  
aged 45 to 54 = 23%  
aged 55 to 64 = 26%  
aged 65 + = 28%

Statistics from ABS Census 2006

# Deadlines 2011/2012



## **Aug/Sep edition 2011**

Booking deadline  
11/07/2011

Material deadline  
15/07/2011

## **Oct/Nov edition 2011**

Booking deadline  
12/09/2011

Material deadline  
16/09/2011

## **Dec/Jan edition 2011/2012**

Booking deadline  
14/11/2011

Material deadline  
18/11/2011

## **Feb/Mar edition 2012**

Booking deadline  
09/01/2012

Material deadline  
13/01/2012

## **Apr/May edition 2012**

Booking deadline  
12/03/2012

Material deadline  
16/03/2012

## **Jun/Jul edition 2012**

Booking deadline  
10/05/2012

Material deadline  
16/05/2012

## **Aug/Sep edition 2012**

Booking deadline  
10/07/2012

Material deadline  
16/07/2012

## **Oct/Nov edition 2012**

Booking deadline  
11/09/2012

Material deadline  
17/09/2012

## **Dec/Jan edition 2012/2013**

Booking deadline  
12/11/2012

Material deadline  
16/11/2012

**Cancellations 2 weeks prior to booking deadline**

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