

# HOW TO BUILD TRUST AND FAMILIARITY WITH SENIORS

- Multi-issue publicity reduces scepticism.
  And builds confidence in brands.

- 76% of 50-plus New Zealanders prefer reading Print over Digital.
  54% say Print helps better understanding.
  [SOURCE: ROY MORGAN MARCH 2025]

- 76% feel more relaxed reading Print.
  There is less distraction with Print.
  There is greater trust in Print.

## ACTIVE SENIORS & RETIREES

MEDIA KIT 2026

# GROWTH MARKET SEGMENT WITH INCREASING SPENDING TRENDS

**65+ age group population**
**+1,000,000 by 2035**
Source: NZ statistics population projections

**65-74 age group net worth**
**$433,000 per person**
Source: NZ Government investment stats

**Amount spent on goods and services**
**$27 billion in 2023**
Source: MSD business of aging data

# OFFICIAL MAGAZINE FOR QUARTERLY CONTRACTED DISTRIBUTION TO…

- 149 Probus Clubs with 12,600 members nationally.
- 142 Retirement Villages with 22,400 residents (includes Metlifecare, Ryman, Arvida, Summerset, Oceania and numerous others).
- 22 Clubs NZ with 7,000 members.
- 32 U3A clubs North Island with 9,000 members.
- Retail sales via Whitcoulls, Paper Plus and airport shops.

# ONLINE DISTRIBUTION TO…

- Seniors & Travel Expo visitors.
- Eldernet members.
- Age Concern NZ-wide members.

# READER DEMOGRAPHICS

- Age 60+
- 59% female
- 41% male
- 58% have over $400k invested
- 88% of Probus members live in their own home
- 95% own and drive a motor vehicle
- 76% travel frequently within NZ and overseas
- 89% visit a health professional monthly

Content written to reflect needs of seniors.
Focus is travel short and long haul, health and wellbeing, investment, fitness.
Seniors are active, and have high disposable income.
They interact with their peers and often plan activities well ahead of time.

**National Readership per issue of 172,900, based on multi readers per copy.**

# ACTIVE SENIORS & RETIREES ADVERTISING RATES

* All prices NZ$ plus GST.
** Advertising Agency commission excluded from rates.
*** Please note rates quoted are PER ISSUE.

## PUBLICATION ISSUES (4 PER YEAR)

| Issue | Booking Deadline | Release Dates |
|---|---|---|
| Autumn | 15 Febuary | March/April |
| Winter | 15 May | June/July |
| Spring | 15 August | September/October |
| Summer | 15 October | December/January |













**PRICES PER ISSUE**
Double page spread advertisement
Casual: $7920
2 editions: $7522
3 editions: $7325
4 editions: $6944

Full page advertisement
Casual: $5071
2 editions: $4484
3 editions: $4365
4 editions: $3994

Half page advertisement
(Vertical/Horizontal)
Casual: $2831
2 editions: $2690
3 editions: $2618
4 editions: $2400

Third page advertisement
(Vertical/Horizontal)
Casual: $2342
2 editions: $1444
3 editions: $1405
4 editions: $1396

Quarter page advertisement
(Vertical/Horizontal)
Casual: $2000
2 editions: $1400
3 editions: $1300
4 editions: $1250

**MAGAZINE**
Prime positions
Cover Position Loading 15%
Prime Position Loading 15%

**INSERTS**
Inserts (per thousand) $140

## WHO SHOULD I CONTACT?

**Publisher/Editor**
Colin and Joan Gestro
Mobile: 07 544 0814
Email: colin@affinityads.com

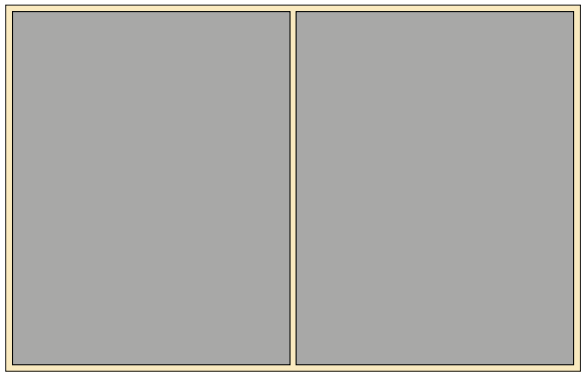
**Advertising**
John Emmanuel
Mobile: 021 055 4635
Email: john@affinityads.com
**Post**
Attn Editor,
Active Retirees magazine
PO Box 13257,
Tauranga Central 3141

**Travel Editors at Large**
Dennis and Rosamund Knill

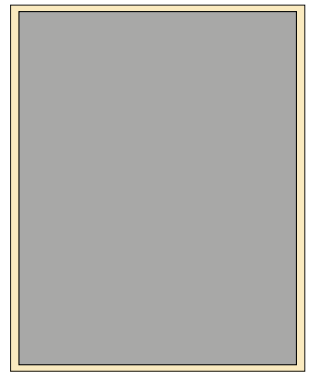
# AD SPECS 2026

Requirements for digital files:

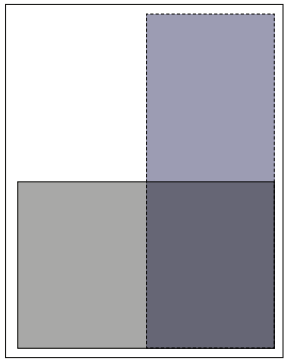
- Image resolution required is 300ppi/dpi
- Images must be saved as CMYK or Grayscale (no RGB, LAB or spot colours)
- Pantone colours must be in CMYK equivalent
- Screen and printer fonts must be embedded
- Only PDF files may be submitted
- Double page spreads to be supplied as a single page PDFs
- Crop marks set 6mm from trim
- Double page spreads and full page adverts must have 5mm bleed on all four sides
- Large areas of black should have a tint of at least 10% cyan under the 100% black
- Total ink coverage should not exceed 240%
- Body copy text which is black should be set to 100% black (not 4-colour CMYK black)
- When reviewing your PDF on screen ensure that the PDF is viewed with 'Overprint Preview' function turned on



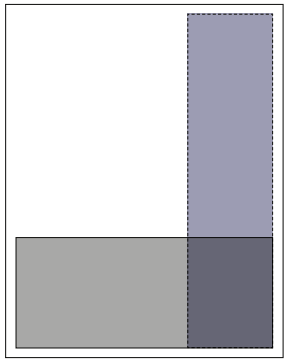
**Double page spread advertisement**
410mm (w) x 272mm (h)
+ 5mm bleed on all sides
Text safe area: 400mm (w) x 262mm (h)



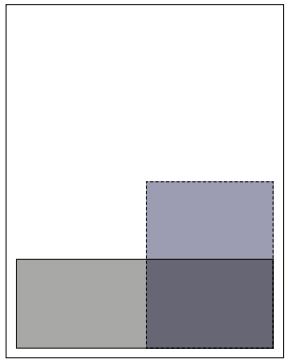
**Full page advertisement**
205mm (w) x 272mm (h)
+ 5mm bleed on all sides
Safe area: 195mm (w) x 262mm (h)



**Half page advertisement**
H: 175mm (w) x 115mm (h)
V: 85mm (w) x 234mm (h)
No bleed required
No keylines required



**Third page advertisement**
H: 175mm (w) x 72mm (h)
V: 55mm (w) x 234mm (h)
No bleed required
No keylines required



**Quarter page advertisement**
H: 175mm (w) x 55mm (h)
V: 85mm (w) x 115mm (h)
No bleed required
No keylines required