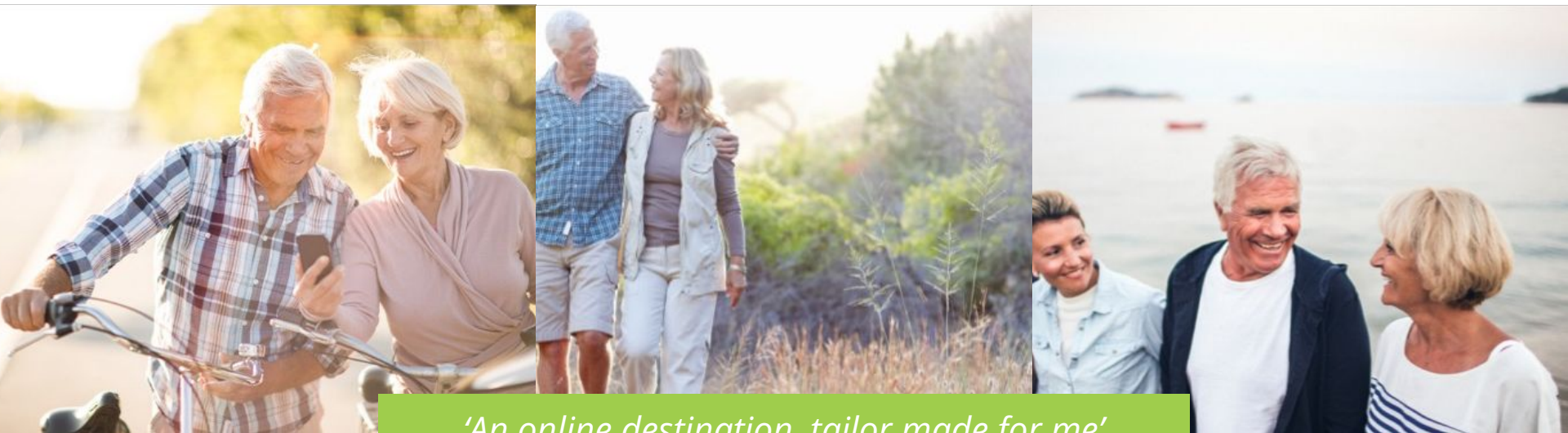


OVER60SIXTY<sub>NZ</sub>



# About Over60



*'An online destination, tailor made for me'*

Launching in July of 2014, Over60 has very quickly become the 'go-to' destination for inspiring content specifically catered to people aged over 60, living in New Zealand. The site offers the Over60 community a forum to open up and talk about topics relevant to their demographic, and discuss the issues that are relevant to them.

Covering a wide spectrum of topics – finance, health, travel, news, entertainment and lifestyle – this audience is increasingly “tech savvy”, with a vast majority of them using mobile devices to visit the site. Grandkids are a big part of their lives, as well as keeping active and feeling great – particularly when it comes to the mind.



## Who is the Over60 Audience?

Most likely to be female (84% of the audience) and either retired or working part time. They still feel young at heart – being 60 isn't what it used to be. Therefore getting the most out of life is important and they aren't afraid to spend to get what they want – however, they still enjoy a deal, and aren't afraid to shop around.

Customer service is very important to them, and they share their experience – be that good or bad – when it comes to finance, travel, shopping, utilities and so on. They also want to help and encourage their peers – whether it's offering advice on the best shopping deals or travel destinations, or talking with other Over60 community members about everyday issues.

# Who is the Over60 Audience?

OVER60SIXTY<sub>NZ</sub>



**50,000+**  
Monthly Users



**460,000+**  
Page Views



**2:17**  
Avg. Session Duration



**45,000+**  
Facebook Followers\*

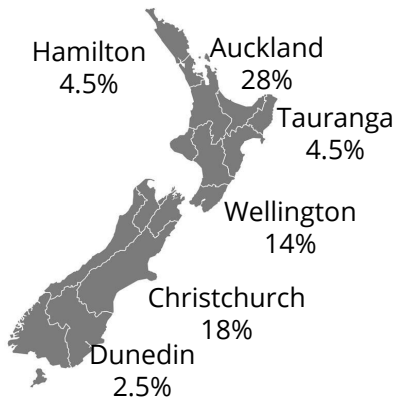


**12,500+**  
Database Members

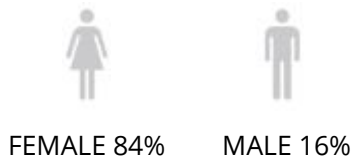


**2,960,000+**  
Monthly Ad Impressions

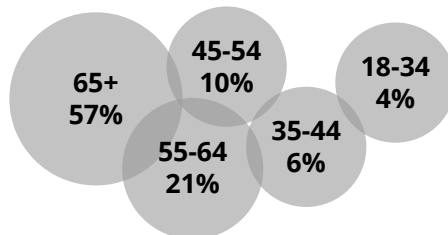
LOCATION



GENDER



AGE





# Audience Profile

OVER60SIXTY<sup>NZ</sup>



75% of the audience own  
their own home



87% of the audience have  
not yet retired



93% are the primary  
grocery buyer and  
financial decision maker





84% use the internet daily  
– with 40% of traffic from  
mobile devices



They are 35% more  
likely to click on online  
banner ads



65% of over-60s will create  
or read online  
brand/service reviews



# The Over60 Audience



## 600,000 OVER60s IN NEW ZEALAND

The New Zealand population is ageing at an unprecedented rate, with 600 thousand people aged 65 and older, and increasing by 27,000 people per year.

They are a key demographic to reach and ensure they are equipped with the right money tools and information to ensure they are financially prepared as they head into their hard-earned retirement years.

## FINANCIALLY CONSCIOUS

The Over60 audience love tips and advice on how they can save money AND also *make* money – whilst also protecting it at the same time.

Whether it's how to avoid a scam or fraud, pension tips, the benefits of payless cash, how to spend less at the supermarket, or how to turn their junk items into cash, they are financially conscious.

## WHAT THEY WANT TO KNOW

The Over60 audience are interested in the following talking points:

- Savings tips
- Aged pension
- How to be debt free
- Planning for retirement
- How to avoid scams and fraud
- Inheritance & Will preparation
- Money advice for travelling overseas

As reaching 60 is a milestone, Over60 was created in hope of bringing New Zealanders over-60 together in one place to share ideas, experiences and support each other through this exciting stage in their life. Thus, the underlying tone and messaging on Over60 always comes back to celebration, being positive and remembering the good times.

As such, all editorial content has an informal, concise style and a conversational tone to engage with our audience. While the content across all sections is friendly, impartial, respectful, excited, sincere, empathetic and confident – articles aim to be informative by including (when available) quotes, statistics and by referencing relevant studies or research (without being laden in them).





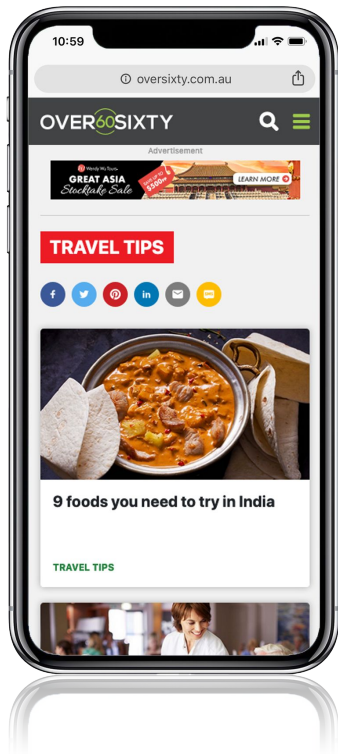


## News

A mix of local and international news updates are featured on the Over60 website daily, to keep the over-60 audience up-to-date and informed with the top stories of the day, and also give them the opportunity to join the conversation and share their views.

## Monthly Impressions

*40,000 imps*



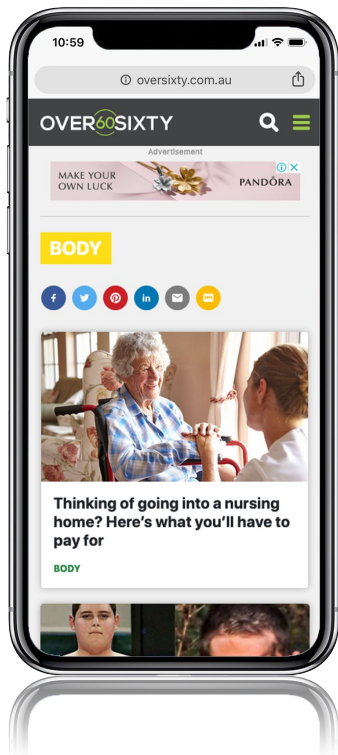
## Travel

Whether the Over 60 audience is embarking on a camping or road trip around Australia, or looking to adventure further afield by going on a cruise or exploring an overseas destination, we cover all types of travel for all budgets.

- **Travel Tips** - Hacks and tricks to help over-60s save money, stay safe and get the most out of their travel experiences.
- **Domestic Travel** - Best tips and advice for travelling around Australia.
- **International Travel** - Best tips and advice for travelling around the world.
- **Cruising** - Best tips and advice for cruising around Australia and overseas.

## Monthly Impressions

*60,000 imps*



## Health

As Australia's population increasingly ages, health and wellbeing are a top priority for the over-60 community. The Health section provides readers with the latest and most relevant expert findings, plus tips and advice on living a long and healthy life.

- **Body** - All the latest expert tips and advice to ensure a healthy body, including new research and medical findings, plus new ways to improve diet and fitness.
- **Mind** - All the latest expert tips and advice to ensure a healthy mind, including new research and medical findings.
- **Caring** - All the latest expert tips and advice for those who are in need of specialised care or are full-time carers to loved ones.

## Monthly Impressions

*55,000 imps*

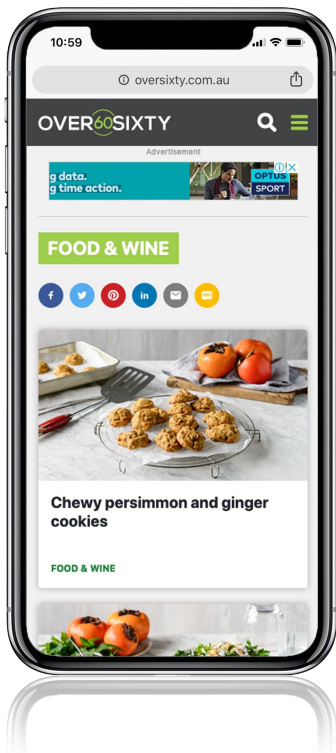
## Lifestyle

The one-stop destination for the latest advice on a wide-ranging number of topics on "everyday living" – including recipes and cooking tips, hacks for the home and garden, plus relationship, family and beauty tips and advice.

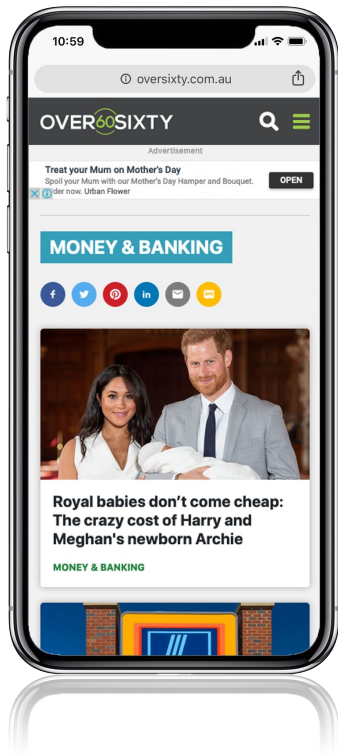
## Monthly Impressions

*110,000 imps*

- **Food & Wine** - Delicious meal ideas for every day of the week, plus tempting sweet treats to impress family and friends.
- **Home & Garden** - Hacks to help improve home and garden.
- **Family & Pets** - Best tips and advice for families and pets.
- **Relationships** - Best tips and advice for relationships.
- **Beauty & Style** - Best tips and advice for beauty and style for women over 60.
- **Retirement Life** - Best tips and advice on how to get the most out of retirement.







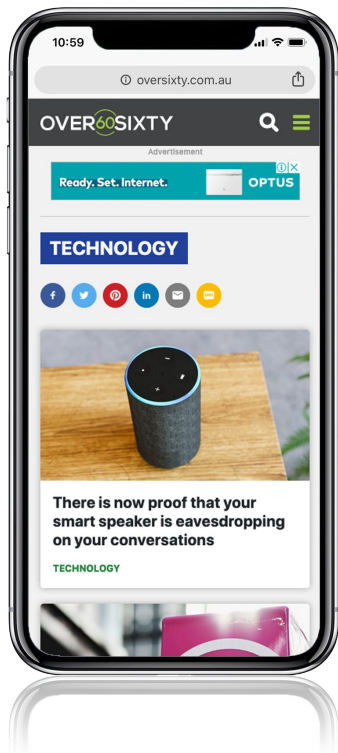
## Finance

Whether retired, working part-time or full-time, money is a major area of interest for the over-60 demographic. Catering to all budgets, Finance covers everything from superannuation and how to earn an income in retirement to seniors card updates and discounts, the best credit cards, email and phone scams to be wary of and more.

- **Money & Banking** - Best tips and advice on saving money, including supermarket news and savings, seniors card discounts, all the latest bank and news updates and more.
- **Retirement Income** - Best tips and advice on how to continue earning money, and making the most of your superannuation and savings, in retirement.
- **Legal** - Everything from email and phone scams to laws in Australia, including road rules. Plus local real life legal cases (i.e. Missing boy William Tyrrell).

## Monthly Impressions

*23,000imps*



## Entertainment

News and updates from the entertainment world, including a round-up of new and nostalgic movies, books and music to watch, read and listen to. Plus, technology tips for the over-60 community on how to get the most out of their smartphones and other devices.

- **Movies** - All the latest film news and buzz, plus trips down memory lane with films and movie stars from yesteryear.
- **Music** - All the latest music news and buzz, plus trips down memory lane with music, singers and bands from yesteryear.
- **TV** - All the latest TV news and buzz, plus trips down memory lane with TV shows and stars from yesteryear.
- **Technology** - Best tips and advice for the over-60 community on how to get the best out of their smartphones, tablets, laptops and more.
- **Books** - All the latest book news and buzz, including author interviews, plus trips down memory lane with popular books from yesteryear.
- **Art** - All the latest art news and buzz.

## Monthly Impressions

*50,000 imps*

# Advertising Opportunities

Over60 provides additional opportunities for advertisers outside standard sponsorships, enabling complete integration into the site.

- Native Content
- eDMs
- Facebook Posts
- Competitions
- Community involvement/ Q&As
- Offers

Over60 will work with clients to make sure brief objectives are met with a combination of the above. All elements of the campaign will work together, promoting and driving traffic to all elements of the campaign.



## Content Planning

Over60 will work with the client on content ideas and themes based on campaign objectives. Clients are to fill out a briefing form and the editor will come back with ideas and sections to get the best results for the client.

## Editorial Process

We will work with the client and editor to create a content timeline for the pieces. Once ideas are finalised, the drafts will be sent to the client where they will have two rounds of changes before the article goes live.

## Amplification

To further drive traffic to the content pieces, the article will be amplified on the Over60 Facebook page, included in the weekly newsletter and added to our internal content discover widget at the bottom of the article pages.

The screenshot displays the Over60 website interface. At the top, the navigation bar includes the Over60 logo, links for About, Shop, Catalogues, Information, and Join, along with a search icon. Below the navigation bar, there's a banner for "NATURE WANTS YOU BACK." featuring a woman in a striped shirt. The main content area highlights an article titled "The one place in India that is unlike anything you've ever seen" by Joanita Wibowo, dated Fri, 8 Mar, 2019. The article features a large image of ancient stone ruins in Hampi, India. To the right of the article, there's a sidebar with a "Wendy Wu Tours. GREAT ASIA Stocktake Sale" advertisement, which includes a "SAVE UP TO \$500pp" tag and a "LEARN MORE" button. Below the article, there's a "Join Over60" section with a form to enter an email address and a "Join Over60" button. At the bottom, there's a "Recommended Articles" section.



# EDM Opportunities

Over60 has a database of 12.5K+ subscribers across different age groups and interests – all targetable based on campaign needs.  
Open rates are on average 35% (industry average is 12%).

## Solus EDM

Clients have the opportunity to enjoy 100% share of voice and send a Solus EDM targeting our entire database.

## EDM Inclusion


Every Friday, the Over60 community enjoy receiving their Weekly Wrap-up EDM showcasing the most popular stories of the week. Clients have the opportunity to include their messaging within this EDM send.

## EDM Deal Tile

The Over60 community love a deal! Clients have the opportunity to include their special offer on a “deal tile” within an EDM.


Book your adventure now – all you need is a \$99 deposit!

OVER60SIXTY [View Online](#) | [Forward](#) | [Share](#)



**Fly free to China or Japan!**

Always wanted to see the Great Wall of China or smell Japan's cherry blossoms? Now's your chance with free flights to China or Japan when you book a 2018 Wendy Wu Tour. Plus, deposits are just \$99!




**Be whisked away**


With over 23 years' experience organising Asia tours, allow Wendy Wu Tours to astound you with Japan and China's most impressive sights and natural wonders. Plus, enjoy great value, no hassle and fully inclusive prices.

[Call 1300 727 996 or click here](#)

**Top Stories from Over60**



10 breathtaking photos of



I moved to China to work in

## Engagement

With over 45K+ followers on Facebook, the Over60 community are highly engaged with the content – sharing, liking and commenting throughout the day.

## Ideas

Clients can use Facebook to directly market to the Over60 community through the Over60 page. The posts can be straight branding clicking through to the client's site, competitions, or Q&As that Over60 turns into native content. We are open to ideas!



# Why Over60?

## AUDIENCE

A large and highly engaged audience that has the time to consume content that is specifically created for them.

## INTEGRATION

Over60 has a Facebook community of 480K+ with opportunities to integrate content on the website and with the Facebook community.

## CONTENT

Created specifically for this audience, content is positive and engaging with high dwell times on individual articles.



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