

OVER60SIXTY

2023-24 Media Kit

New Zealand's premier online destination for good news and lifestyle advice for over 60s

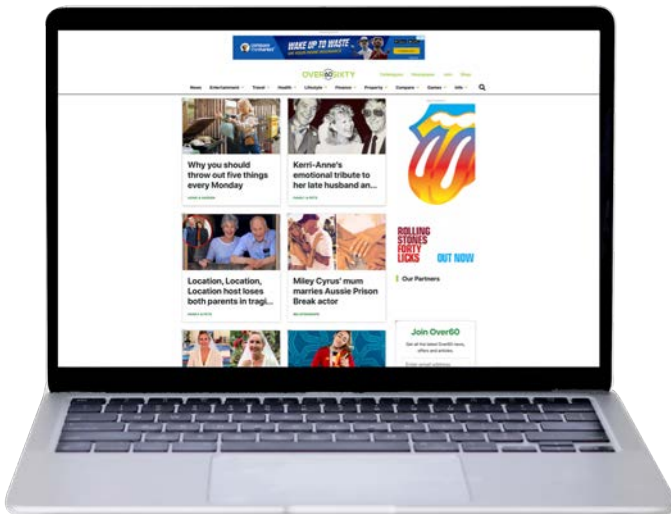


Welcome to **OVER60SIXTY**

- Created as the one-stop destination to keep New Zealand over-60s in the know
- Bringing fresh news with a positive attitude and values relevant to New Zealand seniors
- Regularly updated with content and articles in categories relevant to over 60s, such as Travel, Health, Property and Finance
- Targeting the fastest growing demographic in New Zealand, with the greatest share of personal wealth and spending power
- Expanded and amplified reach through the Over60 Facebook community and e-newsletter database, reaching thousands of engaged readers
- Integration with other Direct Publishing platforms, such as Reader's Digest, WYZA and Handyman for even further reach for your brand campaigns



Brand Map



OverSixty Website

A regularly updated selection of daily news with a positive attitude, aimed at New Zealanders over 60.

Opportunities range from native and sponsored content to display advertisements.

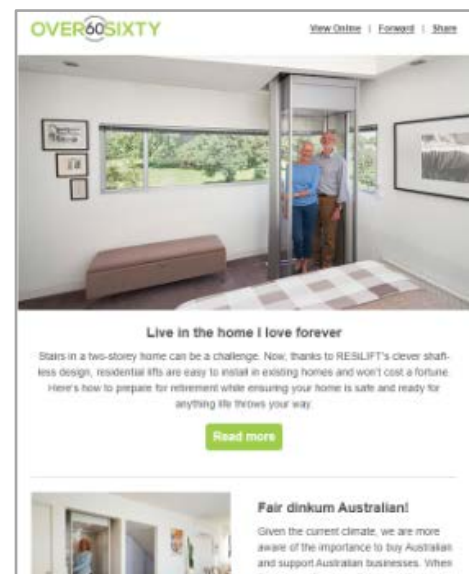
Monthly page views: 250K+
Monthly ad impressions: 1.4M+



OverSixty Facebook

Delivering content to an always-online community of like-minded over 60s, the FB page offers opportunities including amplifying articles and user engagement through likes and comments.

Facebook Followers: 52K+
Likes: 55K+



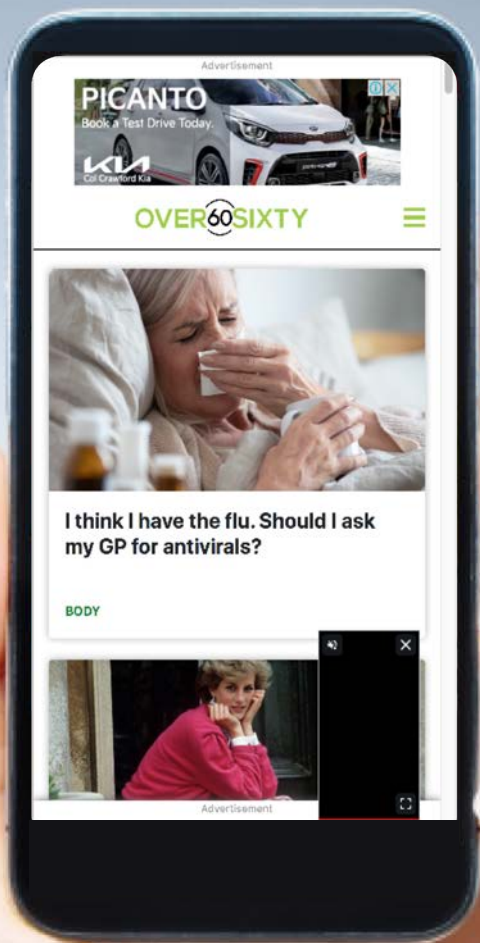
OverSixty E-Newsletters

Directly reaching the inboxes of its database of loyal subscribers, the e-newsletter presents opportunities to speak directly to readers, boosting articles in a weekly round-up and through advertising options within the solus eDM

E-Newsletter Subscribers: 8K+



Digital Audience



OverSixty delivers a rich pipeline of curated content and engaging solutions across all of its digital platforms. From expertly written client content to handy tips, OverSixty is a trusted source of information and inspiration.



Digital Capabilities

- Native & Sponsored content
- Block-out Advertising
- Solus EDM Blasts
- E-newsletter inclusions
- Facebook amplification

[Oversixty.co.nz](https://oversixty.co.nz)

Monthly Analytics

50K+
Unique Visitors

250K+
Page Views

1.4M+
Monthly
impressions

8K+
E-Newsletter
subscribers

Social Media

52K+
**Over60 Facebook
Followers**

Content Sectors



News

Current affairs, politics and policies that matter to our discerning audience.



Entertainment

From celebrity profiles to the latest in books, films and music releases, stay up to date with what's on.



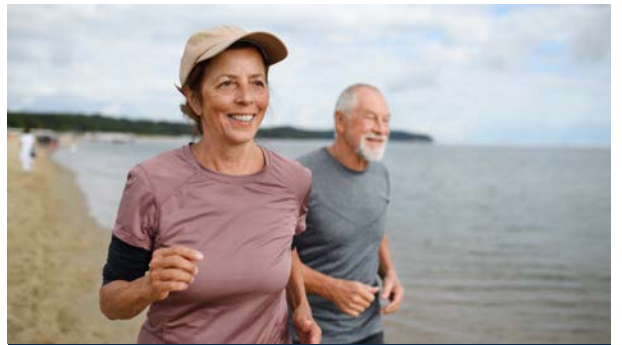
Travel

Must-visit destinations, solo and group holiday ideas, plus cruises and travel know-how



Lifestyle

Relevant advice on everything from pet ownership to crafts and hobbies.



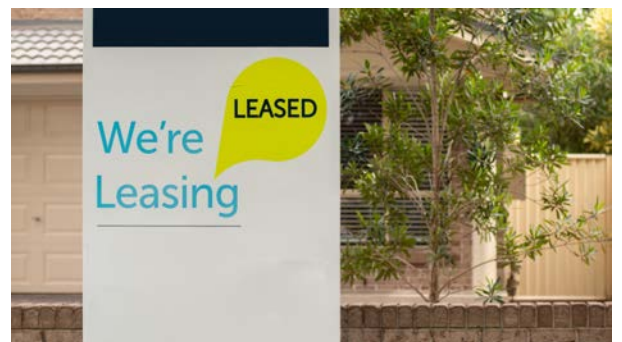
Health

Insights and information on how to live a genuine, healthy and happy life



Finance

Expert advice on finance ensures our readers make astute decisions with their hard earned savings and superannuation



Property

Advice and insights into scaling down housing to maximise freedom.

OVER60SIXTY

Digital Specs

EDM

Solus

600 x 1000

MREC

300 x 250

Inclusion

300 x 250px Image and 30 words

TYPE AREA (PIXELS)

DISPLAY

Mobile Banner

320 x 50px

Leaderboard

728 x 90px

Super Leaderboard

970 x 90px

Billboard

970 x 250px

Half Page/Tower

300 x 600px

SIZE (PIXELS)

CONTENT

Client content (Native/Sponsored)

Please see briefing form for requirements

Client Supplied Copy

Minimum 700 words + images, URL links

REQUIREMENTS

Contact your account manager for specs details or downloading the briefing form

OVER60SIXTY

Digital Rates

Content

Rate

Sponsored/Native Article

\$3,000

E-newsletter Inclusion

\$1,500

Amplified FB post

\$1,500

E-newsletter Banner Ads

\$1,000

ROS Digital Ads

\$12 per CPM

Solus eDMs

\$120 per CPM

Block-out Ads

\$1000 for 30 days

Contact your account manager for specs details or
downloading the briefing form

OVER60SIXTY

Contact

HAWKHURST MEDIA

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