

We Get Results

"For our marketing initiatives, we only associate with media that add real value to their readers and are well respected in the market. The Australian Over 50s Living & Lifestyle Guide meets these criteria. The articles in the Guidebook are well balanced and interesting and meet a real need for readers (including myself).

When readers spend time going through the Guidebook, we know that our advertisement is noticed frequently, and our branding is being affected for the better. We get results from our association with the Guidebook and we also find the team is willing to go the extra mile to service our requirements."

Brett Mullen, Managing Director,
Yukana Private
(Retirement Living & Aged Care)



The Guidebook Generates Inquiries

"We judge the success of our advertising campaigns from the inquiries that we get. Once we have the inquiry, then it is up to us to work hard to explain the benefits of our facility and see if we are a good match for what the potential client is looking for.

We got a good result from the first advertisement we placed in the Australian Over 50's Living & Lifestyle Guide and so it was an easy decision for us to be in the next issue.

The staff at the Guide are easy to work with and they give good advice as to layout and the things which are likely to work in terms of generating inquiries for us; so it is pretty much a partnership. I am happy to recommend advertising in the Guide to other businesses."

Pat Dixon, Manager,
Golden Crest Manors



Significant Increase of 45%+

"With our marketing dollar needing to produce the best ROI possible we chose to use the Australian Over Fifties Living & Lifestyle Guide as a way of connecting with the growing influential audience of Over 50s. And while so many people say that Over 50s aren't computer savvy our results would suggest otherwise. We have seen a significant increase of 45%+ for Over 55s on our website! More people are becoming aware of our after-hour home doctor service through this magazine."

Donna Kirk,
National Marketing Manager,
Dial A Home Doctor



We Consistently Get Orders From Our Advertisement

"We know that our advertising in the Australian Over 50's Living & Lifestyle Guide works because we consistently get orders for our meals from the advertisement.

The best thing for us is that the Guide is not thrown away as a newspaper or even a magazine might be. Instead, because of its quality and because of the reference materials inside, it is clear that readers keep the Guide in their homes for six months or even longer. With this knowledge, we advertise some of our actual menu in the Guide, where they can easily access it and phone in their meal orders.

If your business target is the Over 50's, then we can recommend this publication as an excellent advertising medium because your message will not only get to the right people, it will stay in their homes for a long time."

Marianne Van Kersen,
General Manager,
Gourmet Meals

