

# Australia's LARGEST Circulating Guidebook for the Over 50s, Active Retirees & Seniors



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# Our Reach & Market

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## Let Us Help You Reach 1 million Over 50s, Active Retirees & Seniors

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The Australian Over 50s Living & Lifestyle Guide is a Social Enterprise dedicated, "To improving the lives of the Over 50s, Active Retirees & Seniors, by making them aware of options and helping them to make the best informed choices for themselves."

Companies and organisations that are closely aligned to our Mission, are welcome to use our print and digital platforms to **reach over 1 million readers and consumers.**

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## Testimonials

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1. "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 know the team is willing to go the extra mile to service our requirements."  
**Brett Mullen, Managing Director, Yukana Private (Retirement Living & Aged Care)**
2. "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**
3. "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**

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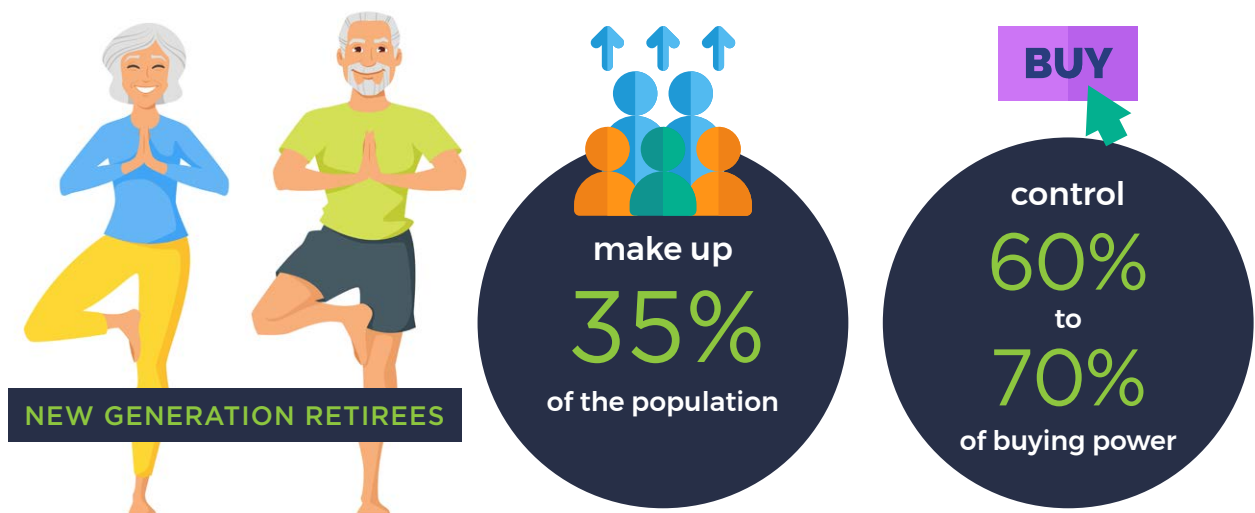
# Are You In An Industry Serving The New Generation Retirees?

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We have helped diverse industries to successfully build their brands and sales to the New Generation Retirees, that is the Over 50s, Active Retirees & Seniors demographic. They make up 35% of the population and control some 60% to 70% of buying power.

The industries we have helped include:

- ▶ Government Organisations
- ▶ Health and Wellbeing providers
- ▶ Travel Companies and Tour Operators
- ▶ Hospitality – both domestically and internationally
- ▶ Developers of Luxury Apartments
- ▶ Retirement Village Operators
- ▶ Over 50s Resorts
- ▶ In-Home care providers
- ▶ Residential Aged Care providers
- ▶ Financial Services & Financial Advisory specialists
- ▶ The Automotive industry
- ▶ Leisure & Arts companies
- ▶ Other specialised service providers



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# Tailored Marketing Solutions For You

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With 25 years' media experience we know that the only way to help our clients on their journey to marketing success, is to intimately understand their objectives and target markets and then develop a 100% tailored solution.

We have several media channels that we integrate and use to help our clients meet their marketing objectives.

## PRINT

The Australian Over 50s Living & Lifestyle Guide is Australia's largest circulating guidebook for the Over 50s, Active Retirees and Seniors

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## DIGITAL

We have Over 65,000 registered users of our websites [www.livewellclub.com.au](http://www.livewellclub.com.au) and [www.australianoverfifties.com.au](http://www.australianoverfifties.com.au)

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## VIDEO

This new channel of informative videos and infomercials that clients can be included in, is available from July 2020.

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## EMAIL MARKETING - EDMs

Our weekly EDMs have some of the best open and click through rates in the industry to get your message across in a personalised way.

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## CONTENT

We create specialised content for the target demographic that clients can use both on our media channels or their own publications, websites, videos and podcasts.

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## CREATIVE

Our in-house creative and design team are experts at communicating with and engaging the older demographic.

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# Tailored Marketing Solutions - Case Studies

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## Marketing Tailored To Your Needs - Case Studies

- ▶ **Government funded organisation** - This organisation is heavily involved with improving the lifestyle of older Australians. We initially partnered with the Queensland branch to promote an annual state-wide event. We suggested both print and digital to increase awareness and attendance at events. We now work similarly with the NSW and Victoria branches as well.
- ▶ **A major chemist chain in NSW** - we have tailored a solution for them promoting their community pharmacy credentials and involvement with wellbeing through content, advertising, physical distribution and an element of training for their front-line staff.
- ▶ **A fast expanding chain of chemists in Queensland.** The major objective for this client was to make the target demographic aware of new store openings and secondly to inform consumers of the services that pharmacists can provide over and above dispensing services. Our solution included in-store book placement, traditional advertising and an interview that appeared in both print and digital.
- ▶ **An international membership club for older people** - this club has it's own publication for retirees but are using our wider reach to increase membership through a combination of content and advertisements that give the strong message of how a social lifestyle improves wellbeing and the quality of retirement years.



# The Australian Over 50s Living & Lifestyle Guidebook



## National Reach, With Local Editions

With over 85% of the older demographic preferring print to any other media, this print publication is an effective channel for communicating your messages.

The Guidebook is a top quality, glossy, coffee-table style book of 220 pages. There are 4 Regional print editions in NSW, QLD, VIC and Gold Coast, Tweed & Northern Rivers. The digital edition of the Guidebook extends its reach to provide national coverage. South Australia and Western Australia editions are being considered for launch in 2020.

The Guidebook is often kept by readers in their home much longer than the 6-month publication life and is referred to frequently for the valuable information it carries.

## Circulation

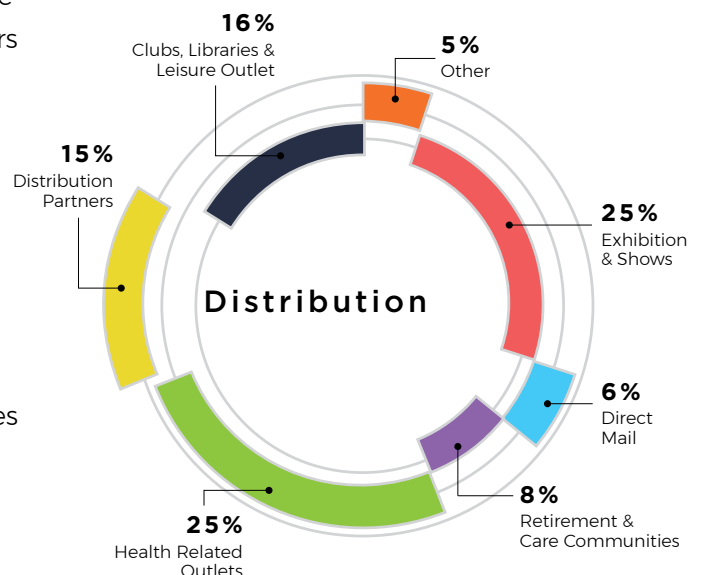
The circulation numbers of the Guidebook are CAB audited, making it one of the very few publications in Australia that has its circulation numbers independently audited and verified for the benefit of our clients.



It is Australia's largest circulating guidebook for this demographic and is seen as a source of excellent reference information by readers through our print and digital versions.

## Distribution

The Guidebook is distributed through a variety of participating outlets such as chemists, doctors' surgeries, Over 50s resorts, social and sports clubs, retirement villages, exhibitions, libraries, local authorities and partnerships with service providers. This ensures your marketing messages are delivered directly into the hands of your target market.



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# Digital Solutions

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## Digital Version of Guidebook

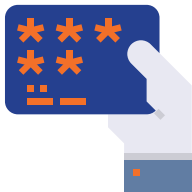
The electronic version of the Australian Over 50s Living & Lifestyle Guide, is an easy to use flip-page book. It is fully interactive and advertisers who take advertising space of a half page or more in the print version of the guidebook, are also given an automatic link to their website from the electronic version of the guidebook.



## Website: Google Search Page 1

The website [www.australianoverfifties.com.au](http://www.australianoverfifties.com.au) appears on Page 1 of Google Australia searches for the key words 'Over 50s' and 'Over fifties'.

You can take advantage of this outstanding positioning through an integrated campaign of print and web marketing.



## Website: Digital Loyalty Club of Readers

[www.livewellclub.com.au](http://www.livewellclub.com.au) is our on-line loyalty club for readers. Membership is through on-line signup. Members can access specially written native content and news about what's on, competitions, promotions and discounts.

This is an ideally targeted platform for native content marketing to the Over 50s, Active Retirees and Seniors market.

Membership / Users: **65,000**



## EDM - E-newsletter

Our EDM consists of a regular newsletter to selective members of the livewellclub and other opt-in readers. Each EDM carries four to five stories of native content and a maximum of two advertisements or commercial messages.

## 20% to 26% Open Rate

Click through rate 3.5% to 5%



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# Video

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Our own research in relation to the Over 50s, Active Retirees and Seniors has confirmed that videos can help to build trust, which rates as one of the highest factors in brand switching decisions by the older demographic.

However, the big question is, how can marketers get their videos actually viewed by the Over 50s, Active Retirees and Seniors? That's where we come in.

At present, client videos can be embedded within articles on our websites, included in our EDMs and short videos can be featured on our social media pages.

In the second half of 2020, we are introducing our own video channel for the Over 50s, Active Retirees & Seniors, which will allow even better targeting and audience engagement opportunities for our clients; including participation in specially produced videos addressing topics of interest to this demographic.

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## Content & Creative

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### Content & Storytelling

We are experts in communicating effectively with people in their 50s, Active Retirees and Seniors as well. The key to marketing to this age group is to provide genuine and in-depth information, so that customers can make the right choices for themselves and their families.

We help our clients to develop engaging and useful content and deliver it through story-telling that really connects with readers.

Our writers can create content from scratch, write from your guidelines or refresh content you already have.

### Creative

Our creative team provides imaginative visual and written expression that touches the emotions and brings engagement and connection.

This demographic has unique requirements and we can help you get the message right.



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# Some of the Partners, Associations & Clients We are Proud to have Worked With

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AAT Kings	COTA NSW	Lowes	Retirement Living Council
ADA Australia	COTA Queensland	Macleay Villages	Revitive
Afikim Electric Vehicles	COTA Victoria	Mark Moran Group	RCA Villages
Airlie Beach Tourism	Cotswold	Marston Living	RSL
Allure Luxury Apartments	CPAP Australia	Martin Luther Homes	RSPCA
Amcal Chemists	Crown Currency Exchange	Masterton	Ryman Healthcare
Anglicare	Dementia Australia	McLean Care	Salvation Army
Animal Welfare League	Dexus	Meals On Wheels	Saranam Resort
Arborvitae	Dyldam	mecwacare	Sarawak Tourism
Arthritis Australia	Ecoworld International	Meditech	Serene living
Ashmore City Shopping Centre	Eye Specialist Institute	MePacs	Silver Chain
Australian Chamber Choir	Fantastic Aussie Tours	Mirvac	Singapore Tourism
Australian Government	Fresh Hope Care	MLC Advice	SMSF Advisory Services
Australian Seniors Insurance	G: Link	Moreton Bay Regional Council	Star Community Services
Australian Unity	Gate 1 Travel	National Seniors Australia	Stocklands
Aveo	Genesis Care	New South Wales Seniors Festival	Sydney Children's Hospital Foundation
Baptist Care	Golden Crest Manors	Norfolk Island Travel Centre	Sydney Harbour Tall Ships
bCause	Gourmet meals	NSW Parliament	Thailand Tourism
Beaumont Care	Guide Dogs Victoria	NSW Trustee & Guardian	Tranquil Waters
Beauty Point Retirement Resort	Halcyon	Osteoporosis Australia	Translink
Beds 'R Us	Halen Vans	Outback Pioneers	Travel Directors
Bensons	Heartland Seniors Finance	Palm Lake Resort	Thompson Health Care
Blamey Saunders	Holiday Haven	Pelican Shores	Toowoomba Regional Council
Blooms The Chemist	Hunter Grange	Pinnacle Living	Tweedshire Council
Bowel Cancer Australia	ihear	PresCare	UNICEF
Cameron Glen	IMB Bank	Probus	Value Hearing
Cancer Council	Income2Wealth	Proper Queensland	VicSuper
Captain Cook Cruises	Independent Living Specialists	Prostate Cancer Foundation Australia	Village
Care Connect	India Tourism	Public Trustee	Vision Australia
Catholic Healthcare	Inverell Shore Council	Radio 95.7 FM	Vital Partners
Centenary Institute	Invoke	Radio 97.7 FM	Volunteering Services Australia
Chempro Chemists	IRT	Raptis	Wesley Hospital
Children's Cancer Institute	Jamala Wildlife Lodge	Redland City Council	White Lady Funerals
Christain Fellowship Tours	Journeys Worldwide	Relax For Life	Windstar Cruises
City of Gold Coast	Kincare	Renaissance	Wollongong City
City of Mackay	Lendlease	Residential Lift Company	Yukana Private
Continence Foundation of Australia	Lifestyle Villages	Retireinvest	
Couran Cove Island Resort	Living Gems	Retire Australia	
	Logan City Council		