

Media for mature audiences

NOVEMBER 2020

evergreen
advertising marketing

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Evergreen invited publishers, with brands that target older Australians, to give their insights into the industry and key statistics on their channels

THE Senior

Australian **Over 50s** Guide
Living & Lifestyle

Australian Over 50s
LiveWell Club
For the Over 50s, Active Retirees and Seniors

National Seniors
AUSTRALIA

60 startsat60.


Karista


SENIORS CARD

COTA 
For older Australians

WYZA
a little older, a lot wyza®


Active Retirees
Fun, Friendship and Fellowship in retirement

AUSTRALIA
Reader's Digest

 **villages**
.com.au

OVER60SIXTY

YOUR LifeChoices

THE **Grey Nomads**
.COM.AU

 **Aged Care Guide**

 **Aged Care Online**

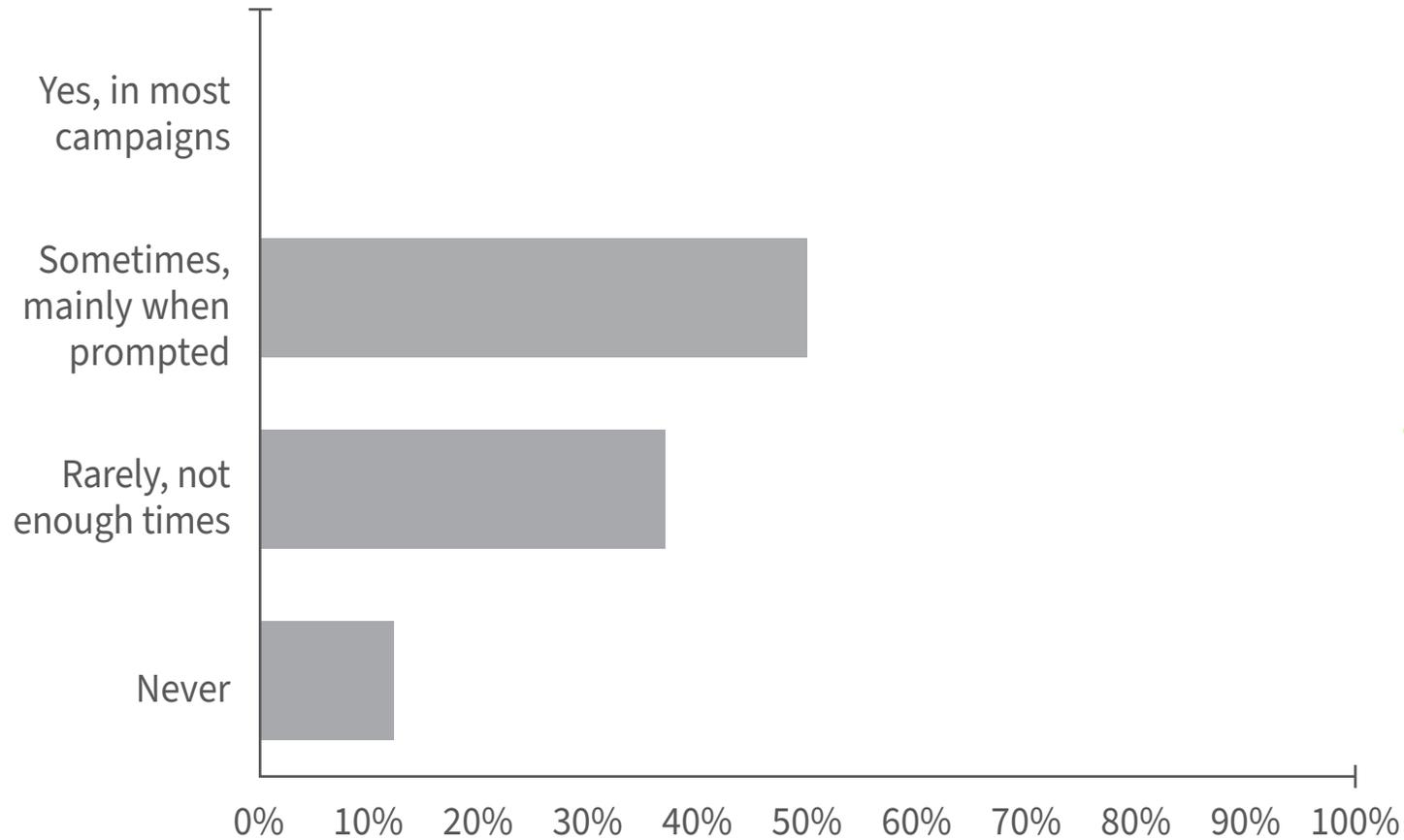
All figures quoted have been supplied by publishers



A note of caution required when reviewing publisher-supplied data

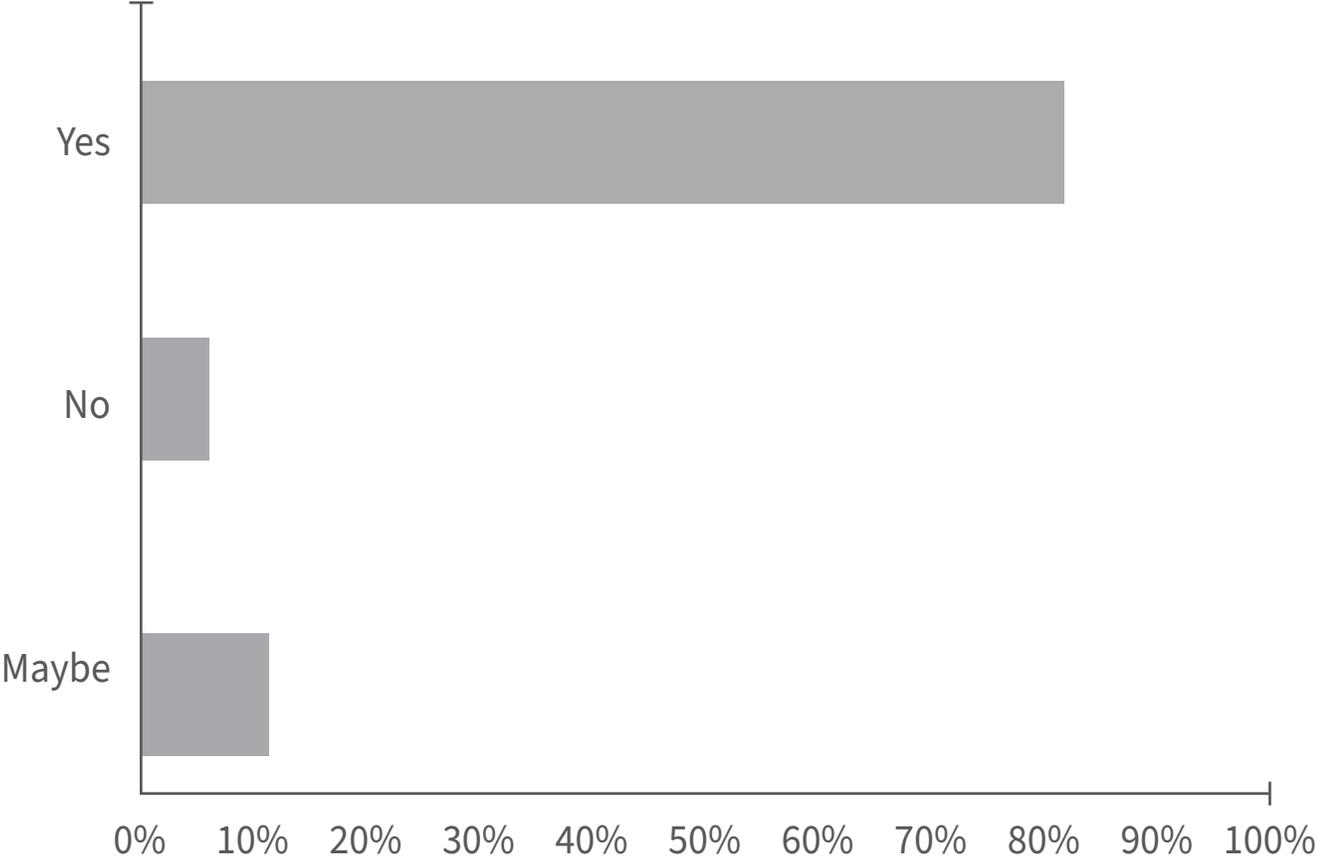
- We started this project because there is no third party auditor for the mature-market media category. Important decisions are being made based on publishers claims. All of the data contained in this report is publisher-supplied from the same survey, and in some cases appeared not to correlate when we compared with independent web-analysis tools
- We also found that understanding of media terminology was mixed across the publishers so diligence is required
- From experience, we know that campaigns advertised in these important and targeted publications can return a great ROI. Although the editorial environment may be excellent, keep in mind when planning and buying media that with some of these publishers the audience data and targeting may not be as accurate as audited media channels, and the analytics not as sophisticated or ‘real time’ as expected

Do mainstream marketers include the mature market (people 50+) in their marketing strategies?



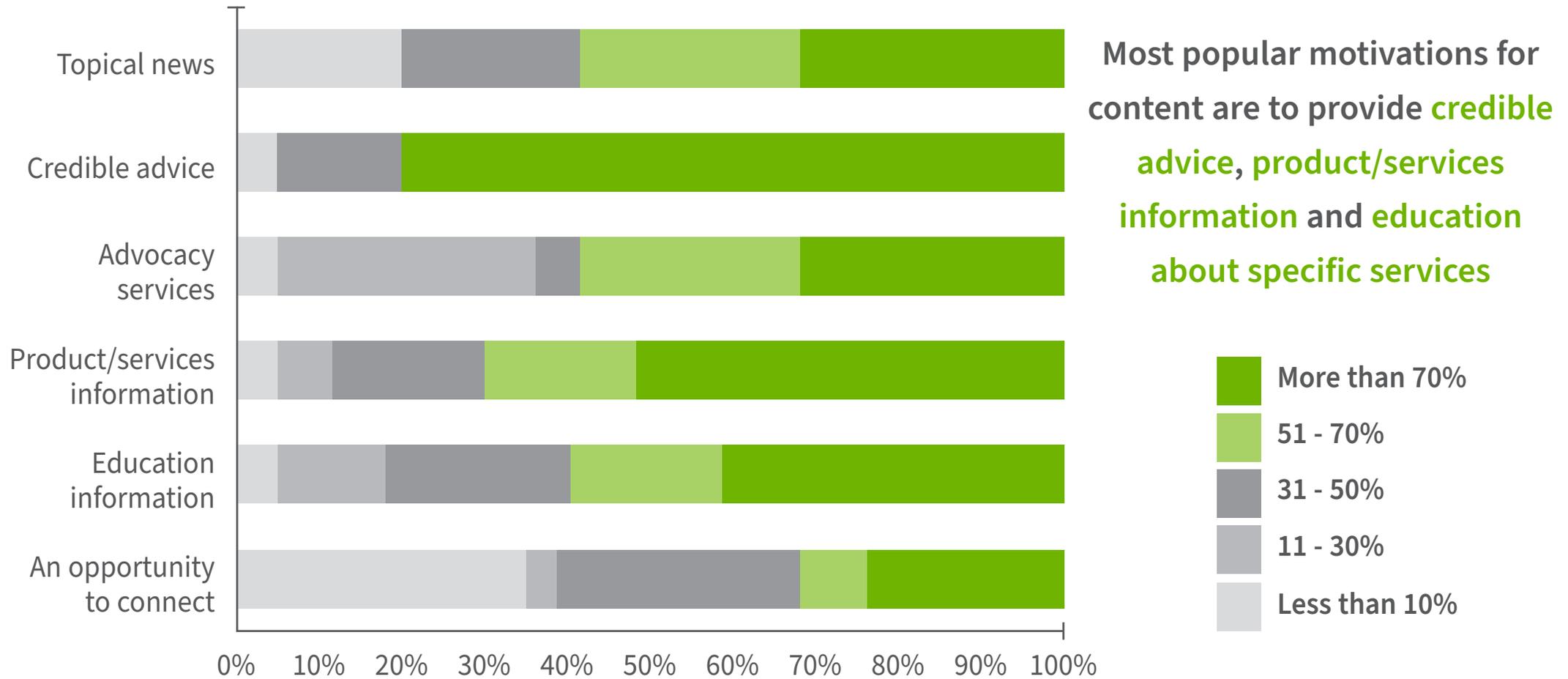
Mature publishers believe only **50% of marketers** 'sometimes' include the mature market in their strategies

Does reaching consumers through specific mature channels yield a better ROI than mainstream channels?



The majority (83%) of mature market publishers believe **specific mature channels deliver a better ROI** versus mainstream channels

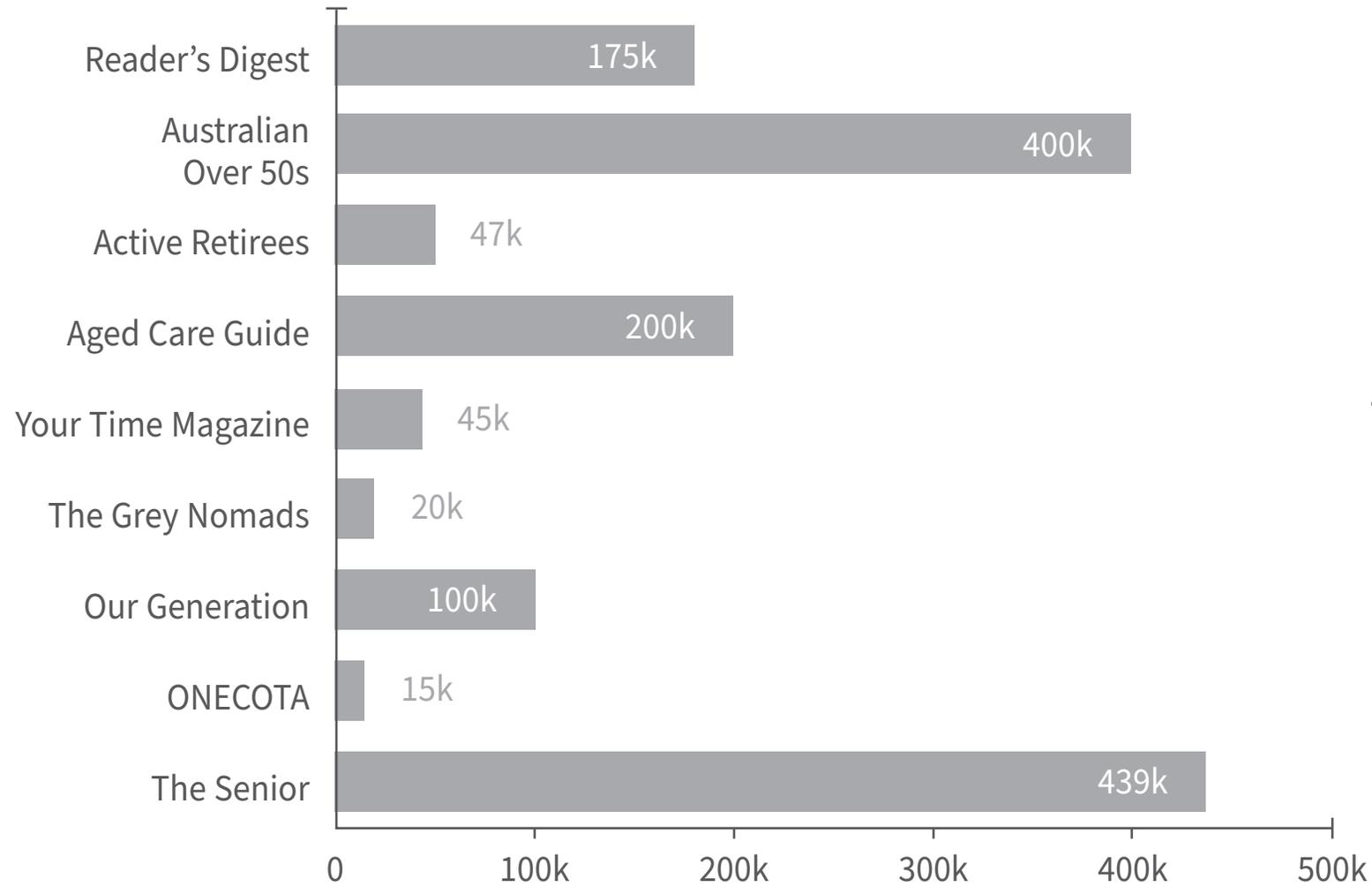
Publishers advise that their content motivations are driven by the following



The most popular content with older Australians is retirement followed by travel, aged care and government information



National circulation of key print titles

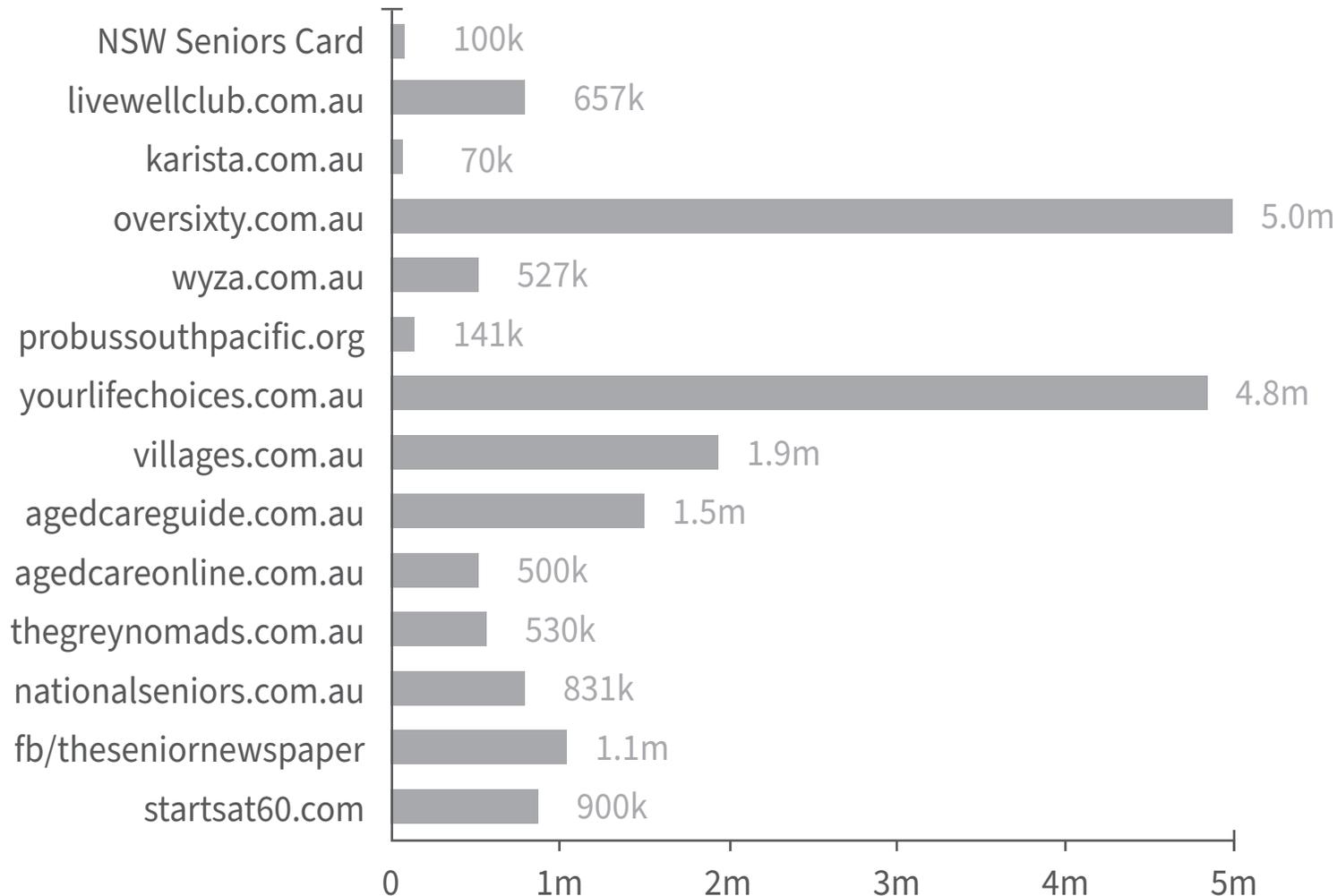


Circulation data also revealed the majority of titles are read by **females** **65-74 year olds**

Note: figures quoted have been publisher-supplied at June 2020

Unique 2019 browsers or followers by website/facebook page

Self reported by the publisher



The average monthly unique visitors to the website from June 2020 to August 2020. Data provided by similarweb.com

oversixty.com.au	189k ↓
wyza.com.au	24k
yourlifechoices.com.au	258k
villages.com.au	46k ↓
agedcareguide.com.au	75k
agedcareonline.com.au	22k
thegreynomads.com.au	27k
nationalseniors.com.au	58k
startsat60.com	544k ↑

Numbers are lower ↓ or higher ↑ than reported

eDMs vs open rates

WEBSITE EDM	SUBSCRIBERS	AVG OPEN RATES
startsat60.com	200k - 299k	25 - 30%
theseniornewspaper	11k - 20k	40 - 49%
nationalseniors.com.au	50k - 99k	40 - 49%
agedcaredecisions.com.au	21k - 49k	40 - 49%
thegreynomads.com.au	21k - 49k	50 - 60%
agedcareonline.com.au	11k - 20k	16 - 20%
agedcareguide.com.au	11k - 20k	21 - 24%
villages.com.au	0 - 10k	31 - 39%
yourlifechoices.com.au	200k - 299k	21 - 24%
probussouthpacific.org	21k - 49k	40 - 49%
livewellclub.com.au	50k - 99k	25 - 30%
wyza.com.au	50k - 99k	25 - 30%
oversixty.com.au	50k - 99k	25 - 30%
NSW Seniors card EXTRA	300k - 350k	35 - 40%

Open rates for mature media eDMs **average 34.18%**, well above industry averages of **22.15%***

**Source: Mail Chimp, Media and Publishing 2020*

Key take-outs

- Mature media channels are under-represented within current marketing strategies, despite the age and spending power of this demographic
- The biggest focus for publishers in terms of content is retirement, followed by travel, aged care and government
- Government-content focussed sites offer a credible, informative environment for the right advertising message
- Mature market profiles suggest print readership skews older vs digital consumption slightly younger
- Mature audiences love to read their emails from engaging brands and this is reflected in higher eDM open rates, which in many cases are well-above average industry rates
- In addition to the report findings, following is a cost, efficiency comparison of highest-reaching print and digital mature channels from those surveyed; data has been sourced via 2020 media kits.

As the audience data and results from this report are publisher-supplied, it should be reviewed with some caution. Consider engaging experts when planning mature media channels to ensure data and strategies are questioned and analysed by those with specialist knowledge and experience

Reviewing cost efficiencies also needs to be part of the decision-making process

DIGITAL		
Website eDM	CPM	Frequency
Starts at 60	\$8.33	Daily
National Seniors	\$20.60	Weekly
Your Life Choices	\$20.80	Daily
Live Well Club	\$40.40	Weekly
Over Sixty	\$50.50	Weekly
NSW Seniors card EXTRA	\$57.14	Monthly

Note: all costs based on banner advert on eDM, and casual rates

PRINT		
Title	CPM	Frequency
The Senior	\$52.65	Monthly
Our Generation	\$47.50	Monthly
Aged Care Guide and Disability Support Guide	\$159.00	Annually
Australian Over 50s Living & Lifestyle Guide	\$9.63	Bi-annually
Reader's Digest Magazine	\$65.71	Monthly

Note: All costs are based on FPC casual rate

How can Evergreen help?

We create and place advertising that works with older consumers, so marketing budgets go further. We know what makes Boomers and Seniors tick, which delivers results by using the right strategy across creative, media, design and public relations. We call it mature thinking.

Our deeper understanding ensures rich insights are uncovered as we search for differences and similarities across life-stages, life-events and generational values. The Evergreen team has experience across products and services important to Baby Boomers or Seniors, including automotive, aged care, finance, government, healthcare, retirement, technology, tourism and travel.

WHAT OUR TEAM CAN DO FOR YOU



Advertising



Branding



Media



Public relations



Conferences & events



Digital marketing



Real models



Website design

We would like to thank Prof Linda Brennan, School of Media and Communication, RMIT University for assistance in survey design and analysis

To have us create a solution for
your brand, please drop an
e-mail to gill@evergreenam.com.au
or visit evergreenam.com.au



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