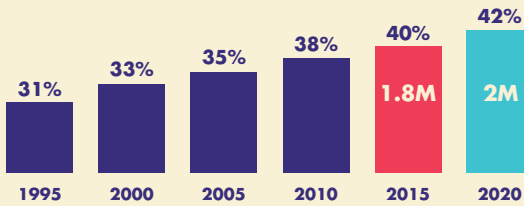


Is the age of 25-54 targeting dead?

New Zealand's population mix is changing rapidly with 40% of Kiwis now over the age of 45 – but is our marketing and advertising keeping pace?

Over 45s make up 4 out of 10 New Zealanders

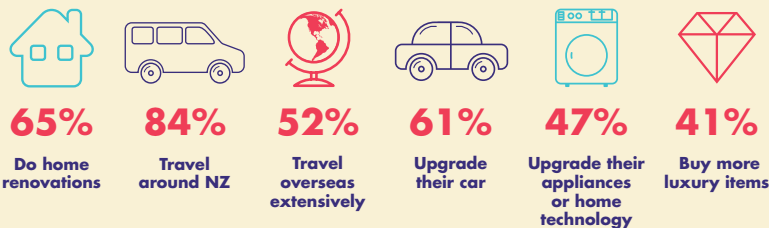
There are over **1.8 million** New Zealanders over the age of 45 and this is set to grow to over **2 million** by 2020



Source: Statistics NZ, Population estimates September quarters 1995 – 2015; 2020 figure based on 10th percentile

The Over 45s are active and have many plans & aspirations

Over the next year the Over 45s plan on spending in the following areas:



They plan to spend significantly over the next 12 months

\$23.5B
Total annual spend by Over 45s



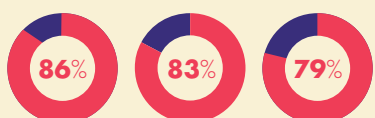
The average spend per category

News media is a valued and enjoyable experience for the Over 45s

48% of over 45s read a daily newspaper

50% of over 45s read online newspapers

30% of over 45s read a newspaper app



Newspapers are less intrusive than other media
If a newspaper ad catches your eye you usually want to read it
I enjoy reading newspapers as I'm in control of what I read

Newspapers are about slowing down, escapism and control

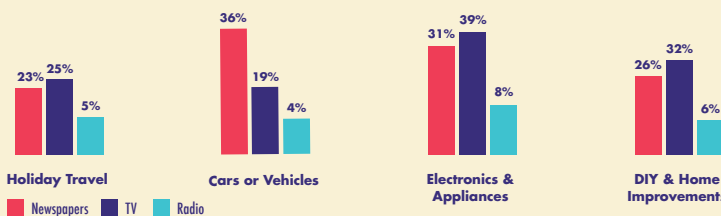
It's time to myself. It's like having a 'do not disturb sign up'.

"My husband and I have breakfast in bed every Saturday with the newspaper. It's the highlight of my week".

"I'll go to a café and relax with the newspaper and a coffee for a while".

"We all share it and talk about what we've found".

News media is a key influencer for planning and informing purchase decisions



Newspapers drive consumer action

72%
Decide where to buy something

72%
Buy something as a result of brochure/catalogue in newspaper

69%
Seriously consider buying something you've seen advertised

65%
Go to events seen advertised

The Over 45s are a digitally savvy group

71% of Over 45s visit a website to find out more about products and services advertised

Over 45s spend **42 minutes** reading their paper online (on average)

Source: Colmar Brunton Over 45s Research