

The Senior

Overview

The Senior is Australia's leading newspaper exclusively targeting the mature age reader.

We have been publishing newspapers aimed at over 55s for more than 35 years - the undisputed leader in our field.

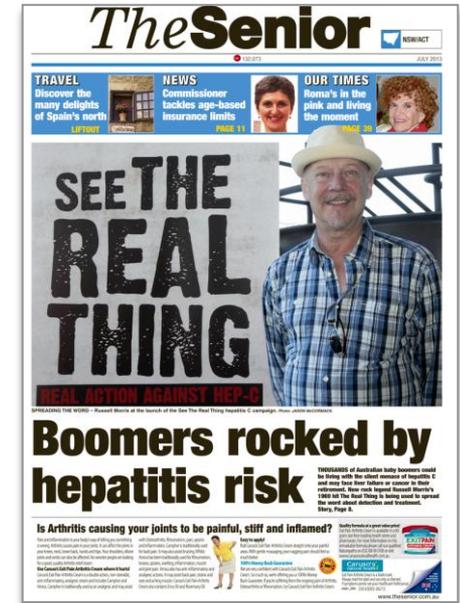
With six mastheads (NSW/ACT, Victoria, Queensland, Western Australia, South Australia and Tasmania) The Senior reaches around Australia.

Why Advertise

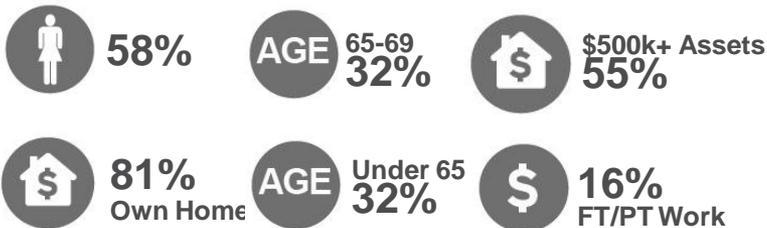
- We enjoy a loyal readership of **1.3 million** people across Australia each month
- *The Senior* reaches the all important 55+ age group and bucking the trend of print circulation, *The Senior* has seen a lift in circulation of 8,516 to **423,383** a month
- **23%** of our readers are self-funded retirees or superannuants and **15%** are still working full or part time
- **1.07 million** or **81%** of our readers own their own home outright. **166,800** or **13%** also own an investment property
- **64%** intend to take an overseas holiday in the next 2 years and **88%** intend to take a domestic holiday in the next 12 months
- Vehicle ownership of our audience is at **96%** and caravan / camper trailer ownership is at **24%**

Key Stats

Readership: 1.3 million



Profile



Advertising Contact Information

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Deadlines

Booking Deadline: 1st of month prior to publication
Material Deadline: 7th of month prior to publication

What's Inside

Workforce pay a major issue

aged care overhaul begins, but much still hangs in balance



ADDITIONAL TOURS
Multi-Award Winner in Victoria and Queensland
THE 2013 AWARDS FOLLOW:

EXTENDED TOURS
FUNERAL SERVICES IN WILFRIDA POURED 4 SERVICES

ALL ABOUT ADELPHI & THE MARCO

RAFFISH & TRIPS

MARRIAGE & GRIEF

YOUNG AT CHERRY TIME

CAROLS IN THE CAVES

CHRISTMAS WITH ALBERTA

BOOK YOUR SEAT!

freccall 1800 623 068

Your Say

Red-faced councils looking for recovery

The Senior

LETTERS TO THE EDITOR

ADDITIONAL TOURS

EXTENDED TOURS

ALL ABOUT ADELPHI & THE MARCO

RAFFISH & TRIPS

MARRIAGE & GRIEF

YOUNG AT CHERRY TIME

CAROLS IN THE CAVES

CHRISTMAS WITH ALBERTA

7 DAYS 7 NIGHTS

CALL 1300 727 998

The Senior traveller

Jordan: The nice neighbour

PAGES 4-5

Wendy Wu Tours Experience a Different World!

Wonders of China \$4,975

Call 1300 727 998

The Senior Classifieds

How to reply to people to people

WOMEN SEEKING MEN

WOMEN SEEKING WOMEN

FOR SALE

PERSONAL

COMPANIONS

ADULT SERVICES

MOBILE AIDS

Subscription Form

The Senior

Do you know an outstanding senior or someone who's doing great things in your local community for seniors? Why not nominate them for a WA Seniors Awards 2013?

WA Seniors Awards 2013

The Senior News

The Weather

The Senior traveller

Escape Melbourne's winter

Up to 70% Off Cruise Fares

Federal & State Issues
 We ensure we engage our readers through our editorial pages with stories about federal and state issues which affect their daily lives. Our publications act as advocates for organisations and groups who are working for the interests of our readers whether they are pensioners, veterans or self-funded retirees.

Letters
 Our Letters pages are popular, and readers supply stories for our popular Memory Lane pages run in NSW, Queensland and Victoria.

Senior Traveller
 Travel is very important to mature Australians. Our Senior Traveller lift-out is a leader in its field. The Senior Traveller, which appears in each state edition, is jam-packed with international and domestic holidays specifically tailored to the mature age market.

Classifieds
 We carry several pages of classified advertising in all our editions, allowing our readers to connect with other seniors or to sell and buy goods and services.

Online
 Recognising the growing trend of older people to embrace the internet, our website is being refined to help us interact with readers. All our newspapers can be read front to back online for free, and readers are able to comment on stories displayed on the website.

“ The **55+** age group has **increased its importance** in all major expenditures over the last 10 years and now is seen as a **real asset** to the economy through their **wealth** and **spending power** ”

(Roy Morgan Research – State of the Nation 2011)

The Senior – Demographic Profile



58%



42%



Family Structure

Married / Living with Partner - **74%**

Living Alone – **21%**



Income & Home Ownership

\$30k and above - **38%**

\$50k and above - **21%**

Own home outright – **81%**

Live in a detached home – **81%**

Live in a flat / unit – **11%**

See themselves moving into retirement unit – **42%**

Under
65

32%

65-69

32%

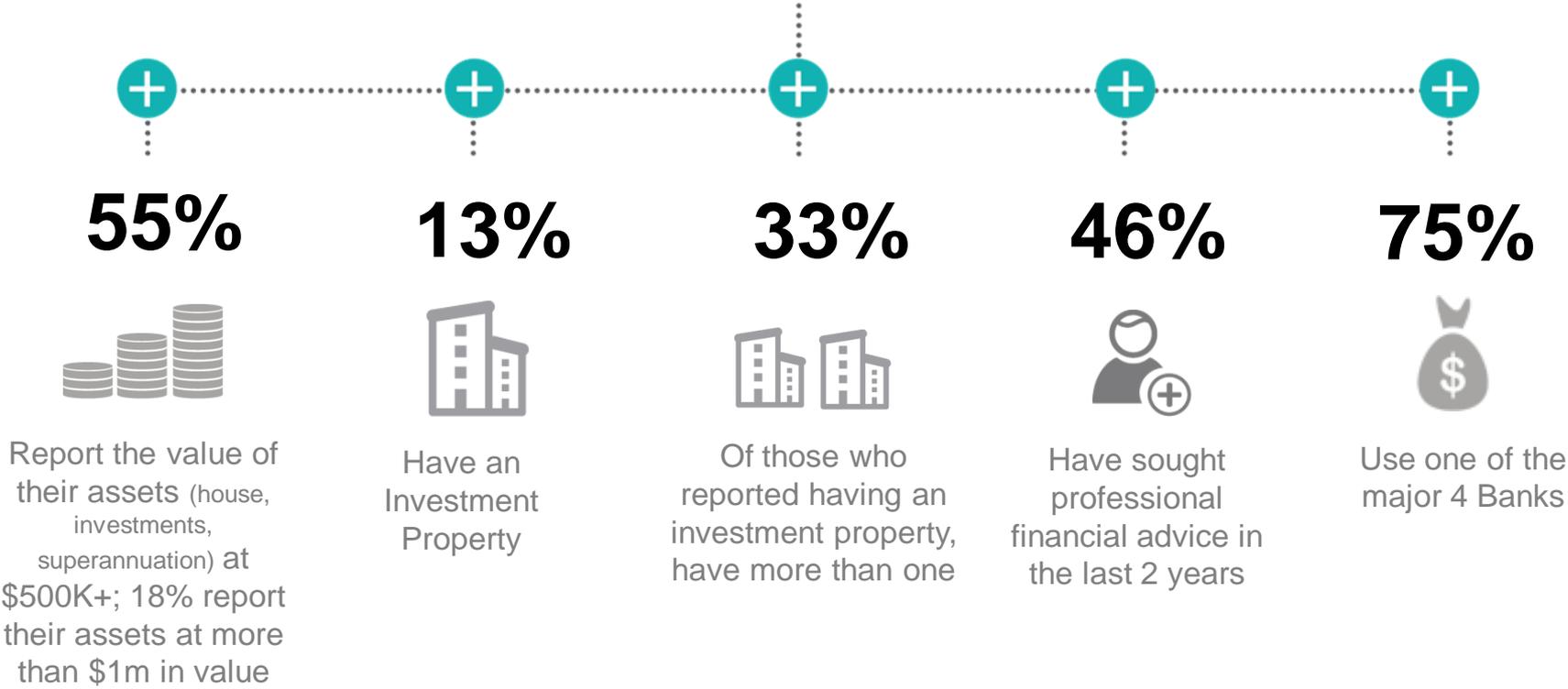
70+

36%

16% working full / part time
35% are full pensioners

The Senior – Money and Investments

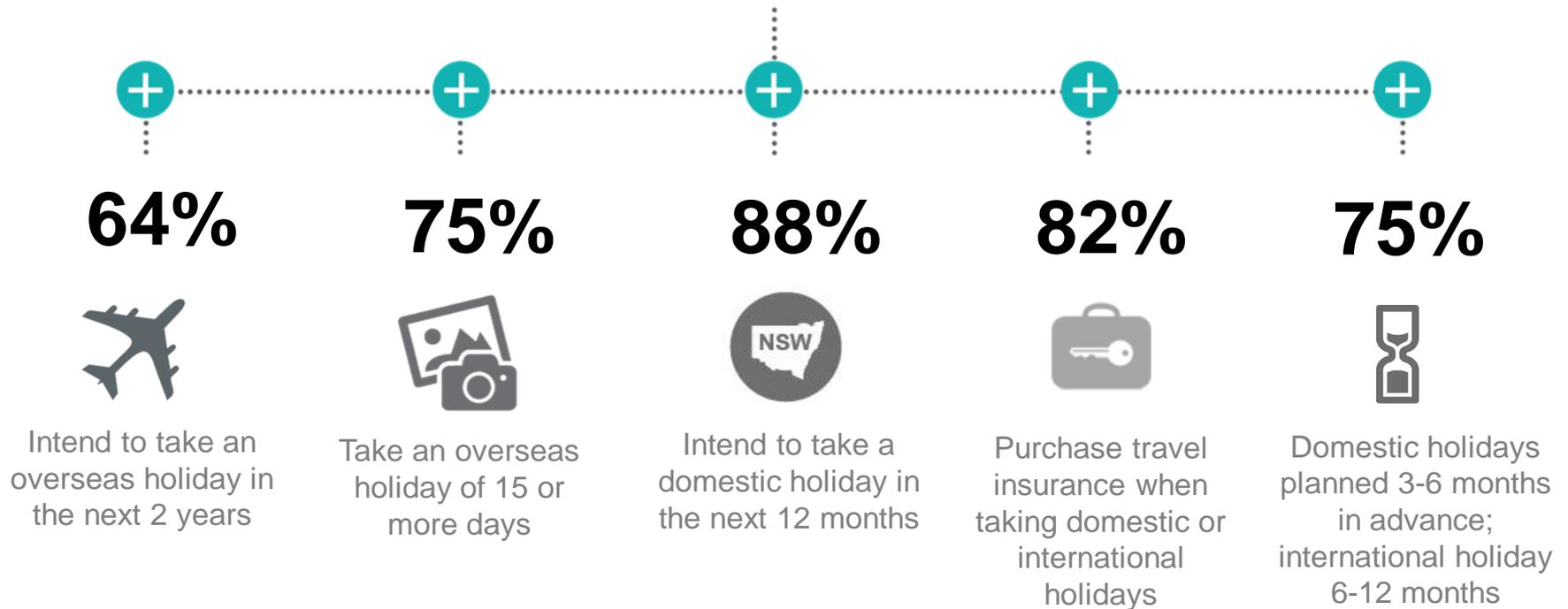
Of The Senior's audience ...



Source; Australian Senior 2013 Readers Survey conducted by Dench McClean Carlson May 2013 (n=9,353)

The Senior – Travel Behaviour

72% of The Senior's audience use *The Senior* to look for an overseas holiday; 83% to look for domestic holidays



The Senior – Health & Fitness

87% report that their health is “good” or “excellent”

82%

Or 1.09 million exercise either daily or 2-3 times per week.
Over 57,000 practice yoga

1m Wear prescription glasses and over 650,000 suffer from back pain



16% have a hearing aid fitted

Medication is mainly used for high blood pressure, cholesterol and arthritis.

36% or over 673,000 take vitamins or food supplements

15% take herbal remedies; and almost 300,000 purchase health food regularly; 8% purchase organic foods
