



Insert Dispatches:

952,000 Active Members

Snapshot:

What is a NSW Seniors Card?

A Seniors Card is a discount and concession card which provides NSW Senior Card members with access to a range of discounts on products offered by Partner companies. You are eligible for a NSW Seniors Card if you: -

- are 60 years of age or over
- are a permanent resident of NSW; and
- work no more than 20 paid hours per week

Members are highly receptive to discount offers,. Many responding to interests on the following topics: -

- Computers - 42,900 responders
- Cooking - 49,000 responders
- Craft - 32,200 responders
- Dining Out - 54,000 responders
- Gardening - 55,800 responders
- Golf - 18,000 responders
- Reading & Movies - 110,000 responders
- Sport - 30,000 responders
- Travel - 178,000 responders
- Wine - 14,000 responders

Cont.....

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Corporate Member since 1993

adma

Opportunities:

Option 1
2010 Discount Directory

Description: A5, four color directory of NSW Government transport concessions and discounts offered by Seniors Card Business Partners complemented by classified advertising.

Five Regional Editions:

- Sydney & Surrounds - 505,000 directories
- Central Coast & Hunter - 150,000 directories
- Southern NSW - 92,000 directories
- Western NSW - 78,000 directories
- Northern NSW - 125,000 directories

Posted in plastic wrap with up to three sponsor inserts in January 2010 to all **690,000** NSW Seniors Card households (and to 60,000 new members who join in following year).

Mailing Date: Mid January 2010

Booking Deadline: October 2009

Minimum: A whole region

Option 2

New Member / Card Packs

New member+packs and Re-make Card+packs go out at a rate of approx 2,500 per month. Mailed in a standard C5 pack your insert can ride-along and Be received by eager New Members who await their discount card.

Mailing Date: Monthly

Booking Deadline: first available

Minimum: 10,000 inserts

Size:

Sizing

Directories - Must fit into A5 Booklet (114mm x 210mm)

New Members - Must fit C5 envelope (160mm x 220mm)

Investment:

Please provide exact size and weight for us to quote
From \$250-00 / £00

\$350-00 Establishment & Booking fee
+ 10% GST for Australian customers