



# OVER60SIXTY

Fairfax Media



## OverSixty The New Online Destination for Over-60s

60,000+\*\*

Active consumer database subscribers.

250,000+^

Highly engaged Facebook followers.

30%

Average month on month growth since launch.

# Oversixty.com.au

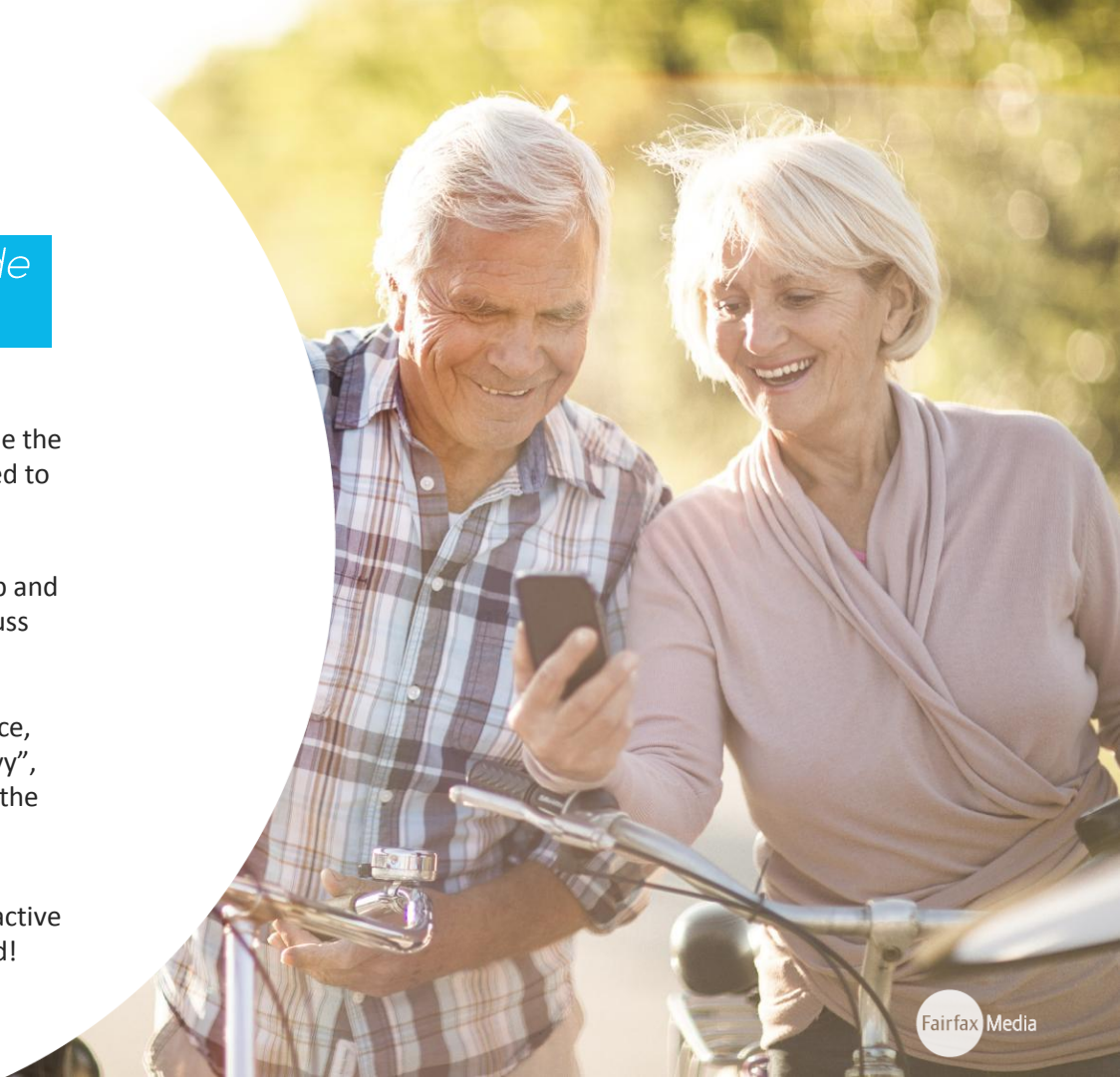
*'An online destination, tailor made for me'*

Launching in July of 2014, Over60 has very quickly become the 'go-to' destination for inspiring content specifically catered to people aged over 60, living in Australia.

The site offers the Over60 community a forum to open up and talk about topics relevant to their demographic, and discuss the issues that are relevant to them.

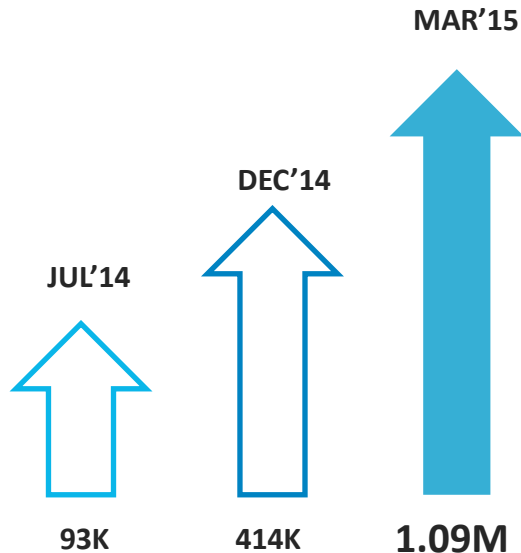
Covering a wide spectrum of topics – health, travel, finance, news and games – this audience is increasingly “tech savvy”, with a vast majority of them using mobile devices to visit the site.

Grandkids are a big part of their lives, as well as keeping active and feeling great – particularly when it comes to the mind!



# Audience Growth

## UNIQUE BROWSERS SINCE LAUNCH<sup>^</sup>



## JULY 2014

Over60 launched 1<sup>st</sup> July 2014 as a site specifically designed for Australians aged 60+.

63%

The percentage of impression growth **month on month** for March 2015.

251,887

Total number of Over60's that have joined our communities in 15 months.

## GENDER SKEW

83% of the Over60 audience is female<sup>^</sup>.

429,000

Total number of monthly UAs. According to Nielsen over 80% of our audience is aged 50+.





## Editorial Tone

As reaching 60 is a milestone, Over60 was created in hope of bringing Australian seniors together in one place to share ideas, experiences and support each other through this exciting stage in life. Thus, the underlying tone and messaging on Over60 always comes back to celebration, being positive and remembering the good times.

As such, all editorial has an informal, concise style and a conversational tone without being dumbed down. While the copy across all sections is friendly, impartial, respectful, excited, sincere, empathetic and confident - articles aim to be informative by including quotes, statistics and by referencing relevant studies or research (without being laden in them).

Keywords to describe content include: fun, helpful, honest, friendly, inclusive and entertaining.

# Content Pillars



Travel



Health



Lifestyle



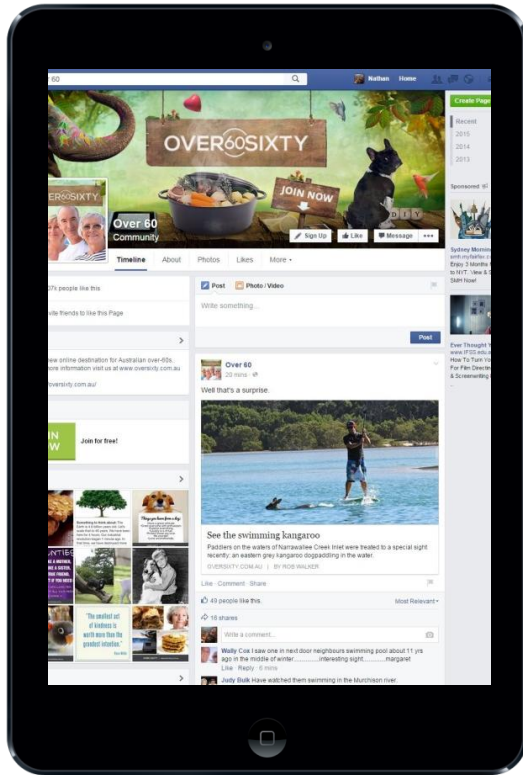
Finance



News



Games



facebook.com/Over60

230k+

*And counting!...*

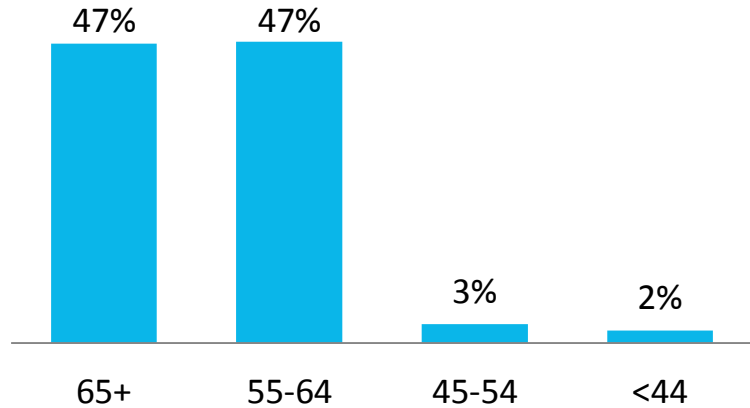
Over60 was born on Facebook. We recognise that what makes us unique as a company is the fact that we built an extremely strong and engaged Facebook community first and then designed our site ([over60.com.au](http://over60.com.au)) based on the feedback given by that community. This seemingly simple strategy of “asking our community what they want” has ensured our content remains relevant, engaging and keeps the audience coming back for more.

We provide unique content on a daily basis including community generated articles, fun, games, competitions, giveaways and we’re continually encouraging the Over60 community to involve themselves in the conversation. We never stop asking for our communities’ opinion – it’s our secret sauce!

# Community Insights

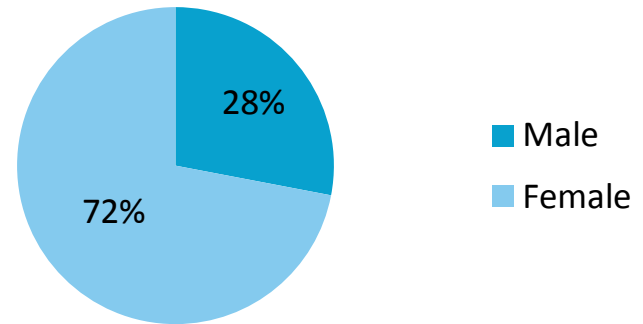
85% of the Over Sixty audience are online daily.

## AGE BREAKDOWN



94% of the Over Sixty Facebook community is over the age of 55 years old.

## GENDER BREAKDOWN



72% of the Over Sixty Facebook community are female.





Home / O60 Samplers

**Sign up to be a O60 Sampler!**

Over60 members who sign up to our Samplers program have the opportunity to try and review the latest products from our partners.

[Sign up now](#)

**Sign up with Over60** to become a Sampler

**Already a Member?** Become a Sampler now

Sample Box Reviews - June

**Macleans® Toothpaste**  
Read Samplers reviews on Macleans® Toothpaste.

120 Reviews [Read Reviews](#)

**Vital Protein**  
Read Samplers reviews on Vital Protein.

120 Reviews [Read Reviews](#)

**Panadol Rapid**  
Read Samplers reviews on Panadol Rapid.

120 Reviews [Read Reviews](#)

**Polident Denture Cleanser**  
Read Samplers reviews on Polident Denture Cleanser.

120 Reviews [Read Reviews](#)

Sample Box Reviews - May

**Macleans® Toothbrush**  
Read Samplers reviews on Macleans® Toothbrush.

120 Reviews [Read Reviews](#)

**Aquafresh® Toothpaste**  
Read Samplers reviews on Aquafresh Toothpaste.

120 Reviews [Read Reviews](#)

FOLLOW US



SOCIAL

# Over60 Sampling

A new and exciting program that offers the Over60 community members, the opportunity to receive a FREE box of samples from participating advertisers.

Each month the Over60 Samplers panel will receive a parcel containing between 5 and 10 samples that they will trial and share their feedback on the Over60 platform.

Recruited via eDM and Over60 social networks, samples will be sent to 1,000 participating members, providing an easy and cost effective method for clients to get their products in the hands of influential members of the Over60 community.

N.B: Final destination may differ visually from mocks.

# Why OverSixty



## 01. AUDIENCE

The leading online destination in Australia, to reach an engaged audience of people aged 60+.



## 03. CONTENT

Created specifically for this audience – covering a gamut of topics that are relevant to them, presented in a positive tone.



## 02. COMMUNITY

An online community that consists of over 250,000 people, with 94% aged over 55.



## 04. INTEGRATION

Opportunities for advertisers to integrate and communicate directly with this audience – either socially or via content.



## OverSixty Summary

1

A large and very engaged audience that has the time to consume content that is specifically created for them.

2

Over60 has a Facebook community of 250k+ - opportunities to integrate content into site and Facebook community.

3

Over60 is experiencing insane growth – 60% month on month for March 2015.