



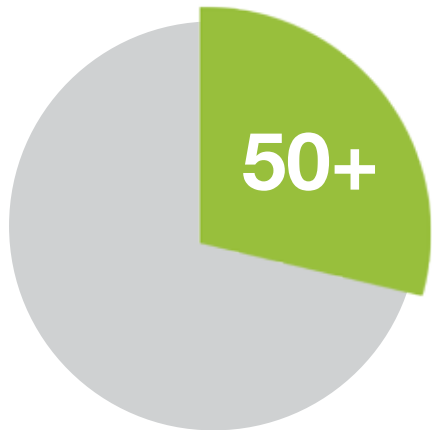
People
your global village



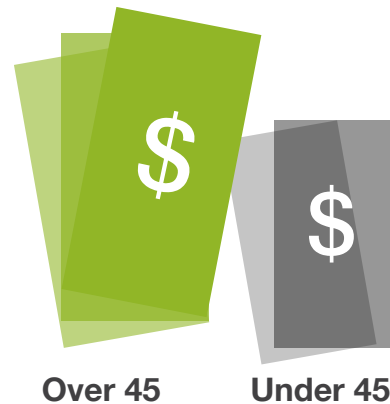
The Wise way for your business
to reach the over 50 Community.

Media kit

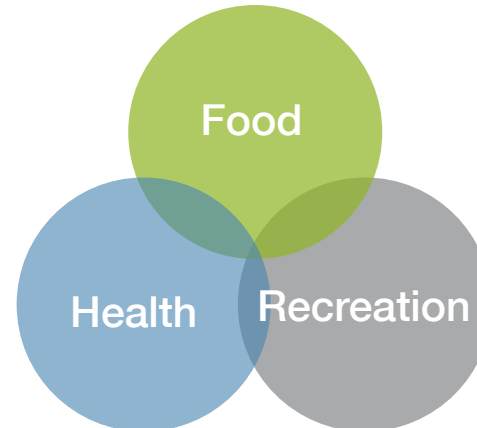
Over ONE THIRD of the population in Australia is over 50.



Over half of all disposable income in Australia is earned by households headed by a person over 45 years of age.



Older adults spend more on goods and services: **food, recreation, health and medical expenses**



And despite what some may think, they spend a lot of time online.



Reach the over 50s with Ys People.

Ys

The virtual community integrating content, social media and retailing

Target Market

Primary

All people over 50 years

Secondary

People aged 40 – 50

Positioning

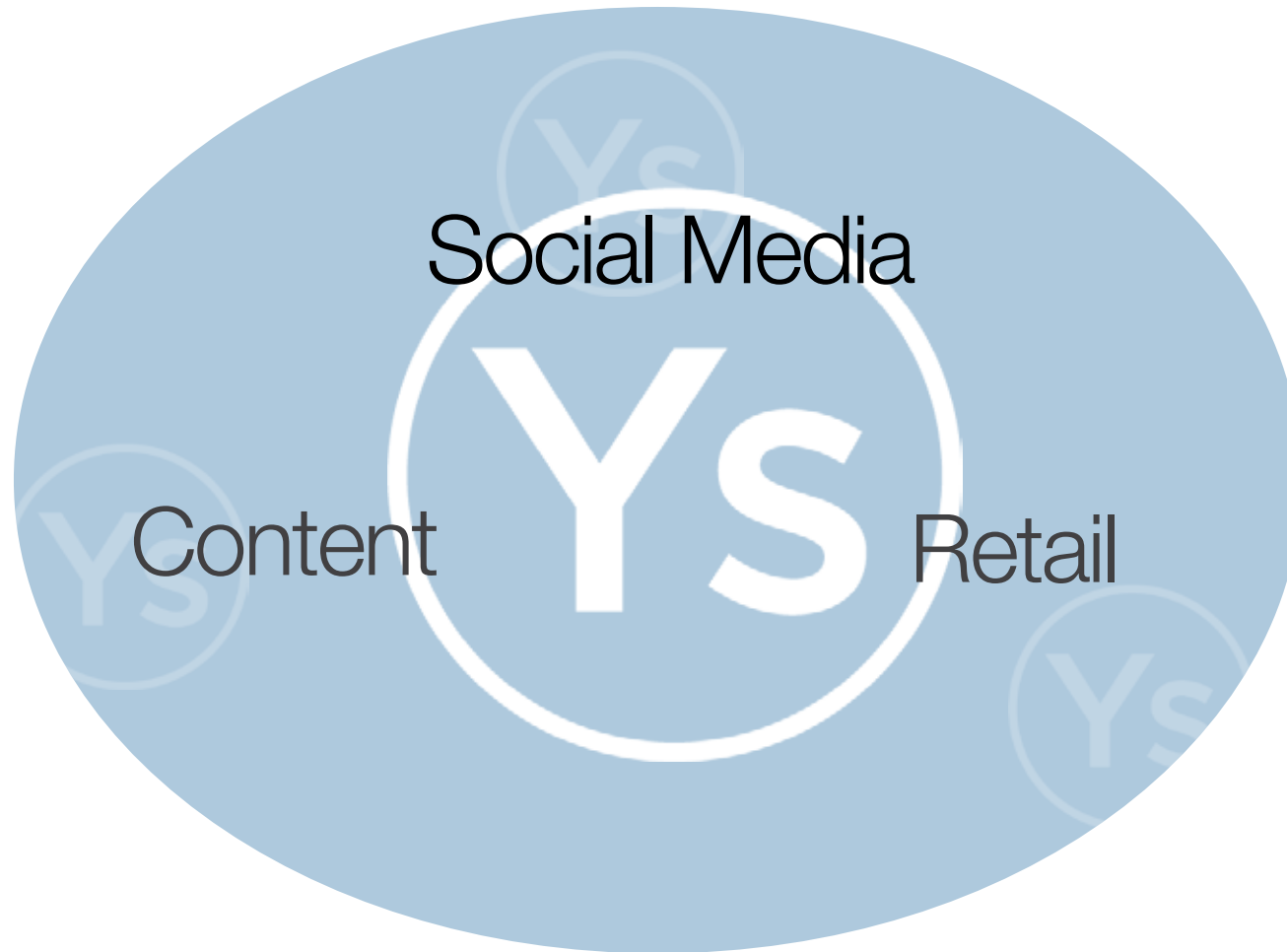
The global village where members experience certainty and variety, feel connected and significant, while growing and making a contribution

Personality

- **Engaging** - highly approachable and responsive
- **Positive** - presenting the upside and positive outcomes
- **Provocative** - presenting alternative views
- **Single minded** - in its support of over 50s
- **Relaxed** - taking the job but not themselves seriously

Values

- **Community** - creating a sense of belonging
- **Sincerity** - earning the trust of all members
- **Security** - acting in the best interests of members
- **Fairness** - giving back to the broader community
- **Excellence** - Delivering the best possible outcome - always



Let's Work Together

- The Ys site is a national lifestyle magazine and community for the over 50s.
- It combines the strengths of social media, online retailing and publishing – ultimately, the next generation of all three.
- It will be backed up by a number of online retail hubs which will roll out progressively.
- At this stage in our progress we are looking for a range of digitally aware content partners that fit our subject categories.

To find out more, without obligation please contact Kenley Gordon on 0427 284 668

Email: Kenley@ysaustralia.com

You can feature on the Ys site by simply offering a discount to our members.

- It is an opportunity to promote a new product or service and encourage our members to trial it through the members only discount
- As a foundation member of the Ys community, there will be no charge for the promotional offer.
- We will provide you with full metrics on the offer and what traffic it has generated.

PLEASE NOTE:

Hurry, this is a three month, no obligation offer open only to a limited number of brands.