

The Senior newspaper has been at the forefront of delivering news, lifestyle and travel information to mature age people for more than 30 years.

As Australia’s ageing population has grown, so has the newspaper’s reach across the nation.

The Senior’s six state-based publications – NSW/ACT, Victoria, Queensland, Western Australia, South Australia and Tasmania – are relied on by over-50s to deliver the latest news on issues that directly affect them... something too often overlooked in the mainstream media.

Pensioners, self-funded retirees, superannuants and veterans all find news of interest in our pages, whether it relates to government payments and decisions, healthy lifestyle options, accommodation choices or travel – both within Australia and overseas.

Likewise, seniors’ lobby groups, industry bodies and businesses turn to The Senior as an effective way to disseminate information and publicise campaigns and products designed to benefit seniors.

Using regular research, The Senior’s editorial and advertising teams are able to gauge readers’ interests and intentions, which have translated into a newspaper full of information to help readers make informed decisions about their lives.

The Senior currently has a circulation of 400,364 (CAB audited) across Australia, and a readership of more than 1.5 million, making it the best and most reliable medium to deliver your message to the growing over-50s market.



**OLDER PEOPLE SPEAK OUT (OPSO)
MEDIA AWARD WINNERS:**

2010	3rd	Queensland senior-specific newspaper articles
2009	1st	National senior-specific newspaper articles
2008	1st & 3rd	National senior-specific newspaper articles
2005		Excellence in reporting National senior-specific print media
2003	1st	National senior-specific newspaper articles

