



www.onthegomag.com

SITE DESCRIPTION

Onthegomag.com is Australia's leading lifestyle site for the retirement oriented community. It covers all areas of life relevant to those people looking to plan their future, or live it ONTHEGO! Onthego.com is the only media option throughout SE Asia that delivers a quality platform that caters to all people interested in this rapidly growing retirement oriented market.

Onthego.com is updated in real time, with the latest news, information and content for the consumer and business markets.

Areas covered span from health, fitness and well-being, to village and accommodation information for both existing or potential residents and owners / managers. Also covered are lifestyle issues and topics that would be of interest for "future livens", like finance, planning, technology, travel, government services, entertainment and even homewares.

DEMOGRAPHIC PROFILE

- Age: 30 +
- Those planning for or living their retirement
- Promote active lifestyles and positive products and services
- 58% Female
- 42% Male
- AU Traffic: 80%

RATE CARD

- Banner* (468x60) - \$50 CPM
- Island* (300x250) - \$70 CPM
- Square* (250x250) - \$60 CPM
- Button* (120x60) - \$60 CPM
- Section sponsorship
- Emails

* IAB standardised Ad formats

TRAFFIC

- Monthly Page Impressions: 1.5 million +
- Monthly unique users:
- Newsletter Subscribers: 54,000

SCREEN SHOT

