



Project:

**AGED CARE NEW ZEALAND 2022**

*A comprehensive overview and resource guide for the aged, disability and retirement sectors.*

# Media Kit





# Welcome

Thank you for your interest in Aged Care New Zealand (incorporating residential care and disability services); a comprehensive information and resource guide across the aged and retirement care and accommodation, disability and healthcare sectors.

The publication is a simple and convenient resource dedicated to providing industry updates and the latest information, products and services relevant for key purchasers and decision makers responsible for the successful management and operation of home and community care, acute care, residential aged care accommodation and disability services.

Available in both print and digital formats, Aged Care New Zealand showcases a broad base of recommended industry specialists and the best service providers the industry has to offer. It is the one resource that offers the benefit of a uniquely authoritative and targeted audience as an effective channel for effective marketing campaigns.

To ensure that your business offering reaches key purchasers and decision makers, Aged Care New Zealand will be direct mailed to care and nursing home proprietors, facility managers and directors, home care support agencies and central purchasing managers of all registered care and nursing home groups. The publication will also be made available at related industry conferences and expos throughout 2022.

Furthermore, a high-resolution digital edition and mobile responsive micro-site will provide an unlimited audience across digital and social media platforms.

If your target market includes proprietors, managers and procurement stakeholders within the aged and disability sectors, then Aged Care New Zealand delivers an audience essential for the growth of your business.

*Publisher*  
**ARK Media**



## Snapshots of the sector



Statistics New Zealand estimates that by 2028 the proportion of the population aged 65 and over will increase from 15 percent to 19 percent – an increase of around 350,000 people. By 2068 the forecast is 28 percent of the population.



The aged care sector in New Zealand is growing along with the aging population; the sector is worth more than \$3billion



The Salvation Army estimates that between 2025 and 2030 the numbers of people requiring some form of residential care will grow by 20 percent or by 2000 people per year; that equates to an additional 100-bed facility every two and half weeks for these five years.



In New Zealand 10.5 percent of over 75's live in a retirement village



1 in 4 New Zealanders (24 percent) are limited by a physical, sensory, learning, mental health or other disability



35 Percent of disabled people are over 65 years old – approx 370,000 people

## Industry Distribution Breakdown

Retirement Villages:	373
Home Care Providers & Support Services:	76
New Zealand Disability Support Network:	303
Rest Homes:	664
Private Hospitals:	74



# Rates and sizes

*Aged Care New Zealand* works for companies in many different ways. Its biannual schedule allows companies to build brand awareness with economical rates. Its production quality and format allows companies the option of showcasing their expertise through special features and, product profiles, as well as key placements.

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KITCHEN AND CATERING



### Cookright provides kitchen care for aged care

Cookright provides the specialised cleaning services that ensure commercial kitchens are hygienic, insurance and building code compliant.

Services include fryer cleaning, new oil supply, waste oil removal, overhead filter cleaning, internal grease trap / converter cleaning, hood and flue cleaning, duct cleaning, appliance cleaning and entire kitchen cleaning.

Working in conjunction with clients, we establish an annual kitchen cleaning service plan for each facility.

Sit back knowing that the work is done, on time and to the highest standards.

Cookright has 24 operations nationwide from Invercargill to Whangarei, supplying all the services needed to ensure you are compliant and your kitchen staff are safe and happy. No other business can provide these services nationwide - Peace of mind - it's simply taken care of.

Fryers

Fryer cleaning is a messy and potentially and hazardous job, with Cookright contracted to change and clean fryers on a regular basis, staff aren't exposed to the risks involved in handling bulk and hot oil. Fryers are

cleaned professionally, the oil is replaced as required, so no stock holding is necessary and waste oil is removed immediately so no mess is created on site. Just come in and turn the fryers on. Staff are able to concentrate on providing great food and satisfying your residents.

Save money with improved taste and quality

We know that food quality is important, and meals are often one of the highlights of the day for residents. Not all oils are equal and Cookright oils are high quality, lasting twice as long as cheap oils, with less smoke & smell, providing excellent food outcomes that your residents will notice.

Ensure that you are insurance and building compliant

We regularly find that components of systems have not been touched due to difficult access issues or tardiness. Cookright is IQP qualified nationwide in relation to the cleaning of extraction systems and as such we go the extra distance to make sure that your system is clear of combustible materials. We value our IQP status so clients can be confident that we won't hesitate to tell you if retrospective work is required to ensure the system is cleaned in its entirety.

Regular scheduling avoids mishaps

Once clients are booked into the Cookright scheduling system, we will notify when cleaning is required and book it in at a time and day that does not interfere with operations or residents.

Cookright provides an after service report, along with photographic evidence, as well as retaining this information in a cloud-based record system, available in an instant when required.

If you have pride in your kitchen, Cookright is the way to keep it safe and clean.

**Cookright**  
COMMERCIAL KITCHEN SERVICES

Ph: 0800 804 104  
Email: [Steve@cookright.co.nz](mailto:Steve@cookright.co.nz)  
[www.cookright.co.nz](http://www.cookright.co.nz)

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CLEANING PRODUCTS AND SERVICES



### COOKRIGHT PROVIDES THE KITCHEN CARE FOR AGED CARE.

Now more than ever a clean hygienic kitchen is paramount. But cleaning a commercial kitchen like yours is hard. When you get a Cookright professional to do the job, you'll get it done better, faster and ultimately save money. We offer a range of services that ensure your kitchen is hygiene, insurance and building compliant.

#### WEEKLY SERVICE



- Vat cleaning (deep fryers)
- Waste oil removal and re-supply of quality oils (no on-site storage)

#### WEEKLY TO QUARTERLY SERVICE



- Overhead filter cleaning
- Internal grease trap cleaning

#### 6 MONTH TO ANNUAL SERVICE



- Deep clean hoods, flues, kitchens and appliances
- Laundry duct cleaning

Call **Steve McMullen** to discuss your needs and customise an annual kitchen service plan for you.

**0800 804 104 | [www.cookright.co.nz](http://www.cookright.co.nz)**

**Cookright**  
COMMERCIAL KITCHEN SERVICES

**VATMAN**  
The Kitchen Hero

**IQP QUALIFIED NATIONWIDE**

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CLEANING PRODUCTS AND SERVICES



### Viraclean

Hospital Grade Disinfectant  
AUST L 69000

Prevent the spread of infection

Specifically intended for use on healthcare surfaces

san® is your best Infection Prevention defence against CoV-2 (COVID-19) present on healthcare surfaces.

\*Is proven to kill:

- ✓ Influenza virus
- ✓ Klebsiella pneumoniae (CPE/CRE)
- ✓ Proteus vulgaris
- ✓ Pseudomonas aeruginosa
- ✓ Salmonella choleraesuis
- ✓ Staphylococcus aureus (MRSA or Golden Staph)
- ✓ Clostridium difficile
- ✓ Hand Care
- ✓ Hand Sanitiser
- ✓ Covid Eliminators

Scan the QR code to see an educational video on 'How to clean and disinfect blood spills using Viraclean'

information about Whiteley Corporation products  
[www.whiteley.co.nz](http://www.whiteley.co.nz) or call the Product Support Hotline on 0800 257 352

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**Whiteley Corporation**

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CLEANING PRODUCTS AND SERVICES



### STOP

Stop searching, save your time  
Call us & we'll help

We have the solution for all your chemical requirements

- ✓ Chemicals
- ✓ Laundry Pumps
- ✓ Hand Care
- ✓ Hand Sanitiser
- ✓ Covid Eliminators

**QualChem**

Call Us Today: 0800 782 524  
or visit: [www.qualchem.co.nz](http://www.qualchem.co.nz)

Get Service. Get Quality. Get Elite

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CLEANING PRODUCTS AND SERVICES



### SC Johnson PROFESSIONAL

A Family Company

### NEW HAND HYGIENE DISPENSER RANGE

Modern and specifically designed for aged care - elements any facility's décor, promoting the homely feel push button allows for ease of use by residents e locking mechanism prevents unauthorised access - suitable for mental homes

product dosage controls usage and reduces waste able for handwash, sanitiser, moisturiser, 1 & 2L shower lotion

Dispenser buttons protected by BioCote, a silver based antimicrobial agent that inhibits the growth of bacteria and moulds.

All dispensers are guaranteed for life.

TO FIND OUT MORE VISIT [www.scjp.com](http://www.scjp.com)

\*2L Dispenser only available on order only 1 HKTD03-V10

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CLEANING PRODUCTS AND SERVICES



### Kleenrite

PEOPLE | PARTNERSHIP | QUALITY

### Chemwash

New Zealand's leading building and house wash exterior cleaning company.

Chemwash Cleaning was formed with a goal to utilise environmentally friendly, low pressure detergents for external house cleaning.

Our detergents are effective and safe to use in varied environments around pets and people.

To get a free quote, contact us today  
0508 243 692  
[quotes@chemwashcleaning.co.nz](mailto:quotes@chemwashcleaning.co.nz)  
[www.chemwashcleaning.co.nz](http://www.chemwashcleaning.co.nz)

For more information call us on  
Auckland Office: +64 09 579 4161  
Wellington Office: +64 04 589 0250  
[www.kleenrite.co.nz](http://www.kleenrite.co.nz)

Our Services Cover:

- Internal window, glass and specialised surface cleaning
- External building and window cleaning
- Common areas
- Kitchens & back of house
- Floor restoration & polishing
- Carpet and upholstery cleaning
- Washroom environments

For more information call us on  
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## Premium Positions\*

Outside Back Cover	\$5950
Inside Back Cover	\$5500
Inside Front Cover	\$5750
Facing Contents <sup>2</sup>	\$5250
Facing Foreword	\$4950
Double Page Spread	\$7250
Full Page	\$4750

\*Includes equal advertorial and full social digital marketing strategy.

## Standard Positions

Full Page	\$3750
Half Page	\$1950
<i>Special Positions</i>	<i>+15%</i>

## Key Dates

Issue 02 distribution: August 2022  
\*Multiple bookings attract a 5% Discount per edition

## Distribution

Circulation: **2,980**  
Readership: **8,940**

## Trim sizes w x h

**DPS:** 470 x 275mm + 3mm bleed minimum  
**FP:** 235 x 275mm + 3mm bleed minimum  
**HP:** 215 x 122mm | **QTR:** 102 x 122mm  
**DIR:** 68 x 122mm

## Type Area w x h

**DPS:** 450 x 255mm | **FP:** 215 x 255mm

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# Audience Profile

Rest Homes - DHB (District Health Board)		RVA Retirement Villages		Private Hospitals		Home Care Providers & Support Services		New Zealand Disability Support Network	
Northland	23	Northland	17	Northland	2	Auckland	29	Auckland	52
Waitemata	68	Auckland	91	Waitemata	4	Hamilton	11	Northland	29
Auckland	70	Waikato	33	Auckland	11	Tauranga	6	Waikato	41
Counties Manukau	42	Bay of Plenty	44	Counties Manukau	3	Palmerston North	9	Lower North Island	56
Waikato	56	Hawkes Bay	15	Waikato	9	Wellington	11	Nelson/Marlborough	31
Bay Of Plenty	34	Taranaki	11	Bay of Plenty	3	Christchurch	3	Canterbury	48
Tairawhiti	6	Wairarapa & Manawatu	27	Tairawhiti	1	Dunedin	3	Otago Southland	32
Lakes	13	Wellington & Kapiti Coast	29	Lakes	1			Whanganui	7
Taranaki	26	Nelson	13	Taranaki	1			Hawkes Bay	7
Whanganui	12	Marlborough	5	Whanganui	3				
Hawkes Bay	27	West Coast	1	Hawkes Bay	2				
Mid Central	35	Canterbury	63	Mid Central	4				
Wairarapa	13	Otago & Southland	24	Wairarapa	1				
Hutt Valley	15			Hutt Valley	3				
Capital & Coast	31			Capital Coast	4				
Nelson Marlborough	23			Nelson Marlborough	4				
West Coast	4			Canterbury	4				
Canterbury	89			South Canterbury	2				
South Canterbury	12			Southern	11				
Southern	65								
TOTAL664		TOTAL373		TOTAL73		TOTAL76		TOTAL303	