

# OUR NEW ZEALAND

YOUR TRAVEL MAGAZINE

**MEDIA KIT 2021/22**

## Profiling New Zealand across all the seasons

### **WINTER:**

Ski NZ, winter sports  
and escapes

### **SPRING:**

Extreme scenic beauty  
and glaciers

### **SUMMER:**

Country of extreme sports

### **AUTUMN:**

Food for the soul, adventure  
and relaxation





# OUR DISTRIBUTION

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A glossy, A4 full Colour magazine freely available to all travellers.

- Auckland Airport International & Domestic
  - Wellington Airport
  - Christchurch Airport
  - Queenstown Airport
  - Cook Strait Ferries
  - Interislander and Bluebridge Terminals
  - i-SITE Visitor Information Centres
  - NZ Holiday Parks
- .....

**OUR READERSHIP** In excess of 67,500!

## OUR DIGITAL DISTRIBUTION

Emailed to Australian readership over 85,000 readers. (Airline passengers, Tradies, Mining personnel)

[www.transtasmanmediagroup.com](http://www.transtasmanmediagroup.com)

New Zealand readership in excess of 67,500 readers.



# OUR READER PROFILE

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The OUR NEW ZEALAND Magazine informs travellers of the New Zealand experiences available whilst travelling through the country - with full colour photographs & editorial to encourage them to visit your area and experience your product. Our content showcases regions throughout New Zealand and offers ever changing seasonal features. From activities to events to dining out and must do's we certainly cover it all.

A seasonal publication published and distributed four times each year.

All advertisements placed within the relevant regional content and imagery.

Each publication will reach the traveller over a three month seasonal period.

# OUR DEADLINES, RATES & DIMENSIONS

## OUR DEADLINES

SEASON	ISSUE #	CIRCULATION	DEADLINE*
Winter 2021	1	Jun/Jul/Aug	14 May 2021
Spring 2021	2	Sep/Oct/Nov	01 Aug 2021
Summer 2022	3	Dec/Jan/Feb	01 Nov 2021
Autumn 2022	4	Mar/Apr/May	01 Feb 2022

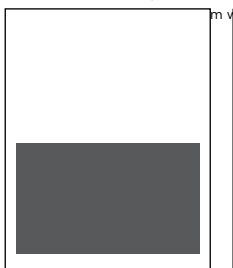
## OUR ADVERTISING RATES + GST 15%

	CASUAL	4 ISSUES (PER ISSUE)
Inside Front Cover FULL PAGE	\$3,190	\$2,900
Back Cover	\$3,390	\$3,100
Inside Back Cover FULL PAGE	\$2,900	\$2,600
Double Page Spread	\$4,490	\$4,090
Full Page	\$2,500	\$2,250
Half Page	\$1,395	\$1,275
Third Page	\$1,095	\$980
Quarter Page	\$845	\$765

## OUR DIMENSIONS

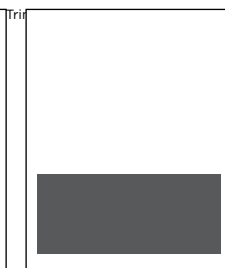


**Double Page Spread - with bleed**  
Bleed Size: 303mm high x 426mm wide



**Half Page Horizontal**  
132mm high x 190mm wide

**Full Page - with bleed**  
Bleed Size: 303mm h x 216mm w

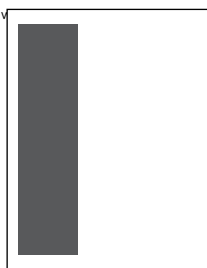


**Third Page Horizontal**  
88mm high x 190mm wide

**Half Page Vertical**  
268mm high x 93mm wide



**Quarter Page**  
132mm high x 93mm wide



**Third Page Vertical**  
268mm high x 61mm wide

### Technical Specifications

**Bleed:** At least 3mm on each side for applicable ads

**File Types:** We accept PDF files, Tiffs or high resolution jpegs for supplied advertisements. Adobe Photoshop and Illustrator files are also accepted. We do not accept Publisher, Corel Draw or Microsoft Word documents for finished art.

**Tech Specs:** All artwork must be supplied at 300dpi (minimum) in CMYK colour. All text must be converted to outlines/paths for Illustrator or EPS files. If supplying text for advertisements to be typeset, please supply in MS Word or TXT file.

**Responsibility Waiver:** No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement.

**\*If we are designing your advertisement your material must be given to us at least one week before this deadline.**



Our New Zealand Magazine



#ournewzealand