

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



www.ournewzealand.co.nz

OUR DISTRIBUTION

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

- Auckland Airport International & Domestic
- Wellington Airport
- Christchurch Airport
- Queenstown Airport
- Interislander Ferries
- Bluebridge Ferry Terminals
- Ezi Car Rentals (*in each vehicle*)
- i-SITE Visitor Information Centres
- NZ Holiday Parks

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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

New Zealand readership in excess of 67,500 readers.

OUR READER PROFILE

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	13 Aug 2021
Summer 2022	3	Dec/Jan/Feb	12 Nov 2021
Autumn 2022	4	Mar/Apr/May	11 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

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.

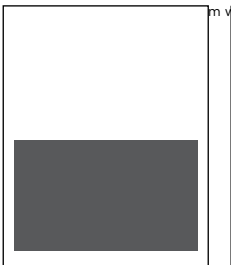
Responsibility Waiver: No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement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

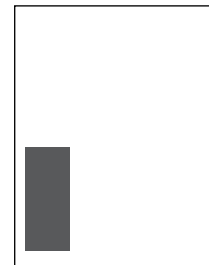


Third Page Horizontal
88mm high x 190mm wide

Half Page Vertical
268mm high x 93mm wide



Quarter Page
132mm high x 93mm wide



Directory Page
125mm high x 60mm wide



Our New Zealand Magazine



#ournewzealand

Trans Tasman
MEDIA N.Z.
Specialising in Multi-Platform Media Communications

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