

# OUR NEW ZEALAND

YOUR TRAVEL MAGAZINE

MEDIA KIT 2022/23

## Profiling New Zealand across all the seasons

### **AUTUMN:**

Food for the soul, adventure and relaxation

### **WINTER:**

Ski NZ, winter sports and escapes

### **SPRING:**

Extreme scenic beauty and glaciers

### **SUMMER:**

Places we go and love



[www.ournewzealand.co.nz](http://www.ournewzealand.co.nz)



# 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
  - Top 10 Holiday Parks
  - Kiwi Holiday Parks
  - Family Holiday Parks
- and selected outlets
- .....

## 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*
Autumn 2022	55	Mar/Apr/May	01 Feb 2022
Winter 2022	56	Jun/Jul/Aug	01 May 2022
Spring 2022	57	Sep/Oct/Nov	01 Aug 2022
Summer 2023	58	Dec/Jan/Feb	01 Nov 2022

## OUR ADVERTISING RATES + GST 15%

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

### Technical Specifications

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

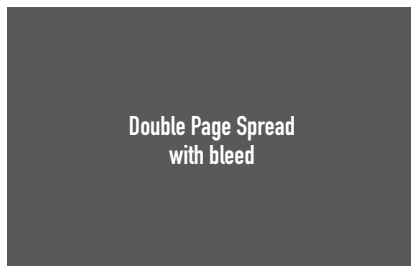
**File Types:** We accept PDF files, Tiffs or high resolution jpegs for supplied advertisements. Adobe Photoshop and Illustrator files are also accepted. We do not accept Publisher, Corel Draw or Microsoft Word documents for finished art.

**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.

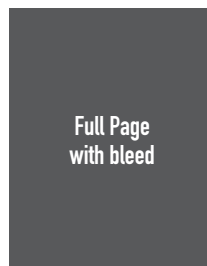
**Responsibility Waiver:** No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement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

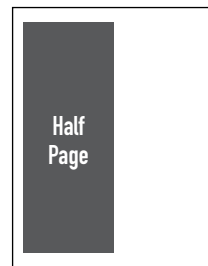
## OUR DIMENSIONS



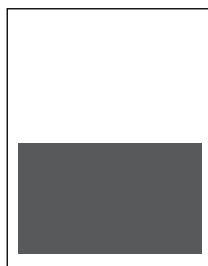
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Trim Size: 297mm h x 420mm w



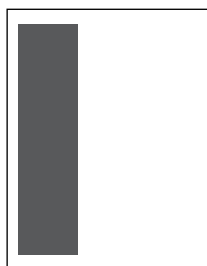
Bleed Size:  
303mm h x 216mm w  
Trim Size:  
297mm h x 210mm w



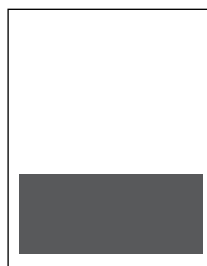
268mm h x 93mm w



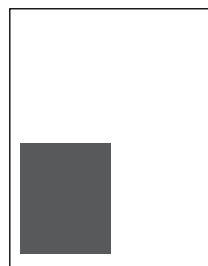
Half Page Horizontal  
132mm h x 190mm w



Third Page Vertical  
268mm h x 61mm w



Third Page Horizontal  
88mm h x 190mm w



Quarter Page  
132mm h x 93mm w



Our New Zealand Magazine



#ournewzealand