



# OUR *New Zealand*

**Media Kit**  
**WINTER 2024**

***Profiling New Zealand  
across all the seasons***

**WINTER:**

Ski NZ, winter sports and escapes

**SPRING:**

Extreme scenic beauty  
and glaciers

**SUMMER:**

Places we go and love

**AUTUMN:**

Food for the soul, adventure  
and relaxation

**NZ TRAVEL MAGAZINE**

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



# OUR DISTRIBUTION

**PRINT - A glossy, A4 full colour magazine freely available to all travellers.**

- Auckland Airport International and Domestic Terminal (only tourism magazine in Arrivals)
- Wellington, Christchurch and Queenstown Airport
- Bluebridge Cook Strait Ferries
- Bluebridge and Interislander Ferry Terminals
- Top 10 Holiday Parks
- Kiwi Holiday Parks
- Family Holiday Parks
- PLUS all rooms at Quest Apartment Hotels throughout New Zealand and Fiji
- VisitorPoint Distribution Outlets

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





# OUR READER PROFILE

**OUR NEW ZEALAND** Magazine is a seasonal publication distributed four times each year and informs travellers of the New Zealand experiences available whilst travelling through the country.

Full colour photographs and editorial encourage travellers to visit the various regions featured and experience the attractions, services and products.

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.

Your one-stop guide to New Zealand.

**Readership in excess  
of 100,000 readers.**



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

# OUR DEADLINES, RATES & DIMENSIONS

## OUR DEADLINES

SEASON	ISSUE #	CIRCULATION	DEADLINE*
Winter 2024	64	Jun/Jul/Aug	01 May 2024
Spring 2024	65	Sep/Oct/Nov	01 Aug 2024
Summer 2024/25	66	Dec/Jan/Feb	01 Nov 2024
Autumn 2025	67	Mar/Apr/May	01 Feb 2025

## OUR ADVERTISING RATES + GST 15%

	STANDARD	4 ISSUES (PER ISSUE)
Sixth Page	\$485	\$395
Quarter Page	\$925	\$800
Third Page	\$1,200	\$1,050
Half Page	\$1,680	\$1,350
Full Page	\$2,850	\$2,380
Double Page Spread	\$5,250	\$4,275
Back Cover	\$3,560	\$3,200
Inside Front Cover <small>FULL PAGE</small>	\$3,450	\$3,100
Front Cover	\$7,000	-

### Technical Specifications

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

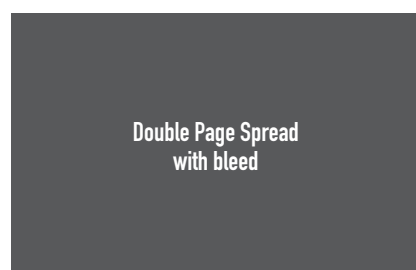
**File Types:** We accept PDF files, Tiffs or high resolution jpegs for supplied advertisements. Adobe Photoshop and Illustrator files are also accepted. We do not accept Publisher, Corel Draw or Microsoft Word documents for finished art.

**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.

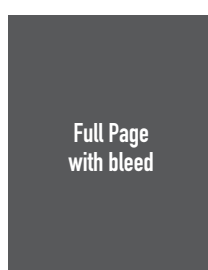
**Responsibility Waiver:** No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement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

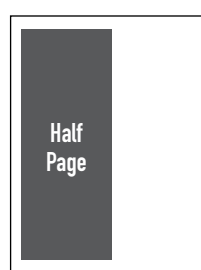
## OUR DIMENSIONS



Bleed Size: 303mm h x 426mm w  
Trim Size: 297mm h x 420mm w



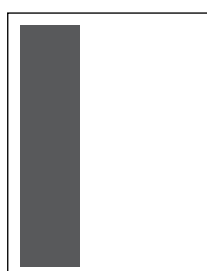
Bleed Size:  
303mm h x 216mm w  
Trim Size:  
297mm h x 210mm w



268mm h x 93mm w



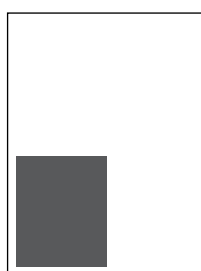
Half Page Horizontal  
132mm h x 190mm w



Third Page Vertical  
268mm h x 61mm w



Third Page Horizontal  
88mm h x 190mm w



Quarter Page  
132mm h x 93mm w



Sixth Page  
87mm h x 92mm w



#ournewzealand



Our New Zealand Magazine