OURNZ

Profiling New Zealand across all the seasons

SPRING:
Extreme scenic beauty and glaciers

SUMMER:
Places we go and love

AUTUMN:
Food for the soul, adventure and relaxation

WINTER:
Ski NZ, winter sports and escapes

Media Kit SPRING 2025
NZ TRAVEL MAGAZINE

www.ournewzealand.co.nz

OUR DISTRIBUTION

A glossy, A4 colour magazine freely available to all travellers.

- Auckland Airport International & Domestic Terminals (only Tourism Magazine in arrivals)
- Hamilton Airport
- Wellington Airport
- Christchurch Airport
- Queenstown Airport
- Bluebridge Cook Strait Ferries
- Bluebridge and Interislander Terminals
- Top 10 Holiday Parks
- Distributed through Visitor Point to I-Sites and selected accommodation outlets throughout New Zealand Including some Family Holiday Parks and Kiwi Holiday Parks

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

OUR DEADLINES, RATES & DIMENSIONS

OUR DEADLINES

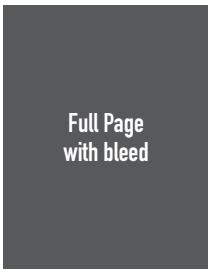
SEASON	ISSUE #	CIRCULATION	DEADLINE*
Spring 2025	69	Sep/Oct/Nov	01 Aug 2025
Summer 2025/26	70	Dec/Jan/Feb	01 Nov 2025
Autumn 2026	71	Mar/Apr/May	01 Feb 2026
Winter 2026	72	Jun/Jul/Aug	01 May 2026

OUR ADVERTISING RATES + GST 15%

	STANDARD	4 ISSUES (PER ISSUE)
Sixth Page	$535	$455
Quarter Page	$1,020	$870
Third Page	$1,320	$1,120
Half Page	$1,850	$1,575
Full Page	$3,135	$2,665
Double Page Spread	$5,775	$4,900
Back Cover	$3,920	$3,335
Inside Front Cover FULL PAGE	$3,795	$3,225
Front Cover	$7,700	-

OUR DIMENSIONS

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



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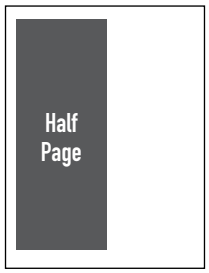
297mm h x 210mm w



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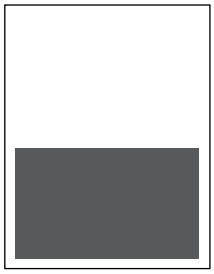

Half Page Horizontal
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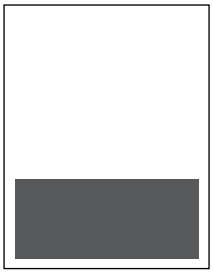

Third Page Horizontal
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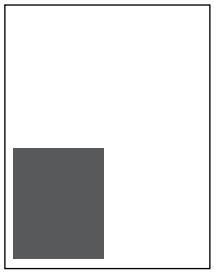

Quarter Page
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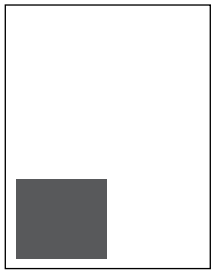

Sixth Page
87mm h x 92mm w

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.**

#ournewzealand

Our New Zealand Magazine

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

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