

THE GREAT JOURNEYS OF NEW ZEALAND

NORTHERN EXPLORER

Interislander

COASTAL PACIFIC

TRANZALPINE

MEDIA KIT 2018

OUR NEW ZEALAND



“The magazine’s task is to entertain, educate and inspire passengers on their journey and beyond. “Our readers see some of the best of what New Zealand has to offer as they travel, and the new offering is set to enhance that view, with insights into the country’s amazing people, landscapes and activities.”

Richard Keenan, Brand Manager, KiwiRail Tourism

www.ournewzealand.co.nz

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.

DISTRIBUTION

- Glossy A4 full colour magazine freely available to all travellers on both the ferries and trains
- Exclusive magazine reaching over 1.1 million captive targeted travellers every year
- Published four times per year/seasonal
- Travellers have between 3 and 10 hours to read from cover to cover
- Average readership of 200,000 per issue/season; 320,000 in summer
- One payment/rate secures your space on both the ferries and trains for the full three months of any season
- All advertisements placed within relevant editorial and imagery
- Over 90,000 copies were taken off board in 2016
- Leading NZ travel magazine with excellent yield for your marketing dollar



REASON FOR TRAVEL:

55% holiday, 23% VFR, 6% Business

DEMOGRAPHICS:

Domestic travellers 60%,

International travellers 40%

Travellers from the UK, Australia and the USA account for approximately half of all international passengers. Most travellers use the Interislander to travel daily between Wellington & Picton.



REASON FOR TRAVEL: 34% holiday, 49% VFR

DEMOGRAPHICS: Point to point travellers plus overseas visitors

Carries passengers daily between Auckland & Wellington.



REASON FOR TRAVEL:

58% holiday, 8% VFR, 25% just for the train trip

DEMOGRAPHICS: Majority of customers are overseas visitors

Carries passengers daily between Christchurch & Greymouth.

RATES & DIMENSIONS

ADVERTISING RATES + GST 15%

(One rate/payment to advertise on both the ferries and trains for 3 months)

	CASUAL	4 ISSUES (PER ISSUE)
Inside Front Cover <small>FULL PAGE</small>	\$3,190	\$2,900
Back Cover	\$3,390	\$3,100
Inside Back Cover <small>FULL PAGE</small>	\$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
Sixth Page	\$440	\$395

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. PSD and AI 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 curves for Illustrator or EPS files. If supplying text for advertisements to be typeset, please supply in MS Word or TXT file.

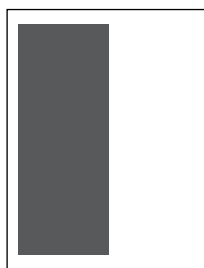
Responsibility Waiver: No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement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



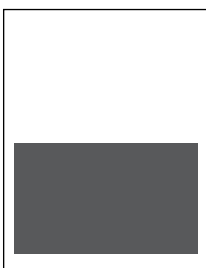
Double Page Spread - with bleed
Bleed Size: 303mm high x 426mm wide
Trim Size: 297mm high x 420mm wide



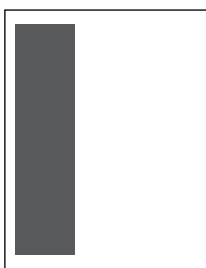
Full Page - with bleed
Bleed Size: 303mm h x 216mm w
Trim Size: 297mm h x 210mm w



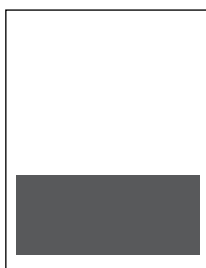
Half Page Vertical
268mm high x 93mm wide



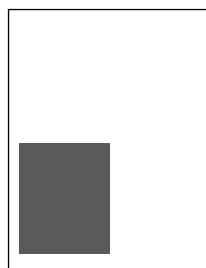
Half Page Horizontal
132mm high x 190mm wide



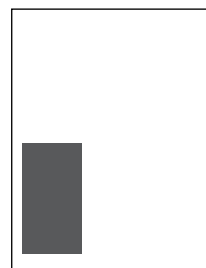
Third Page Vertical
268mm high x 61mm wide



Third Page Horizontal
88mm high x 190mm wide



Quarter Page
132mm high x 93mm wide



Sixth Page
132mm high x 61mm wide

DISTRIBUTION & DEADLINES

SEASON	ISSUE #	ON BOARD	PRINT RUN	DEADLINE*
Autumn 2018	39	Mar/Apr/May	20,000 copies	31st Jan 2018
Winter 2018	40	Jun/Jul/Aug	20,000 copies	10th Apr 2018
Spring 2018	41	Sep/Oct/Nov	20,000 copies	26th July 2018
Summer 2018/19	42	Dec/Jan/Feb	38,000 copies	17th Oct 2018

*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



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

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