

Walking Tracks
New Zealand

Cycling Trails
New Zealand

Media Kit 2025

Annual Publication



The complete guide to New Zealand's best
Walking Tracks and Cycling Trails

A unique way to enjoy New Zealand...

This complete guide is for anyone wanting to see the real New Zealand on foot or cycling. International visitors want to experience it; local holiday-makers can't get enough of it.

Walking, tramping, hiking; whatever you call it, it's a stunning way to explore Aotearoa! Pedalling the trails available in our tiny piece of paradise, whether it's solo, touring or E-biking, is a game-changer!

Filled with useful information to make exploring New Zealand easier and safer for everyone, we share details about where the best walks are, how to get there, how long each walk should take, what fitness level is needed to conquer each trail. We include details about where the best tracks are, who offers cycle Tours, bike hire as well as some of New Zealand's hidden gems along the way.

The magazine offers friendly road safety tips, user-friendly location maps, QR codes for digital viewing plus places to stay around New Zealand.

This combined publication is your must keep magazine that puts your business in front of a larger audience to make your advertising dollar work better for you.

Key Information

-  National distribution
-  Extensive Digital Marketing, Social Media and Instagram
-  Glossy, A4, full colour, magazine-style
-  Easy-to-follow location maps
-  Detailed descriptions including duration and difficulty level
-  Local gems and hidden jewels
-  Embedded QR codes for easy access between print and digital
-  Road Safety Tips for walkers, cyclists and drivers
-  Things to see and do
-  Accommodation options near your chosen Walking Track/Cycling Trail





Marketing

This specially designed flip style magazine will be consistently marketed through the following channels to drive awareness and readership:

- Promotional advertising in Our New Zealand (Travel magazine published 4 times annually at the beginning of each season) and Tradie NZ Magazine
- Organic posting to social media platforms Facebook and Instagram
- Promotion on Our New Zealand, The Tradie NZ and Trans Tasman Media websites
- Inclusion in our quarterly electronic newsletter

Distribution

Printed copies circulated to:

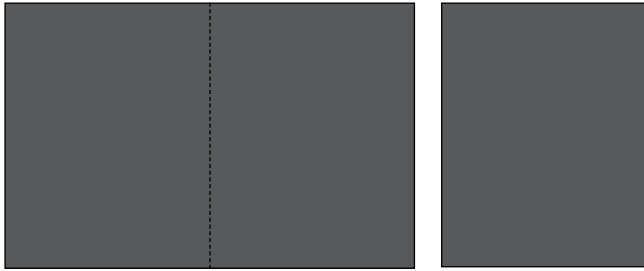
- Auckland Airport International and Domestic Terminal
- Wellington, Christchurch and Queenstown Airport
- Bluebridge Cook Strait Ferries
- Bluebridge and Interislander Ferry Terminals
- Top 10 Holiday Parks
- Kiwi Holiday Parks
- Family Holiday Parks
- VisitorPoint Distribution Outlets

The magazine will also be available to our digital readership of more than 100,000 readers throughout New Zealand and Australia.



All advertisers will have the option to supply content in support of their Walking Tracks and Cycling Trails advertisement.

Advertising Rates + GST 15%

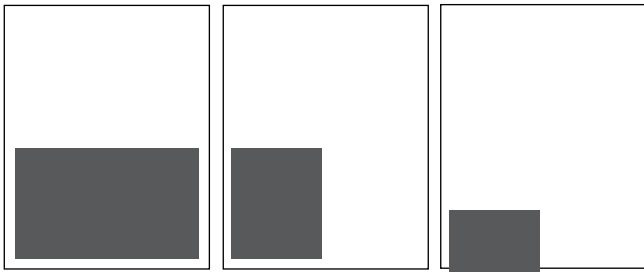


Double Page Spread
Bleed Size: 303mm h x 426mm w
Trim Size: 297mm h x 420mm w

\$5395

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

\$2995



Half Page Horizontal
132mm h x 190mm w

\$1795

Quarter Page
132mm h x 92mm w

\$995

Six Page
87mm h x 92mm w

\$695

Choose your best fit

We have a range of sizes available to suit your advertising needs. Let us help you decide which option best fits with your message/brand/product release or budget.

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 we need your material at least one week before deadline.**

www.transtasmanmediagroup.co.nz

