

OUR
New Zealand

Travelling with pets

Media Kit 2023/2024

ANNUAL PUBLICATION

Places we go and love, fur-baby fun,
cool adventures and snowy escapes

DISTRIBUTION: NOVEMBER 2023



OUR *New Zealand*

The essential tool for pet owners on the move

The Travelling with Pets magazine is the new must-have guide for those with furry family members in the mix.

Filled with useful information to make travelling with non-human sidekicks easier and safer for everyone on the team, the guide shares details about where and how to get up-to-date information regarding the various regional and seasonal rules around having four-legged company in public spaces.

Travelling with Pets offers a multitude of pet-friendly road trip stops, parks, walking tracks, beaches, cafes and places to stay around New Zealand. It includes tips on what to pack for a pooch, how to keep kitty happy in the car, what to look for when booking pet-inclusive accommodation and lots more.

Travelling with Pets is also ideal to keep handy at home, where you can refer to it in preparation of local outings.

Travelling with Pets is your must keep magazine!

Key Information



National distribution



Pet-friendly accommodation



Extensive Digital Marketing, Social Media and Instagram



Pet-friendly adventures



A4, full colour, user-friendly



Tips for travelling with pets



Featuring 16 regions



Pet Care Services



Pet-friendly Must-Do's



Copies available from VisitorPoint outlets.

Distribution

Travelling with Pets annual magazine will have 30,000 printed copies circulated nationwide to:

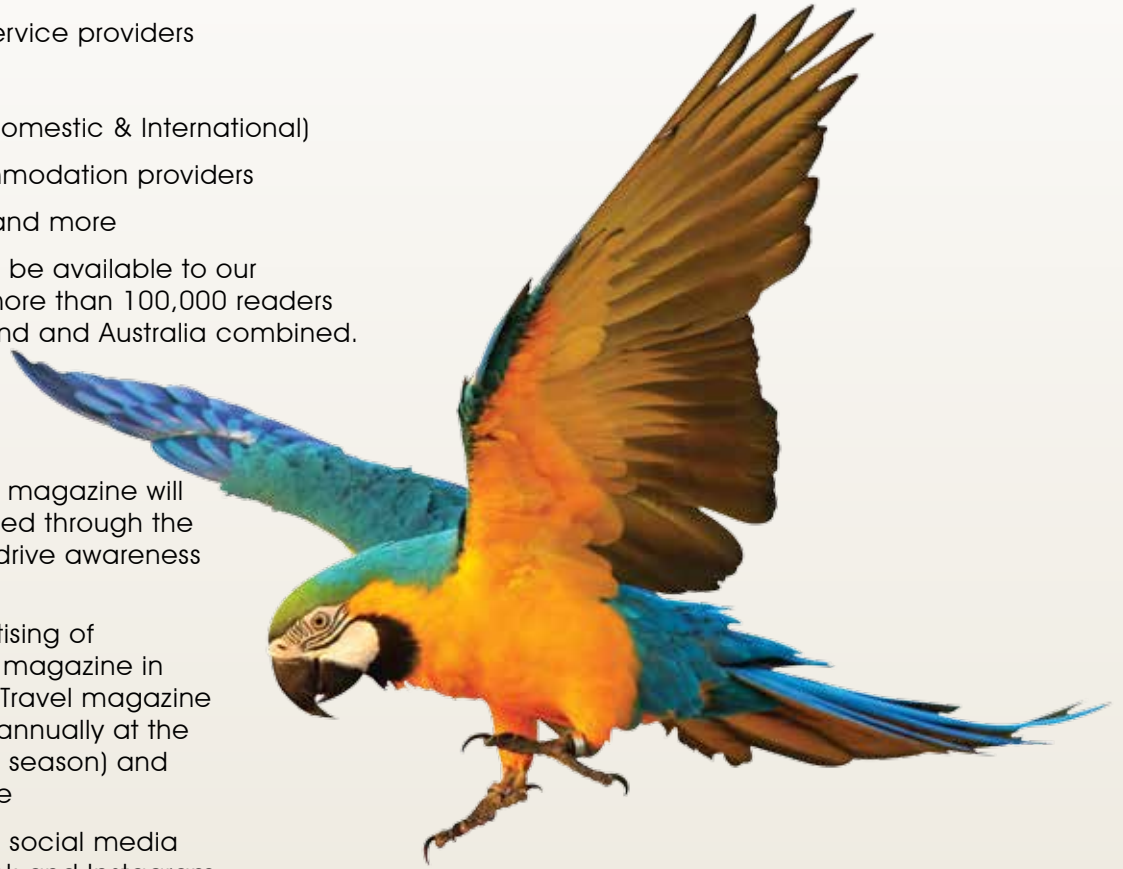
- Pet product and service providers
- VisitorPoint Outlets
- Airport terminals (Domestic & International)
- Pet-friendly Accommodation providers
- Tourist attractions and more

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

Marketing

The Travelling with Pets magazine will be constantly marketed through the following channels to drive awareness and readership:

- Promotional advertising of Travelling with Pets magazine 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 TransTasman Media websites
- Inclusion in our tri-monthly electronic newsletter



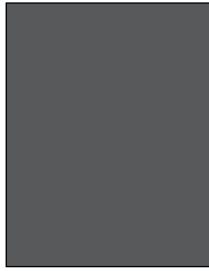
OUR New Zealand Travelling with pets

Advertising Rates



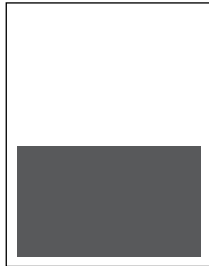
Double Page Spread
Bleed Size: 303mm h x 426mm w
Trim Size: 297mm h x 420mm w

\$5595



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

\$2995



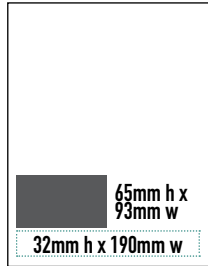
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\$1895



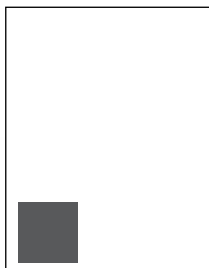
Quarter Page
132mm h x 93mm w

\$1195



Eighth Page
2 options available

\$595



Classifieds
50mm h x 61mm w

\$395



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.**

CONTACT:

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There are 4.35 million pets in the households of New Zealanders

9%

of New Zealanders
have a pet fish!



3/4

of New Zealand
households
with kids will
have a pet



74%

pet owners consider their
pet to be one of the family



15%

of households have
cats AND dogs.

60%

of New Zealand's family homes
have a cat or a dog and