

OUR
New Zealand

cycling trails

New Zealand



Media Kit
2023/2024

A unique way to enjoy New Zealand...

Cycling Trails New Zealand is the new complete guide for anyone wanting to see New Zealand. International visitors want to experience it; local holiday-makers can't wait to use their pedal-power.

Whether it's solo, touring or E-biking, pedalling around Aotearoa is a game-changer!

Filled with useful information to make exploring natural New Zealand easier and safer for everyone, Cycling Trails New Zealand shares details about where the best tracks are, how to get there, who offers cycle Tours, as well as some of New Zealand's hidden gems along the way.

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

Cycling Trails New Zealand is a must keep magazine that puts your business in front of a fast-growing audience!

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
-  Local gems and hidden jewels
-  Embedded QR codes for easy access between print and digital
-  Road Safety Tips for cyclists and drivers
-  Things to see and do
-  Accommodation options near your chosen Cycle Trail





Motu Trails - Studio Zag

cycling trails

New Zealand

Marketing

Cycling Trails New Zealand will be consistently marketed through the following channels to drive awareness and readership:

- Promotional advertising of Walking New Zealand 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

Cycling Trails New Zealand magazine will have 30,000 printed copies circulated nationwide to:

- VisitorPoint Outlets
- Airport terminals (Domestic & International)
- 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.



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:

JILL WARD

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PATRICK

E: patrick@ttmediagroup.co.nz

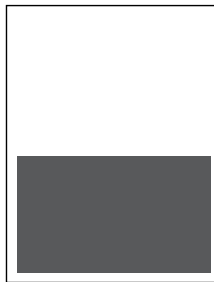
Advertising Rates



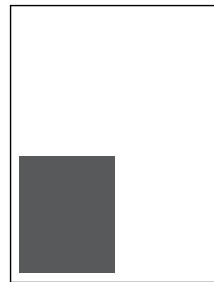
Double Page Spread
Bleed Size: 303mm h x 426mm w
Trim Size: 297mm h x 420mm w
\$7995



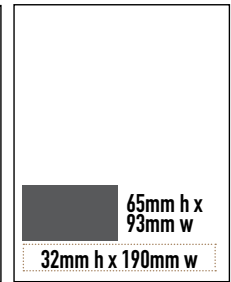
Full Page
Bleed Size: 303mm h x 216mm w
Trim Size: 297mm h x 210mm w
\$3995



Half Page Horizontal
132mm h x 190mm w
\$1995



Quarter Page
132mm h x 93mm w
\$1195



Eighth Page
2 options available
\$695



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Heartland Trails
Far North Cycleway
Kauri Coast Cycleway
Kaipara Missing Link
Rere Falls Trail
Forgotten World Highway Cycle Route
Gentle Annie
Manawatu Cycleway
Route 52
Touring the West Coast
Hurunui Trail
Little River Trail
Molesworth Muster Trail
Rainbow Trail
Southland Traverse

North Island
Pou Herenga Tai Twin Coast Cycle Trail
Hauraki Rail Trail
Waikato River Trails
Whakarewarewa Forest Loop (replaced Te Ara Ahi)
Motu Trails
The Timber Trails
Great Lake Trails
Mountain to Sea Trails
Hawke's Bay Trails
Remutaka Cycle Trail
South Island Trails
Queen Charlotte Track
Coppermine Trail (formerly Dun Mountain Trail)
Tasman's Great Taste Trail
The Old Ghost Road Trail
West Coast Wilderness Trail
St James Cycle Trail
Alps 2 Ocean Cycle Trail
Otago Central Rail Trail
Lake Dunstan Trail
Roxburgh Gorge Trail
Clutha Gold Trail
The Queenstown Trail
Around the Mountains Cycle Trail



Otago Central Rail Trail