

OUR
New Zealand



Walking Tracks

New Zealand

The complete guide to New Zealand's best Walking Tracks

Media Kit 2023/2024

Walking Tracks

New Zealand

New Zealand tramping attracts the masses...

Walking Tracks New Zealand magazine is the new complete guide for anyone wanting to see the real New Zealand. International visitors want to experience it; local holiday-makers can't get enough of it.

Walking... tramping... hiking; whatever you call it, it's an Aotearoa highlight not to be missed!

Filled with useful information to make exploring natural New Zealand easier and safer for everyone, Walking Tracks New Zealand shares 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 as well as some of New Zealand's hidden gems along the way.

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

Walking Tracks New Zealand is your must keep magazine!

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 walkers and drivers

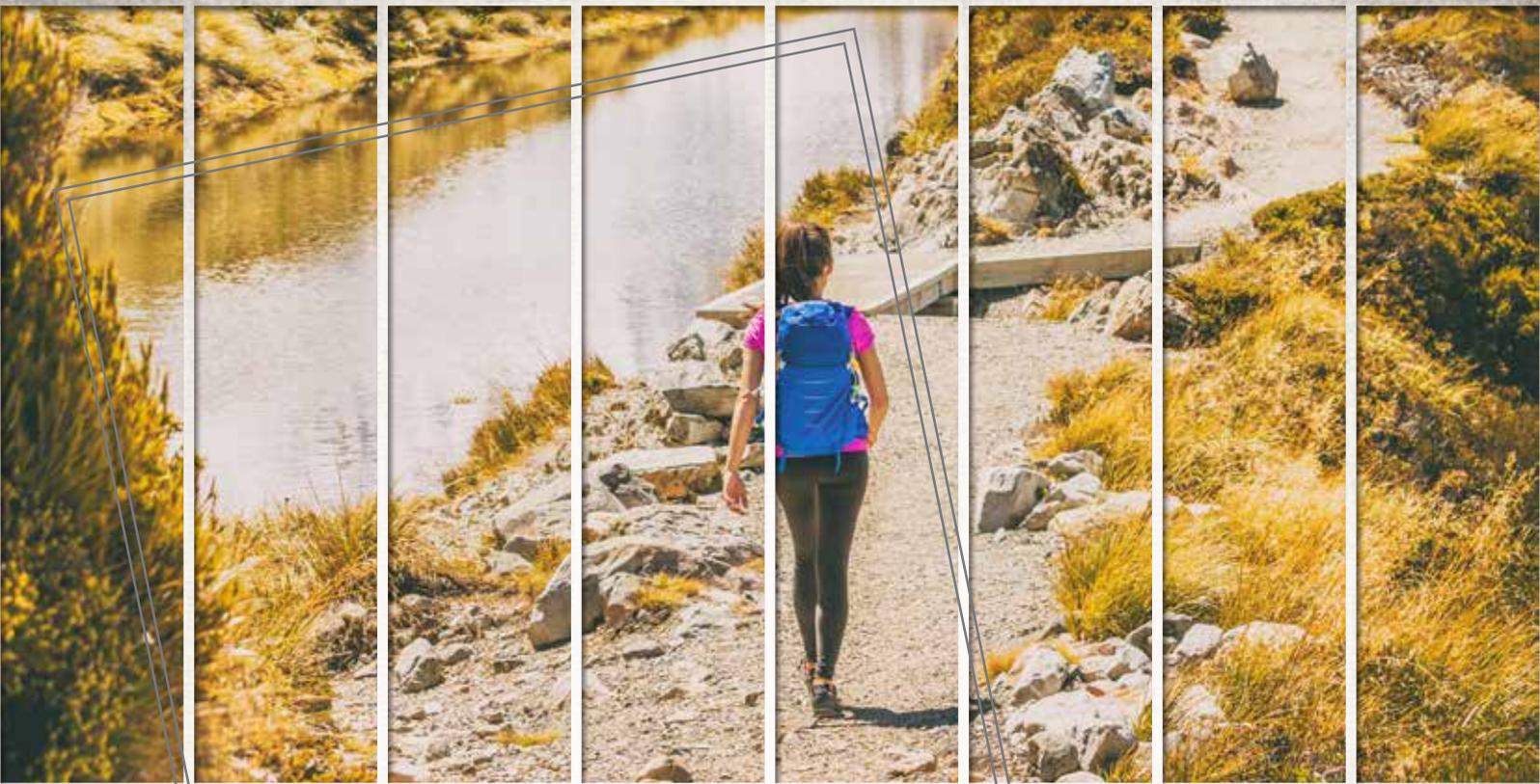


Things to see and do



Accommodation options near your chosen Walking Track





Walking Tracks

New Zealand

Marketing

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

- Promotional advertising of Walking Tracks 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

Walking Tracks 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.



Walking Tracks *New Zealand*

Advertising Rates



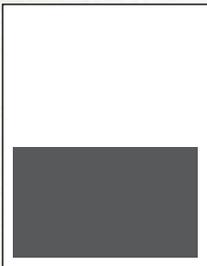
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 Trim Size: 297mm h x 420mm w

\$7995



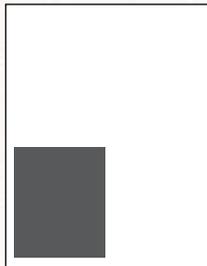
Full Page
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 Trim Size: 297mm h x 210mm w

\$3995



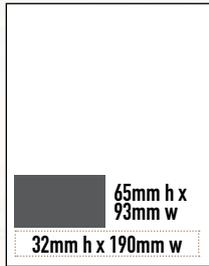
Half Page Horizontal
 132mm h x 190mm w

\$1995



Quarter Page
 132mm h x 93mm w

\$1195



Eighth Page
 2 options available

\$695

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

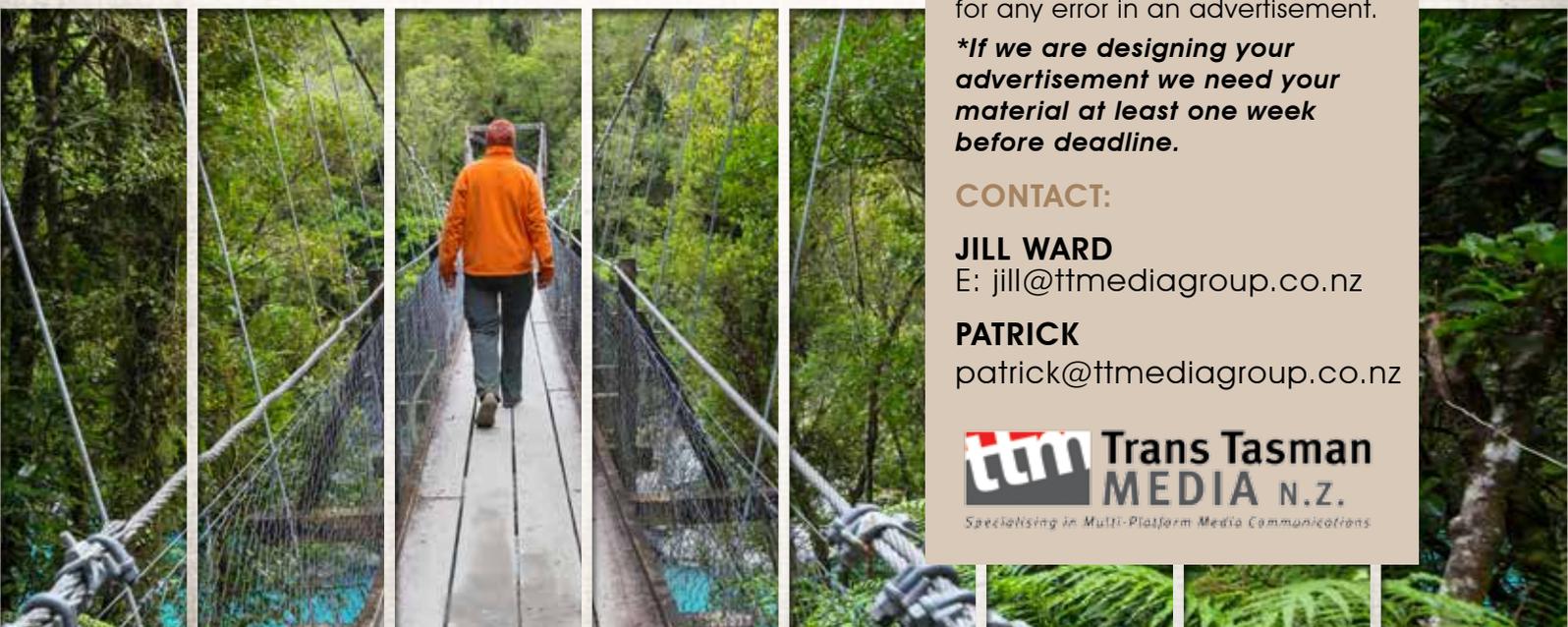
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ttm Trans Tasman MEDIA N.Z.

Specialising in Multi-Platform Media Communications



Walking Tracks

New Zealand

| Northland | |
|--------------------------------------|-------------------|
| Rainbow Falls & Kerikeri River Track | Kerikeri |
| Bay of Islands Coastal Walkway | Paihia |
| Cape Brett Track | Bay of Islands |
| Hātea Loop Walkway | Whangārei |
| Mt Manaia Track | Whangārei Heads |
| Waipū Coastal Walkway | Waipū |
| Arai Te Uru Heritage Walk | Hokianga Heads |
| Tokatoka Peak Scenic Reserve Track | Kaipara |
| Lake Taharoa Loop Track | Dargaville Area |
| Mangawhai Cliffs Walkway | Mangawhai |
| Auckland and surrounds | |
| Mt Tamahunga Walkway | Matakana |
| Te Ara Tahuna Estuary Walkway | Orewa, Rodney |
| North Shore Coastal Walk | North Auckland |
| Auckland Foreshore Heritage Walk | Central Auckland |
| Coast to Coast Walkway | Waitemata-Manukau |
| Rangitoto Summit Track | Rangitoto Island |
| Waiheke's Art Walking Trail | Waiheke Island |
| Te Atatu Peninsula Walkway | West Auckland |
| Hunua Falls Loop Track | South Auckland |
| Coromandel, Bay of Plenty & Eastland | |
| Coromandel Coastal Walkway | Port Charles |
| Cathedral Cove Walk | Coromandel |
| Kauaeranga Kauri Trail (Pinnacles) | Coromandel |
| Karangahake Gorge Historic Walkway | Waihi |
| Mt Te Aroha Walk | Te Aroha |
| Mt Maunganui (Mauao) Summit Walk | Mt Maunganui |
| Nga Tapuwai o Toi Walkway | Whakatāne |
| Lake Waikaremoana Great Walk | Te Urewera |
| Cooks Cove Walkway | Eastland |
| Central North Island | |
| Hamilton Lake | Hamilton |
| Wairenga/Bridal Veil Falls | Raglan |
| Mt Pirongia via Mahaukura Track | Waikato |
| Te Awa River Ride | Waikato |
| Ruakuri Walk | Waitomo |
| Blue Lake Track | Rotorua |
| Great Lake Walkway | Taupo |
| Tongariro Northern Circuit | Ruapehu |
| Tongariro Alpine Crossing | Ruapehu |
| Lower North Island | |
| Pouakai Crossing | Taranaki |
| Dawson Falls Walking Tracks | Taranaki |
| Bridge to Nowhere Walk | Whanganui region |
| Manawatu Gorge Tawa Loop Walk | Manawatu |
| Big Redwoods Track, Te Mata Peak | Havelock North |
| Makara Walkway | Wellington |
| City to Sea Walkway | Wellington |

| Marlborough & Nelson | |
|--|---------------------------|
| Wainui Falls Track | Abel Tasman National Park |
| Abel Tasman Coast Track | Abel Tasman National Park |
| Takaka Hill Walkway | Takaka |
| Heaphy Track | Buller |
| The Bay Walk | Nelson |
| Queen Charlotte Track | Marlborough |
| Lake Chalice Hut Walk | Mt Richmond |
| Lake Rotoiti Circuit | Nelson Lakes |
| Speargrass Track | Nelson Lakes |
| West Coast | |
| Oparara Arch Walkway | Karamea |
| Charming Creek Walkway | Buller |
| Cape Foulwind Walkway | Westport |
| Truman Track | Punakāiki |
| Hokitika Gorge Walk | Hokitika |
| Paparoa/Pike 29 | Greymouth |
| Point Elizabeth Walkway | Greymouth |
| Franz Josef Glacier Walkway | Franz Josef Glacier |
| Lake Matheson Walk | Fox Glacier |
| Kokako Track | Haast |
| Canterbury & Christchurch | |
| Kaikōura Peninsula Walkway | Kaikōura |
| Mt Isobel Track | Hurunui |
| Awaroa/Godley Head Loop | Christchurch |
| Round the Mountain (Curry Track) | Akaroa |
| Devil's Punchbowl Walking Track | Arthur's Pass, Selwyn |
| Kura Tāwhiti Access Track | Selwyn |
| Peel Forest Scenic Reserve Track | Geraldine |
| Caroline Bay, Timaru Botanic Gardens & Centennial Park Walks | Timaru |
| Lower South Island | |
| South Hill Walkway | Ōamaru |
| Moeraki Boulders Beach Walk & Millennium Walkway | Waitaki |
| Harbourside Path | Dunedin |
| Nugget Point/Tokata Walks | Clutha |
| Cathedral Caves Walk | The Catlins |
| Rakiura Track | Te Anau |
| Milford Track | Fiordland |
| Routeburn Track | Mt Aspiring/Queenstown |
| Bannockburn Sluicings | Central Otago |
| Roys Peak Track | Wanaka |
| Rob Roy Glacier | Wanaka |