

Outstanding Value
in Tourist Advertising

media pack



Welcome to Tourist Times

Northern Edition

AUCKLAND

NORTHLAND

COROMANDEL

Tourist Times has been promoting our regional attractions to tourists since 1976. It is a very effective, yet affordable print media option, and popular amongst tourists as a regional guide.

It targets the Free & Independent Traveller ('FIT') which comprises about 90% of inbound tourists. They have cash, ready to spend, and are actively seeking ways to spend it. They make their buying decisions as they travel – what to do, where to go, what to see, where to stay, where to eat. Tourist Times links you to them.

Tourist Times is a powerful brand. It is instantly recognised as being relevant to visitors, which is why they pick it up.

Tourist Times is a quality, full colour tabloid style publication distributed free to tourists. It's presentation is clean and crisp, helpful and informative, with an easily-navigated layout. Regular advertisers receive on-going editorial mention.

One of six regional editions, our northern edition covers Auckland, Northland & Coromandel, and is widely distributed throughout the upper North Island and at key gateways to the region. Tourist Times has the flexibility of a regional guide, but with nationwide reach.



- ✓ Powerful brand
- ✓ High profile
- ✓ Wide reach
- ✓ Current
- ✓ Targeted
- ✓ Low cost

"Tourist Times is one of our most cost effective forms of advertising... we derive significant referrals and bookings from this advertising..."

John Milburn – Monarch Wildlife Cruises



Tourist Times: targeted + affordable + current = effective

TOURIST TIMES IS **CURRENT**

Travellers want up-to-date, fresh information on events and activities. Tourist Times' frequent print runs offer the versatility for advertisers to vary ads, manage seasonal promotions and create short-term offers.

TOURIST TIMES IS **TARGETED**

90% of tourists are 'Free and Independent Travellers'. They make their buying decisions as they travel – what to do, where to go, where to stay, and where to eat. They have cash ready to spend and are actively seeking ways to spend it. Tourist Times successfully targets this segment, taking your message directly to them.

TOURIST TIMES IS **AFFORDABLE**

Tourist Times remains affordable for all sizes of budget. Advertising rates start from as little as \$75 per ad per issue. And regular advertisers receive editorial mention, **FREE**.

TOURIST TIMES IS **EFFECTIVE!**

Tourist Times is a quality publication, and a respected brand. It reaches a well-defined audience, and offers good quality at very low cost... it gets the results.

After 35 years, the team at Tourist Times know the market, they know what works, and what doesn't.

"with so many tourist magazines and brochures on the market it is always difficult making a decision as to which one to advertise in. However we are extremely happy with Tourist Times - the distribution is great, the price is competitive, and results show us it works!"

Wendy Smith – International Antarctic Centre

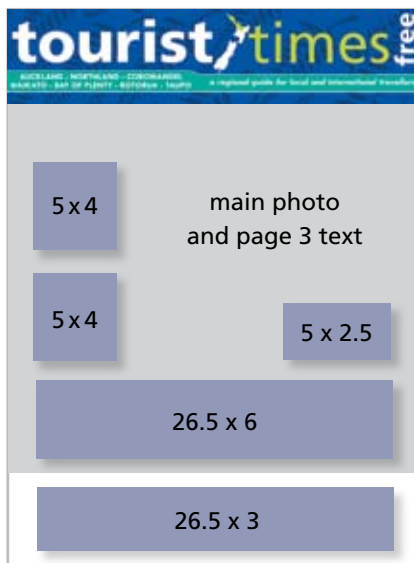
INCREASE YOUR EXPOSURE

Be promoted in 15,000 copies every issue, distributed across hundreds of sites strategically placed along established tourist streams. Sites include most i-SITES and Information Centres from Turangi to Northland, Skycity, Auckland International Airport, Qantas and Air NZ domestic terminals, Princes Wharf, as well as selected accommodation, dining and entertainment venues, and at prominent locations along known tourist traffic streams.

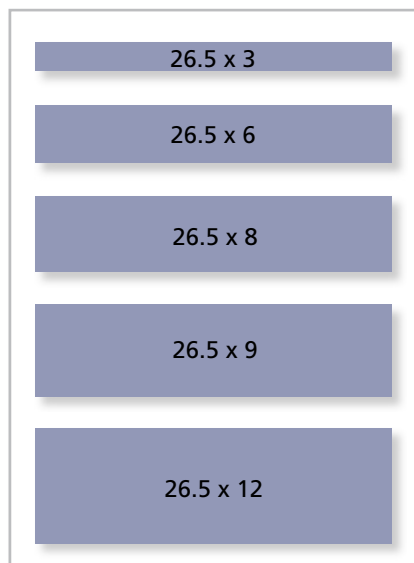
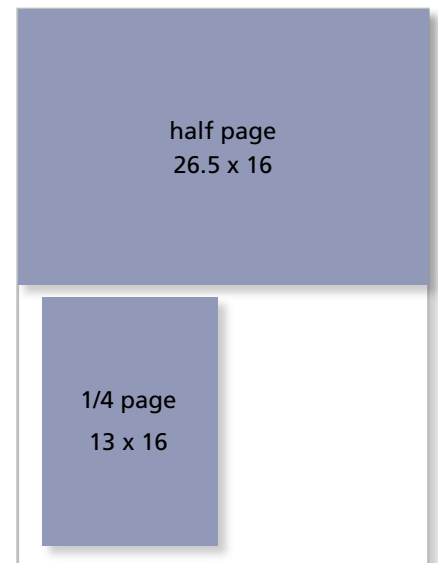
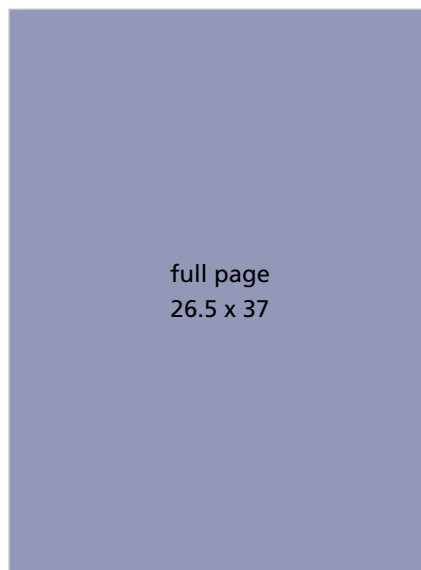
Market Testing

Tourist Times offers a cost effective and easily manipulated mechanism for market testing or limited release offers, for agencies or and in-house marketing. Tourist Times' unique regional structure overlaid against a nationwide publication (with unusually frequent print runs) presents marketers with a medium to communicate offers to selected market segments – these offers can be sliced and diced by region(s) and the lifespan of the offer varied or manipulated. Tourist Times facilitates this at low cost, low exposure and low risk.

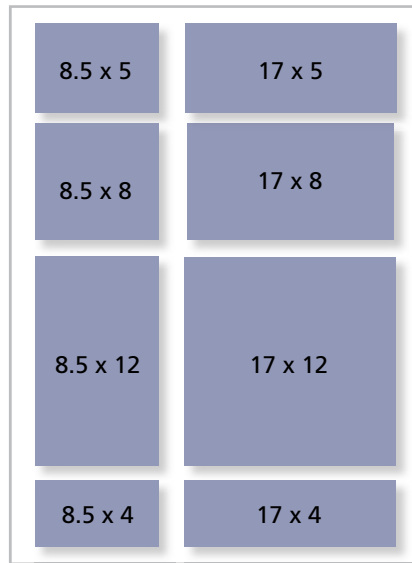
ADVERT SIZES - SAMPLES



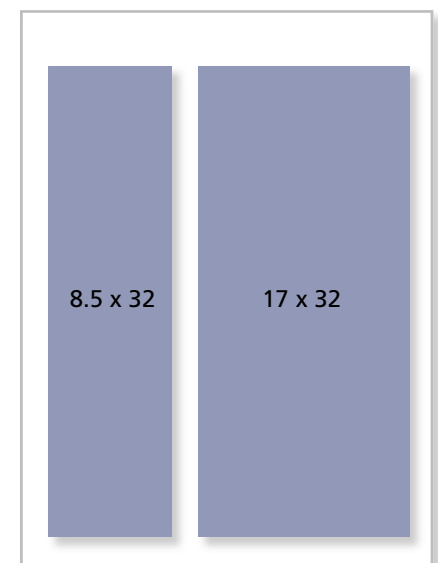
Front Cover



Horizontal banners



1 & 2 Column boxes



1 & 2 Column verticals

"Out of all the paper advertising I've done, Tourist Times is the one that is working best for us"

Adelle Brunton – Murrayfields

Advertisement Specifications, Design Copy and Deadlines

PRE-SET ADVERTISEMENTS

may be supplied in most formats, but preferably as a PDF or EPS, with all fonts embedded, and a minimum resolution of 266dpi with dot gain of 30%. Colour – must be four colour process (CMYK)

PHOTOGRAPHS

should preferably be supplied digitally, ideally as JPEGs or TIFF, with a minimum resolution of 200dpi (non-digital photographs may also be supplied, but these require scanning which may reduce quality).

LOGOS

may be supplied as line art or digital files.

OTHER MATERIAL

pictures, illustrations, maps etc. may be supplied however will require scanning, which can reduce quality.

COLUMN SIZES

Columns are 8.5cm width
Three columns per page
Page depth 32-37 cm

GRAPHIC DESIGN SERVICES

If you would like creative/design help with designing your advert please email jemma@alphastudio.co.nz or phone 09 8321166.

Advertising Deadlines

We are accustomed to making monthly copy alterations to update ever-changing offerings and last minute deals.

BOOKING DEADLINE

15th of the month prior to publication.

COPY DEADLINE

20th of month prior to publication.

RELEASE DATE

Tourist Times is on the stands at the beginning of each month.

DISTRIBUTION

Regionally 100,000 copies (Northern Edition) are sent to over 200 profiled tourist sites strategically selected along known tourist traffic streams. National print run for 2010 715,000 copies.

BOOKING FORM



Advertising confirmation

Company

Address.....

Contact.....

Phone..... Fax

Email..... Date

Authorised bySignature

SPECIFICATIONS

Advert size:

Rate per issue:

Advert Period: until further notice 6 issues 9 issues 12 issues

Commencement:

Comment:

Payment: Prepaid AP ADA On Account

General Advertising Conditions Tourist Times offers a free editorial and photo service to advertisers, the positioning frequency and duration is at the Tourist Times' discretion. Whilst every effort is made to ensure accuracy of information, the editor or publisher accepts no liability for misinformation, misprints, errors or omissions, nor for any consequences arising from material published. Any liability shall not exceed the equivalent of advertising cost in the advertisement concerned. Publication of any advertisement will not give rise to any liability on the part of Tourist Times or its editor or publisher or staff. Tourist Times reserves its right to cancel omit alter or withdraw any advertising material, in whole or in part, which may be considered offensive, misleading, unlawful or in breach of intellectual property rights including copyright or trademark, or for any other reason. Tourist Times retains copyright on all design and artwork material relating to any copy material created by Tourist Times. Payment is due in full on the 20th of the month of the current publication. Defaulting debtors may be held liable for any debt recovery costs and/or interest. Cancellation of bookings must be in writing and needs to be made no later than on or before 10th of the month prior to publication, failure to do so may result in publication and charging of the advertising; advertisements not proofed or confirmed by booking deadline will be deemed acceptable for publication. At Tourist Times' discretion, cancellation of defined-term contracts may give rise to recalculation of the contract rates if the full term has not been fulfilled.

Contact

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"Tourist Times is a fantastic messenger service to the traveller – it is essential that it is included in our marketing mix."

Sally Jackson –
Tourism Marketing
Manager, Hastings
District Council