

islandtime

NEW ZEALAND

The trade
publication of
the Pacific

Direct to over 4000 key travel industry

'Islandtime' is the leading source of information for travel agents selling and promoting the Pacific.

'Islandtime' is the only trade publication dedicated to the Pacific travel industry. We give Pacific travel businesses and tourism offices the opportunity to directly target an extensive database of Pacific Experts:

- NTO's
- airlines
- wholesale consultants
- PR companies
- media outlets and every major travel agency in New Zealand.

'Islandtime' is published in four colour tabloid format five times a year and has a print run of 1400 copies. Over 3000 electronic copies directly mailed out to the key New Zealand and South Pacific travel industry, including every travel agent. There is no other publication that can offer such a targeted distribution.

'Islandtime' will be included in a variety of online media including its own interactive website and social networking sites.

'Islandtime' is bought to you by an experienced team who are passionate about Pacific travel.

Fran McDermott *Publisher/Sales Manager*

Fran has worked in travel and publishing within the Pacific for the past 12 years. Publications include Destinations Magazine, NZ Corporate Traveler and The Foodtown Magazine. She has the passion, knowledge and most importantly the understanding of the Pacific.

Matt Taylor *Publisher/Editor*

Matt has traveled extensively and is an experienced and talented writer. He is currently a partner in Revolution Advertising and has more than 10 years experience in marketing and copy writing.

Peter McDermott *Associate Editor*

Peter is an experienced sport and leisure tour and event manager who has been involved in writing for travel publications over the last 15 years. Peter has managed organised and promoted events worldwide and has written travel articles covering tourism and events throughout the Pacific and United States.

Direct Advertising Rate Card

Effective from 01 July 2011

All rates non commissionable - Tabloid size four colour only.

SIZE	DIMENSIONS	CASUAL	5 ISSUES (per issue)
Double page spread	390 x 545 mm	\$3,650.00	\$2,900.00
Full page	390 x 260 mm	\$2,150.00	\$1,950.00
Half Page	190 x 260 mm	\$1,350.00	\$1,150.00
Quarter page	190 x 128 mm	\$950.00	\$850.00
Strip	50 x 260 mm	\$750.00	\$700.00

A4 Insert (per page) \$140.00 – Other shapes or sizes price on request

Rates for other sizes available on request

- Special position - add 15 to 30%
- All rates in \$NZ and exclude GST (15%)
- Any production work required is additional - price on application

Publication Dates & Deadlines

Effective from 01 July 2011

ISSUE	BOOKING	MATERIAL	DISTRIBUTION DATE
March/April	5 February	14 February	7 March
May/June	1 April	11 April	2 May
July/August	3 June	13 June	4 July
Sep/Oct/Nov	4 August	15 August	5 September
Dec/Jan/Feb	5 November	14 November	5 December

File specifications

Advertisements to be supplied as:

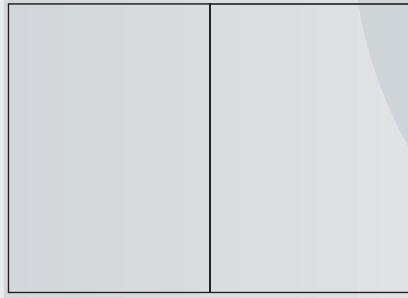
- PDF: Press quality PDF - 300dpi, CMYK

Images to be supplied in:

- JPEG or TIFF - 300dpi, RGB or CMYK

Full Design and advertising services available - POA

Advertising dimensions



Double page spread (DPS), A2

Trim: 594mm x 420mm (w x h)

Bleed: 604mm x 430mm (w x h)

Material delivery

fmcdermott@xtra.co.nz

Island Media

11A Seaside Avenue,
Waterview, Auckland 1026
New Zealand

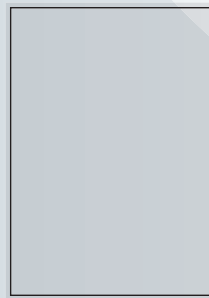
Contact

For further information contact:

Fran McDermott
Island Media

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Full page, A3

Trim: 297mm x 420mm (w x h)

Bleed: 307mm x 430mm (w x h)



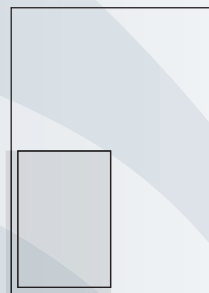
Half page, A4 Cover

Trim: 297mm x 210mm (w x h)

Bleed: 307mm x 220mm (w x h)

Half page, A4 Editorial

Trim: 267mm x 180mm (w x h)



Quarter page

Trim: 128.5mm x 180mm (w x h)



Strip

Trim: 267mm x 50mm (w x h)

CONDITIONS

The advertiser and advertising agencies shall be liable for all content of advertisements printed and also for all claims made there from against the publisher, and shall indemnify the publisher as a result of any legal action arising from publication of any advertisements. All advertising material is subject to approval of the publisher who reserves the right to decline the insertion of any material. The publisher also reserves the right to charge in full for any advertising cancelled after deadline and to use previous material if copy is not supplied. When frequency discounts are applied and the required number of insertions are not placed within the specified time period, a surcharge will be made at the applicable rate. All advertising material is held for a maximum of 3 months at the advertiser's risk, unless scheduled for a repeat insertion. Payment for advertising is due strictly by the 20th of the month following publication. Late payments will incur a penalty of 2.5% per month.