





**MEDIA KIT 2023** 



In our 12th year of publishing, Island Media is the only company dedicated to promoting Pacific Island travel. We bring unrivalled on-the-ground knowledge, proven industry awareness, unsurpassed distribution networks and a true passion for the islands.



# **PROMOTIONAL OPPORTUNITIES**

#### ISLANDTIME MAGAZINE

Advertise your product, service or organisation in our quarterly magazine featuring islandspecific news and updates from across the Pacific.







## **RESORT SPOTLIGHT - EXCLUSIVE**

A comprehensive resort or hotel feature - highlighting room options, activities, facilities, dining and interviews with key staff. Full copywriting and design included. Tailored content packages to suit your brief and budget.





## **PUBLICATION DATES & DEADLINES 2023**

MATERIAL
MAILKIAL

Send	via	email:

fran@islandtime.co.nz

#### Send via Dropbox:

blair@macwork.co.nz

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
Autumn 2023	17 February 2023	3 March 2023	13 March 2023
Winter 2023	19 May 2023	2 June 2023	12 June 2023
Spring 2023	18 August 2023	1 September 2023	11 September 2023
Summer 2024	17 November 2023	1 December 2023	11 December 2023

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# **ADVERTISING RATE CARD**

#### Effective from 1 January 2023

SIZE	SINGLE ISSUE	4 ISSUES
Double Page Spread (DPS)	NZ\$4200	NZ\$3700
Full Page	NZ\$3200	NZ\$2700
Half Page	NZ\$1800	NZ\$1400
Third Page	NZ\$1300	NZ\$950
Quarter Page	NZ\$1100	NZ\$850
Resort Spotlight - 4 Page Feature	NZ\$7900	\$7000



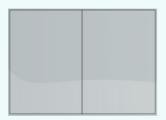
## Advertisements to be supplied as:

 $\textbf{PDF:} \ \mathsf{Press} \ \mathsf{quality} \ \mathsf{PDF-300dpi}, \mathsf{CMYK}$ 

#### Images to be supplied in:

JPEG or TIFF - 300dpi, RGB or CMYK

Full design and advertising services available POA



## **Double Page Spread**

Trim: (w x h) 470 x 342mm Bleed: (w x h) 480 x 352mm



## Full Page

Trim: (w x h) 235 x 342mm Bleed: (w x h) 245 x 352mm



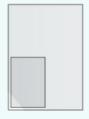
## Half Page

Trim: (w x h) 210 x 151mm



### Third Page

Trim: (w x h) 210 x 99mm



### Quarter Page

Trim: (w x h) 102 x 151mm



### Resort Spotlight

Full Page x 4
Trim: (w x h)
470 x 342mm
Bleed: (w x h)
480 x 352mm











- 1200 full gloss hard copy publications posted to every agent in NZ.
- 3500+ electronic e-zines sent to the key industry contacts in NZ, Australia, Sth Pacific, North America, UK and Europe.
- Boosted reach via Islandtime social media channels.

## **NEW ZEALAND**

#### **Our Pacific**

Direct to the team of expert South Pacific sales consultants,

#### helloworld Travel

Direct to all NZ stores and individual agents.

#### **House of Travel**

Direct to all NZ stores and agents, PLUS internal distribution via Hothouse.

#### **OUR PACIFIC - CONSUMER DISTRIBUTION**

Direct consumer content distribution via 'Islandtime' link on Our Pacific website.

Lifestyle Holidays - Direct to all NZ stores and agents, plus First Travel, YOU and NZ Travel Brokers

#### Flight Centre

Direct to all NZ stores, plus Flight Centre, Travel Associate Brokers and Travel Managers Brokers.

#### **Expedia**

Direct to relevant trade specialists.

















#### **AUSTRALIA**

Islandtime E-Zines directly distributed to Product Managers, Key Trade and Team Members of:





















# NTH AMERICA, UK & EUROPE

Island Media has a direct distribution network and reaches all Product Managers and key trade throughout North American, UK and Europe.







021 557 170

