



**islandtime**  
The publication of the Pacific

**MEDIA KIT 2023**





## → PUBLICATION DATES & DEADLINES 2023

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

## → MATERIAL

**Send via email:**  
fran@islandtime.co.nz

**Send via Dropbox:**  
blair@macwork.co.nz

## → 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

## → FILE SPECS

**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



**Double Page Spread**

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



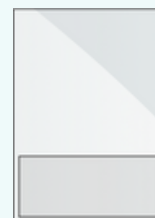
**Full Page**

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



## → DISTRIBUTION - PRINT & DIGITAL

- 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.

**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.

#### OUR PACIFIC - CONSUMER DISTRIBUTION

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



### 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.

CONTACT FRAN MCDERMOTT



021 557 170



FRAN@ISLANDTIME.CO.NZ