

GO TRAVEL New Zealand



Kia Ora and welcome to Go Travel New Zealand. We are proud to be the only international travel magazine and website dedicated to just promoting New Zealand tourism. Go Travel New Zealand influences tourists at every stage of their kiwi experience, from planning ahead before they depart, to deciding where to stay and who to visit each day they are here.

Our mission - to capture every visitor to New Zealand, and our 25 year history means we know what works.

Our clients are our partners, and our highly effective strategy means you benefit from ALL the many ways we engage with visitors. A partnership with us is a simple one-cost-for-all approach, and with our distribution growing every month, we know you'll love the experience and most importantly the returns from advertising with us.

Please find a summary of our extensive distribution network below.

1 IN-ROOM

In-room with 420 Hotels nationwide; reaching 520,000 hotel guests per edition.



2 IN-FLIGHT

In-Flight with Barrier Air, Air Auckland, Fly My Sky, Sun Air and Stewart Island Flights reaching 48,000 passengers per edition.



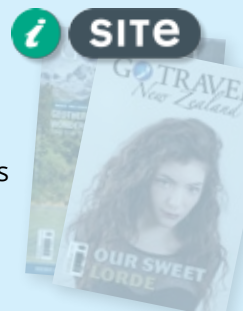
3 ON-BOARD

On-board over 100 Luxury Charter Boats, Corporate Cabs, Dunedin Railways and Kawau Cruises reaching 190,000 tourists per edition.



4 ON-SALE/DISPLAY

Throw in our retail magazine sales in airport bookstores, digital subscribers along with our displays in selected i-SITES and we've got a winning formula that captures 3 million visitors every year.



5 ONLINE - DIGITAL

www.gotravelnewzealand.com

Our state-of-the-art Tourism Portal website provides all our partners their own webpage sending visitors direct to you to make a booking. Unlike other marketing agencies we do not charge any commission for this. Our passion is making sure all our partners benefit from maximum exposure and when it comes to our social media and digital offering, it really is the icing on the cake of our already extensive distribution network.

"The Reefton feature in the Autumn 2019 'Go Travel' Magazine was in two words... Absolutely Excellent! Advertisers in the 8pp feature have reported it as a huge success with one reporting he had six enquires in the first week attributed to the feature. The team at Go Travel are professional, creative and helpful. Reefton have booked in a Summer feature based on the outstanding response."

Rachel Fifield
Manager
Reefton iSITE



GTNZ RATES AND ARTWORK SPECIFICATIONS



CONTACT US

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www.waterfordpress.co.nz

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SOUTH ISLAND MANAGER

Adam Shirra
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ARTWORK SPECS

CMYK images supplied at 300 ppi. Low resolution images will not be accepted. Logos to be provided as Illustrator EPS, AI or high resolution PDFs or JPEG Image.

COMPLETED ARTWORK

Finished artwork to be supplied as high resolution PDFs. Include fonts and support files if applicable. Avoid type running too close to the edges, and avoid the gutter for double page spread ads.

CANCELLATION POLICY:

All cancellations requested more than 24 hours after booking will be charged at 50% of the agreed rate. Cancellations requested after 72 hours of the booking date and time will be charged at 100% of the agreed ad rate. Any cancellations of an ad within a "schedule" will be charged at the full media kit rate. All cancellations must be provided in writing.

2020 MAGAZINE ADVERTISING RATES (Excluding GST)

	Casual	4-issues (per issue)
Double Page Spread	\$2995	\$2295
Full Page	\$2295	\$1795
Full Page Advertorial	\$1995	\$1495
Half Page	\$1595	\$1195
Quarter Page	\$995	\$795

DISTRIBUTION DATES

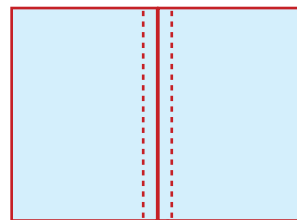
Autumn-Winter: May-Jul

Winter-Spring: Aug-Oct

Spring-Summer: Nov-Jan

Summer-Autumn: Feb-Apr

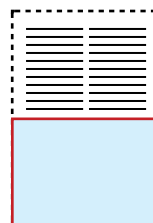
ARTWORK DIMENSIONS (WIDTH X HEIGHT)



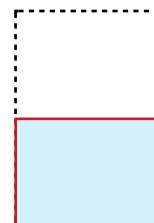
Double Page Spread
420mm X 297mm
(add 3mm bleed each side,
leave 30mm text void in gutter)



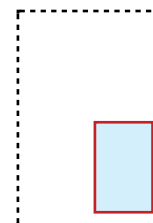
Full Page
210mm X 297mm
(add 3mm bleed
each side)



Full Page Advertorial
210mm X 148.5mm
(add 3mm bleed
each side)



Half Page Horizontal
210mm X 148.5mm
(add 3mm bleed
each side)



Quarter Page
88mm X 119mm
(no bleed req'd.)



"We have just had a young American couple in who had your magazine, had never heard of us, but loved the ad. They came into our shop and spent \$1000 so we know the ad is working."

Lyne Cameron
Manager
Snowy Peak
Christchurch

SNOWY PEAK LTD

LUXURY HOTEL AND LODGE DISTRIBUTION SOUTH ISLAND

QUEENSTOWN

Abba Garden Motel
Browns Boutique Hotel
Ramada Suites
Hotel St Moritz
Onsen Hot Pools
Platinum Villas
Millbrook Resort
Mantra Marina Apartments
Blanket Bay
Matakauri Lodge
Eichardt's Hotel
The Spire Hotel
The Dairy Private Luxury Hotel
Queens Park Boutique Hotel
Central Ridge Boutique Hotel
Pencarrow
Azur Lodge
Browns Boutique Hotel
Villa Del Lago
Arrowtown House Boutique Hotel
MajorDomo

WANAKA

Lime Tree Lodge
Whare Kea Lodge
Te Wanaka Lodge
Tin Tub Luxury Lodge
Maple Lodge
Mantells Luxury Lodge
Websters on Wanaka
Lakeside Apartments
Cardrona Hotel
Wild Earth Lodge
The Loft @ Hidden Hills
Wanaka Alpine Lodge
Wanaka Haven
Edgewater

CANTERBURY

Pure Pods
Otahuna Lodge
Terrace Downs
Grasmere Lodge
The George Hotel
Terra Vive Luxury Suites & Apartments
Clearview Lodge
The Classic Villa
Colombo in the City
Hotel Montreal
Settlers Hanmer
The Establishment Luxury Accommodation
Peppers Clearwater Resort
Dyers House
Sumner Re Treat
Parkview Hotel on Hagley

AKAROA

Matua Gardens Retreat
Akaroa Village Inn
L'Hotel
Akaroa House
Les Troupes Apartments
Bruce Waterfront Apartments
Tresori Motor Lodge
SiloStay

FIORDLAND

Dock Bay Lodge

Fiordland Lodge
The Hollows
Distinction Te Anau Hotel & Villas
Radfords on the Lake
Te Anau Lodge
Dunluce
Pospect Lodge
Murrells Grand View House
Blue Thistle Cottages
Lake Front Lodge
Bella Vista
Assure Amber Court
Lakeview Hotel & Apartments

MARLBOROUGH

Punga Cove
Furneaux Lodge
Raetihi Lodge
Bay of Many Coves
Chateaux Marlborough
Vinters Retreat
Escape to Picton Boutique Hotel
The Peppertree Lodge
Sounds Retreat
McCormick House
Marageta Lodge
Lake Timara Lodge

KAIKOURA

White Morph Boutique Hotel
Hapuku Lodge
Waves on the Esplanade Apartments
Kaikoura Waterfront Apartments
Manakau Lodge
The Factory
The Fairways of Ocean Ridge
Kaikoura Boutique Hotel
Lavender Farm

"Go Travel is the only magazine we place in our guest rooms. It is very popular with our guests as it's articles are exactly what our international visitors want to read."

Neil Protheroe (owner)
Manukau Lodge - Kaikoura

NELSON

Stonefly Lodge
Eden House
The Sails
Almyra Lodge
Resurgence Lodge
The Waters
Westhaven Retreat Lodge
Lake Rotorua Lodge
Bronte Country Estate
Delorenzo Studio Apartments
Retiro Park Lodge
Owen River Lodge
Shelbourne Villa
Split Apple Lodge
Zatori Retreat
White Elephant Lodge

DUNEDIN

Kaimata Retreat
Scenic Hotel Dunedin City
Fletcher Lodge
St Leonards Lodge
Larnach Castle – Camp Estate
Hotel St Clair (Luxury Rooms)
Roslyn Apartments
Hereweka Garden Retreat
Hazel House Boutique
Arden St House
Bluestone on George
Scenic Hotel Dunedin City (Luxury Rooms)

"Go Travel is a great addition to our in-room literature. With varied stories on both Queenstown and the rest of NZ, it has proved to be a very interesting read for all our guests."

Gavin Swan (General Manager)
Azur Lodge - Queenstown

SOUTHLAND

Nokomai Station
Sails Ashore Lodge
Kowhai Lane Lodge
Lands End Boutique Hotel
Riverton Beachfront
Kaka Retreat
Tower Lodge Invercargill
Birchwood Manor Invercargill
Lumsden Hotel

OAMARU

Pen-y-bryn Lodge

WEST COAST

Rimu Lodge
Franz Josef Oasis
Te Wānui Forest Retreat
Reflection Lodge
Misty Peaks Boutique Accommodation
Wilderness Lodge Lake Moeraki
Holly Homestead
Scenic Hotel Franz Josef Glacier
Westwood Lodge
Glenfern Villas
Bella Vista Greymouth

MACKENZIE

Matuka Lodge
Mt Cook Lakeside Retreat
Heartland Lodge
Tekapo Scenic Resort
Lake Tekapo Cottages
Ohau Lodge
Aoraki Mount Cook Alpine Lodge
Lake Pukaki Lodge
The Hermitage
Peppers Bluewater Resort

CENTRAL OTAGO

Pitches Store
Olivers Lodge

"Go Travel New Zealand Magazine has delivered ten fold on our investment. We have had great results especially from our Australian visitors. The varied distribution internationally has people contacting us prior to arrival. Eichardts will continue to support this great publication."

James Cavanagh
Gen. Manager
Eichardts Private Hotel
Queenstown



LUXURY HOTEL AND LODGE DISTRIBUTION NORTH ISLAND

AUCKLAND

Jet Park Hotel
St Mary's Residence
Delamore Lodge
Earthsong Lodge
The Boatshed
The Beach House
Metropolis
The Esplanade Hotel
Pakiri Point
Vinyard Cottages
Black Fern Matakana
Breakfast on the Beach
Browns Bay by the Sea
Cotter House
Eden Park
Eden Villa
Ascott Parnell
Duckpond
216 Luxury Accommodation
Whangaparaoa Lodge

"We're annual visitors to New Zealand for up to four months each year, and cozy Beach Lodge in Coopers Beach, Northland, is our home away from home. 'Go Travel New Zealand', which I promptly read from cover to cover, was a delightful find when we arrived."

Tom Farrell
Olympic Medallist (USA)

NORTHLAND/BAY OF ISLANDS

Kauri Cliffs
Lodge Bordeaux
Eagles Nest
Huntaway Lodge
Cloud 9
Waipoua Lodge
Flagstaff Lodge
Chalet Romantica
Doubtless Bay Villas
Beach Lodge
Arcadia Lodge
Morepark Riverside Lodge
Allview Lodge
The Sanctuary
Cavalli Beach House Retreat
The Boathouse
Dream Bay Lodge
Pawhaoa Bay Lodge
Cliff Edge By The Sea
Commodore's Lodge
Lupton Lodge
Paihia Beach Resort and Spa Hotel
Ora Ora Retreat

ROTORUA

Treetops Lodge and Estate
Peppers on the Point
Lake Okareka Lodge by Iebua
Black Swan Lakeside
Princes Gate
Hamurana Lodge

Wildwood Lodge
Waikuta Lakeside Lodge and Retreat
Koura Lodge
Regal Palms
City Lights Boutique Lodge
124 on Brunswick
Panoramic Country Estate
Shula's Lake House

TAUPO

Poronui Lodge
River Birches
Acacia Cliffs Lodge
Lake Taupo Lodge
Tongariro Lodge
Beachtree Suites
Tauhara Sunrise Lodge
Wharewaka Lodge
Flying Trout Boutique Lodge
Whakaipo Lodge
Turangi Trout Lodge
Kauri Point Homestay
Tauhara Sunrise Lodge
Tui Glen
Richlyn

RUAPEHU

Powderhorn Chateaux
Tongariro Crossing Lodge
Central Park Motor Inn
Raetihi Holiday Park

WELLINGTON

Wharekauhau Lodge
Greenmantle Estate
Ohtel
Atahuri
James Cook Hotel Grand (club suites)
Boulcott Suites (in lobby)
Halswell Lodge
Gourmet Stay
Wellesley Boutique

BAY OF PLENTY

Ohope Beach Resort
Aquarius Motor Inn
Pacific Coast Motor Lodge
The Landing Motel
Charlemagne Lodge
Ridge Country Retreat
Casa Del Mare
Waihi Beach Lodge
Crindau Lodge
Kaimai Country Lodge
Tuaranga Lodge
The French Country House
Bayview Boutique Lodge
Tuscany Villas
Oceanside Resort
Trinity Wharf Tauranga
White Island Rendezvous

COROMANDEL

Bushland Park Lodge
Puka Park Resort
Driving Creek Villas
Stone Terrace
Sunlover Retreat
797 on Purangi

Within the Bays
Kuaotunu Bay Lodge
Mussel Bed
Flaxhaven Lodge
Kuaotunu Bay Lodge
Otesha Falls
Wairua Lodge
Peninsula Waterfront
Nature's Window
Oceans Resort Whitianga
Ocean Side Motel
Hush Accommodation

WAIKATO

Lake Karapiro Lodge
Kamahi Cottage
Earthstead Villas
Blackwood House
Hidden Valley Luxury Retreat
Cambridge Coach House
Huntington Stables
Hadleigh Boutique Lodge
Sarnia Park
Mangakino Hotel
73 Milton
Oak Lane Lodge
Okoroire Hot Springs Hotel

HAWKE'S BAY

Cape Kidnappers
Breckenridge Lodge
Glen Aros Country Estate
The Manse
Clive Colonial Cottages
John's House
The Pool House
The Quarters
St Andrew's Escape
Tom's Cottages
Ormlie 1899
Farmhouse @ Mission Estate
Lawn Cottages
Stortford Lodge
Miller Road
McHardy Lodge

WHANGANUI

151 on London
Anndion Lodge
Aotea Motor Lodge
Adagio Boutique
Arioso Wanganui
Flying Fox

TARANAKI

Airlie House
Tairoa Lodge
King and Queen Hotel Suites

"Our guests love having Go Travel magazine in their rooms. Some just read it, some want to take it with them, and some just cut out pages for planning trip ideas - keep sending them please."

Arthur Gray
Owner - Black Swan Lakeside Boutique Hotel and Spa

"We had 38 bookings directly from our advert in Go Travel New Zealand, from just one edition."

Mary Hamer
Manager
Adrift Tongariro



LUXURY CHARTER & CRUISE DISTRIBUTION

Our charter partners have recently entertained Miley Cyrus, the Royal Family of the UK, various international Prime Ministers and some of New Zealand's wealthiest residents.

DISTRIBUTION NETWORK:

Luxury Boats (ON-BOARD)

MARLBOROUGH

Pacific Eagle
Yonder Star Yacht Charters
Foxy Lady
Beechfeet
Pelorus Bell
Tarquin Cruises
Spirit Charters
Odyssea Charters
Experience the Sounds
Beviamo Yacht Charters
Affinity Cruises
Livewire
M. V. Khozaam
Sirocco
Varuna

NELSON

Yonder Star Yacht Charters
Abel Tasman Sea Charters - 1
Abel Tasman Sea Charters - 2
Pacific Eagle

QUEENSTOWN

Pacific Jemm

FIORDLAND

Deep Cove Charters
Affinity Cruises
Fiordland Discoveries
Fiordland Expeditions - Tutoko
Fiordland Expeditions - Tutoko 2
Cruise Te Anau
Faith in Fiordland
Southern Secret

SOUTHLAND

Great Southern
Affinity Cruises
Pacific Eagle

CHRISTCHURCH / AKAROA

Black Cat
Canterbury Cat

NORTHLAND / BAY OF ISLANDS

Cool Change
Fair Wind Charters
Great Escape Charters
Lady Jess Charters
Oceanblue Adventures
R Tucker Thompson
Rock Adventures Cruises
Sail Away Charters / Caribbean Girl
Sensation
Target Charters
Zig Zag Charters
Zindabar

AUCKLAND

Great Southern
Pacific Mermaid / Activa
Hauraki Blue Cruises
Savoy Charters
Amada Marine/Olympic Spirit
Arcturus Yacht Charters
Barcarolle
Olympic Spirit
Catamaran Charters
Challenge Yachts
Charter Link
First Class Charters / Therapy
Cool Runnings
Dolphin Launch Charters
Dreamweaver Charters
Escapade Charters
Exodus Boat Charters
Gladiator Marine
Gulf Harbour Launch Charters
Haparanda
Kyrenia
MV D'Urville
Ocean Blue Charters
Ocean Eagle Charters
Ranui
Sea Fury Charters
Surreal Yacht Charters
Tui Yacht Charters (Rubaiyat)
Ultimate Fishing Charters
Zefiro Charters

WAIKATO

Discovery River Cruises
Waikato River Explorer

ROTORUA

Clearwater Cruises
Lakeland Queen
Pure Cruise

TAUPO

Sail Barbary
Sail Fearless

BAY OF PLENTY

Infinity Charters
Mazarine Charters
White Island Tours

WELLINGTON

Megisti Sailing Charters
Sweet Georgia Cruising

DISTRIBUTION NETWORK: Regional Tourism Operators & Government

Rt. Hon. John Key, Prime Minister
CEO Tourism New Zealand
Northland Inc Tourism
Auckland Tourism Events & Economic
Development, CEO
Destination Coromandel
Hamilton & Waikato Tourism
Tourism Bay of Plenty
Destination Rotorua
Destination Great Lake Taupo
Visit Ruapehu
Venture Taranaki Trust
Tourism Eastland
Visit Whanganui
Hawkes Bay Tourism
Destination Manawatu
Destination Wairarapa
Positively Wellington Tourism
Destination Marlborough
Nelson Tasman Tourism
West Coast Tourism
Kaikoura Marketing & Promotions
Christchurch & Canterbury Tourism
Aoraki Business Development & Tourism
Aoraki Mount Cook Mackenzie
Lake Wanaka Tourism
Destination Queenstown
Destination Fiordland
Tourism Waitaki
Tourism Central Otago
Tourism Dunedin
Venture Southland
Kawerau District Council
Whakatane District Promotions
Destination Kapiti
Clutha Country

PARTNERS

