



DISCOVER 2009-2010 **RODNEY**

MAGAZINE AND WEBSITE

www.DiscoverRodney.co.nz

WHAT TO DO · WHAT TO SEE · WHERE TO GO · YOUR COMPLETE HOLIDAY GUIDE TO RODNEY

MEDIA KIT

& advertising rates - 2009/10

Magazine | Website



Website: www.DiscoverRodney.co.nz

DISCOVER 2009-2010 RODNEY MAGAZINE AND WEBSITE

Call: 09 426 2050

On the web: www.DiscoverRodney.co.nz

About the annual tourism magazine and website

Discover Rodney is the magazine and website that promotes all that's good about visiting the entire Rodney District and the exceptional hospitality and warm welcome the region's people offers visitors - from both home and abroad.

In all, 20,000 copies of this full colour annual glossy magazine are distributed free of charge from November to advertisers, i-Sites in Rodney as well as key tourist destinations across the Rodney District and beyond.

Aimed squarely at tourists, *Discover Rodney* magazine and its sister website – www.DiscoverRodney.co.nz – are a valued source of information for visitors on where to go and what to

do in Rodney throughout the year.

Discover Rodney magazine's excellent content is destination and advertiser profile driven. The magazine provides visitors with stylishly presented articles on the unique and wide range of activities and destinations the Rodney district offers.

Contemporary design, photography and professional editorial style reflect the growing sophistication of today's visitors to the region.

Discover Rodney connects with readers by showcasing the region and its wide range of attractions, white sand beaches, rural beauty and friendly communities with stunning photography and engaging editorial.

The Rodney District possesses an abundance of attractions within a contained geographic area, and *Discover Rodney* magazine and its sister website present and list many of these activities and destinations across many categories.

Sandwiched between two gloriously diverse coasts, Rodney boasts many tourist destinations, and for visitors to the region, choices can be daunting.

From the sophisticated élan of Matakana and Kumeu wineries to adrenaline rushed adventure in Woodhill Forest.

Discover Rodney is every visitor's indispensable guide throughout summer 2009-10, autumn and winter. Book now to avoid disappointment.

With the Rugby World Cup just around the corner - now is the time to act and promote your business

Editorial & Design

Discover Rodney is edited by the New Zealand Herald's former Travel Editor and Rodney resident Steve Hart.

As former editor of New Zealand's biggest selling photography magazine (D-Photo) and a regular contributor to the *New Zealand Herald* Steve has more than 25 years in publishing and print production.

He will ensure *Discover Rodney* is produced to the very highest editorial standards and production values.

Year-round advertising shelf-life

For advertisers, *Discover Rodney's* year round shelf-life and superb production values will create outstanding consumer retention value and a powerful channel and magazine environment for advertisers to communicate their message to a targeted leisure reader group, all year long!

The magazine and (its sister website) is an opportunity to present your business with an advertising position on its own, or add power to your advertisement with an editorial profile. You can tell the story of your business in your own way (we can write this for you) to a highly targeted reader group.

Advertising positions and branded copy profiles are limited. It is advisable to book space and branded copy profiles early. This is a once-a-year opportunity not to be missed. And with the Rugby World cup just around the corner now has never been a better time to promote your business to domestic and foreign tourists.



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IF YOU OPERATE IN ANY OF THESE AREAS, THEN YOU NEED TO BE IN DISCOVER RODNEY MAGAZINE

- Accommodation
- Dining
- Visitor attractions
- Wine trail and vineyards clusters
- Marine, Spa, Thermal
- Adventure
- Sports
- Rural and conservation
- Walking tracks
- Regional parks
- Camping
- Shopping
- Cinemas and theatres
- Transport and key services
- Historic towns and villages
- Museums & historic houses
- Craft, organic & markets
- Horse treks

KEY FACTS – DISCOVER RODNEY MAGAZINE AND WEBSITE

WHAT: Discover Rodney Magazine 2009-10

WHEN: Distributed from late October 2009

DISTRIBUTION: i-Sites in Rodney and tourist destinations across the Rodney District and beyond.

WHO: Published by Discover Rodney Limited
Principals: Steve Hart & Jackie Hart

CIRCULATION: 20,000

READERSHIP: 80,000

EDITORIAL: Steve Hart
Call 09 426 2050.
Email: Steve@SteveHart.co.nz
Address: PO Box 300-505, Albany,
North Shore, Auckland, 0752



ADVERTISING: Jackie Hart
Call 09 426 2050
Email:
advertising@DiscoverRodney.co.nz
Address: PO Box 300-505, Albany,
North Shore, Auckland, 0752



ARTWORK: Post to Steve Hart, PO Box 300-505, Albany, North Shore, Auckland, 0752

Email artwork (under 5 megs) to:
Steve@SteveHart.co.nz

Larger files can be sent via the free YouSendit service at www.yousendit.com
YouSendit allows you to create a free file transfer account.
Create your account, upload your artwork and send the link to: Steve@SteveHart.co.nz to be downloaded to our system - free of charge

MAGAZINE AND WEBSITE ADVERTISING RATES

Premium Positions:

		Width x Depth
Inside front cover double page spread	\$3290	210mm X 275mm + bleed
Double page spread ROP	\$2900	210mm X 275mm + bleed
Outside back cover:	\$2390	210mm X 275mm + bleed
Inside back cover:	\$1990	210mm X 275mm + bleed

Run of paper:

Full page:	\$1790	210mm X 275mm + bleed
Half page:	\$950	210mm X 135mm + bleed
Quarter page:	\$490	90mm X 135mm

*Directory ads (eighth page): \$250 90mm X 55mm
*Directory adverts will appear in the dedicated directory section

Branded profile** (we write a feature about your business):

\$2195 per 500 word feature. Half page editorial + Pics + half page advert
\$2995 per 750 word feature. Full page editorial + Pics + full page advert
**We write the feature and you get to check you are happy with it - and the page layout - before it is printed. *You get final sign off.*

WEBSITE - www.DiscoverRodney.co.nz

Advert will link to your website or a page about you on our site: \$199*
Front page advert on website: \$350***
Accommodation directory page: \$99 a year with link to your website
***Size of online advert is 255 pixels x 156 pixels.

Booking and Material Deadlines

Booking Deadline:	26 October 2009
Press Ready material:	27 October 2009
Final Approval of artwork:	27 October 2009
Distribution:	November 2009

Payment: Payment with booking: 10% discount or 5% within seven days of booking. Advertised rates are exclusive of GST.
Terms and conditions apply. We reserve the right to pass unpaid invoices to a collection agency.