



# Eastland / Bay of Plenty

Promoting Cycling Tourism in  
Whirinaki, Whakatane, Ohope, Opotiki, Gisborne, Waiora & East Cape





# With over 1 million Kiwis now riding bikes on a regular basis, walking, biking & cycling Tracks & Trails are fast becoming NZ's favourite getaway destination for holidays and relaxation



The walking & biking Tracks n Trails around Gisborne, Opotiki Whakatane and Whirinaki offer visitors a stunning holiday experience. There's the brilliant Motu Trails plus much more. And unlike many areas of New Zealand, Eastland and Bay of Plenty offer great biking and walking all year round.

The number of people taking their bikes on holiday, or hiring bikes, continues to grow. All signs are that New Zealand will follow international trends, where in many places, cycle trails generate major income for local communities.

We are pleased to offer you a cost-effective way to promote your business directly to this important sector of the visitor/tourism market, both domestic and international.

## **Overview**

According to a recent study of tourist cyclists and bikers using New Zealand trails, each person spends approximately \$105 a day on accommodation, food and entertainment. With numbers on the increase, this can only be a great benefit to your business and the future of cycling and hiking tourism in the Eastland and Bay of Plenty regions.

The 2015 Eastland Bay of Plenty Tracks n Trails magazine will put your business directly in front of the thousands of visitors that will be enjoying the district over the next 12 months.

## **About the magazine**

- Size:** The guide is A5 (210mm x 148mm).  
A glossy publication designed for easy handling by people on the move and produced once a year.
- Quantity:** 20,000
- Web:** A downloadable pdf will be available for websites.
- Publication date:** 1st October 2016
- Distribution:** This free guide will be distributed to I-sites





# Advertising Options

Quarter page	\$250
Third page	\$325
Half page	\$395
Full page	\$795
DPS	\$1,295

Inside front cover	\$950
Inside back cover	\$950
Outside back cover	\$950

(These prices do not include GST)

Rates do not include commission for agencies.

Rates are for full colour advertising.  
Any production or modification changes are in addition to the above charges.

If you need a hand to make up your advertisement, just send all the relevant pictures, logos and wording to: [craig@tracksntrails.co.nz](mailto:craig@tracksntrails.co.nz) and we will send you a proof for you to ok.

It is as simple as that.

## Shapes & Sizes all in mm

**Double page spread**  
297 H x 210 W  
plus 3mm bleed

**Full page**  
210 H x 148 W  
plus 3 mm bleed

**Half page  
portrait**  
190 H  
x  
65 W

**Half page landscape**  
93 H x 134 W

**Third page**  
60 H x 134 W

**Quarter  
page**  
93 H  
x  
65 W