

HAURAKI Rail Trail

— 2016 —
MEDIA KIT

From Colville to Katikati, Miranda to Matamata, we will encourage the many thousands of cyclists using the Hauraki Rail Trail to explore the other magnificent things that the Coromandel/Hauraki region has for them to see and do on and around the trail.

We want to show them how great your place is...



How many of the 10,000 cyclists that used the Hauraki Rail Trail in January this year spent any time at your place?

CRAIG FLINT | PH 07 868 2703 | EMAIL: CRAIG@CYCLEGUIDES.CO.NZ



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What you can expect

A fresh look and feel with newly gathered, engaging and relevant editorial content, packaged up with professionally designed graphics and headers. The 2015-16 edition of the Hauraki Rail Trail Magazine will take the best elements of the past two annual magazines and build on its strength using professional, local contractors who have first-hand knowledge of the Coromandel Peninsula.

A bit of History

In the three years since the Hauraki Rail Trail has opened we've seen initiatives by local people and existing business owners leveraging off this highly sought-after market, but we believe we can do better, and we're here to help you – our advertisers – to achieve that. Early on in the opening of the trail we heard from local

operators that visitors tended to arrive either at the start of their journey or right at the end, and then they complained that they wished they'd allowed themselves more time in our towns.

The trail users came from all over Australia, Europe, UK, California, Auckland, Hamilton and Tauranga. It's an enviable recreational asset keeping our own residents fit and healthy with friends, and it's as affordable for those on significantly lower than average incomes as it is for those with the greatest spending power.

Cycle trails are being backed by the Government because they are good for people, and good for business. We know that almost half of those surveyed in a Waikato University study did in fact earn significantly above the country's average

income. This is a highly sought after market anywhere in the world. And what do they think?

They're loving it.

TCDC has invested half a million dollars into the trail, and the Government has invested \$4 million. The Kaiaua to Kopu stage is the next 60km stretch to be developed from the Seabird Coast to Kopu, by Hauraki District Council. With thousands more riders expected in the coming few years, the research of the University of Waikato gives us encouraging signs of a significant economic impact as a result.

In January there were 10,000 cyclists on the trail. With an average spend of \$108 excluding accommodation, that's something to be excited about.

The Hauraki Rail Trail is good for business, it's good for your heart, and as Destination Coromandel would say, it's good for your soul. As one of the 23 Great Rides of New Zealand, it is gaining a reputation worldwide under the New Zealand Cycle Trail brand – Nga Haerenga.

About the Hauraki Rail Trail Magazine Team

Editorial Director - Alison Smith. Alison is a Qantas Award-winning print journalist and former magazine editor who has extensive experience in PR and local government communications. Alison is a member of the New Zealand Travel Communicators Network and has contributed as a freelance travel writer to a variety of leading publications as well as local newspapers and Destination Coromandel publications.

Advertising Manager - Craig Flint. Craig has over 30 years experience as a self employed publisher.



The whole region benefits when we can show visitors how great your place is, and encourage cyclists to explore the many great things to see and do on and around the trail.

About the magazine

SIZE

The magazine is A5 (210mm x 148mm) glossy publication designed for easy handling by people on the move.

QUANTITY

20,000

WEB

There will be a downloadable pdf available on the official Hauraki Rail Trail website and on social media.

All advertising linked direct to your website.

PUBLICATION DATE

1st October 2016

DISTRIBUTION

This free magazine will be distributed throughout the length of the trail and to all the i-Sites throughout the North Island.

Advertising Options

Quarter page	\$345
Third page	\$470
Half page	\$595
Full page	\$945
DPS	\$1745

Tourist Venture Map	\$295
Inside front cover	\$1095
Inside back cover	\$1095
Outside back cover	\$1095

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 ad just send all the relevant pictures, logos and wording to craig@tracksntrails.co.nz and we will send you back a proof for you to ok.

It is as simple as that.

Advertising Shapes & Sizes in mm

DOUBLE PAGE SPREAD

297 H x 210 W
(plus 3 mm bleed)

HALF PAGE PORTRAIT

297 H x 210 W

HALF PAGE LANDSCAPE

93 H x 134 W

THIRD PAGE

60 H x 134 W

QUARTER PAGE

93 H x 65 W

MAP

60 H x 90 W