



Promoting all forms of cycling/biking tourism throughout the region.

With the support of Venture Taranaki Trust, Rangitikei Tourism, Destination Manawatu and Visit Whanganui we are producing a cycling guide to this lower North Island region which will include Gorges to the Sea, Gentel Annie, Rangitikei Loop, Manawatu Cycleway on The Country Road, The Mountains to Sea and the Forgotten World Highway, which are some of New Zealand's Great Rides and Touring Routes as well as all your local cycling and biking tracks and trails.

Fact

"The statistics say it all: one million two hundred and seventy thousand New Zealanders of all ages now ride," says Cycling NZ.

RANGITIKEI
CHOOSE YOUR PATHWAY

DESTINATION
MANAWATU

visit
Whanganui



Fact

“In 2013 we had 206 cyclists over November and December stay with us, and in 2014 we had 428. An increase of 108%,” said one operator.

Cycling has become New Zealand’s favourite way of spending our holidays & spare time, with over 1.27 million riders now riding on a regular basis.

The majority of trail users are what are termed **‘hub and spoke’** riders doing day rides from an accommodation base and staying in the region for an average of **2.2 nights. They spend on average \$160 a day.**

The Taranaki/ Rangitikei/Manawatu/Whanganui and Cycling Guide will offer visitors a stunning holiday experience, including some of the very best cycling and biking New Zealand has to offer with the brilliant Forgotten World Highway Trail, the Manawatu Scenic Route on Country Roads from Mangaweka to Palmerston North to the Horowhenua Experience, the Mountain to the Sea which takes you from the Central Volcanic Plateau to the sea in Whanganui and plus the many local rides.

The number of people taking their bikes on holiday, or hiring bikes, continues to grow. All signs are that New Zealand is following 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 \$160 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 biking tourism in the Manawatu / Whanganui / Taranaki region.

The 2015 Manawatu / Whanganui / Taranaki Cycling Guide 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 November 2016
Distribution:	This free guide will be distributed to i-sites, local businesses and tourist outlets throughout the North Island



Fact

The national cycleway initiative is attracting high-spending cyclists, and that is helping struggling provincial towns and regions, say tourism operators.

Advertising Options

Quarter page	\$345.00
Third page	\$475.00
Half page	\$595.00
Full page	\$945.00
DPS	\$1,745.00

Inside front cover	\$1,095.00
Inside back cover	\$1,095.00
Outside back cover	\$1,095.00

(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 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

**Quarter
page**
93 H
x
65 W

Third page
60 H x 134 W

Half page landscape
93 H x 134 W