

# Whangārei Visitor Guide

2023

The official Whangārei Visitor Guide is brimming over with valuable information, beautiful visual content and playful maps about experiences and activities on offer throughout the whole Whangārei District. The aim of the Guide is to keep visitors in the District longer, doing and spending more.

The printed 2023 Guide will be 'on the shelves' in early December. It is distributed widely throughout the Whangārei District and Northland and is available FREE from VisitorPoint to information centres and businesses throughout Auckland and New Zealand. It is available digitally on the official destination marketing website [WhangareiNZ.com](http://WhangareiNZ.com) and promoted via Whangārei District Love It Here! social media channels.

The Guide is used extensively at the Whangārei i-SITE to sell Whangārei tourism products, giving holidaymakers more reasons to stay longer and spend more - if a tourist visits the i-SITE, it is unlikely they would leave without a Guide.

## DISTRIBUTION

- Northland i-SITE Information Centres: Whangārei, Paihia, Kaitiāia, Hokianga
- Whangārei Airport
- Bay of Islands Airport
- VisitorPoint Northland Circuit display stands from Auckland to the Far North
- Annual mail out from VisitorPoint to all NZ i-SITES
- Available free to all other i-SITES, information centres and businesses in NZ
- Available free to all Whangārei businesses (not just 'tourism')
- Online via [WhangareiNZ.com](http://WhangareiNZ.com) and promoted on social channels

The Guide is printed on PEFC Certified paper with eco-friendly inks.

Whangārei District  
**Love it Here!**



## ADVERTISING RATES

1/16 Page	\$375
1/8 Page	\$580
1/4 Page	\$955
1/2 Page	\$1,600
Full Page	\$2,640
Back Cover	\$3,000

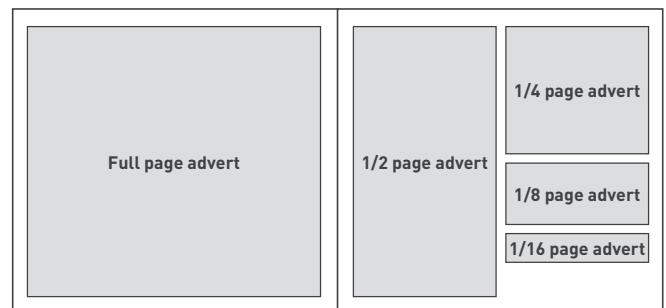
All prices exclusive of GST

At time of booking you can nominate to pay your account by Automatic Payment over three consecutive months.

## DEADLINES:

Booking:	Mon 7 November
Content & images:	Tues 8 November
Print Ready:	Fri 11 November
Distribution:	December 2022

## ADVERT SIZES DIAGRAM



1/16 Page	93 x 18mm (w x h)
1/8 Page	93 x 39mm (w x h)
1/4 Page	93 x 81mm (w x h)
1/2 Page	93 x 165mm (w x h)
Full Page	189x165mm (w x h)

# Whangārei Visitor Guide

**Booking deadline: Mon 7 November**

## IMPORTANT

Template style 1/16 and 1/8 page advertisements will be designed by bigfish in the Whangārei Visitor Guide style. All advertisements 1/4 page or larger must be custom designed or supplied print ready.

## A) TEMPLATE STYLE ADVERTISEMENTS

**Content Deadline: Tues 8 November**

Content Requirements via email:

- 1/16 Page: 1 x image, 1 x logo, short description, contact details: address, phone, email, website
- 1/8 Page: 1x portrait image OR 2 landscape images, 1 x logo, Qualmark logo, 60 word description or bullets, contact details: address, phone, email, website
- Images and logos must not be embedded in a Word document or in the body of an email but should be supplied as attachments in high resolution (300dpi) jpeg files

## B) PRINT READY ADVERTISEMENTS

**Material Deadline: 15 September 2021**

Advertisements should be supplied as:

- Print ready high-res pdf files
- CMYK colours (no spot colours) and all fonts converted to outlines
- 1/16 Page Advert: 93 x 18mm (w x h)
- 1/8 Page Advert: 93 x 39mm (w x h)
- 1/4 Page Advert: 93 x 81mm (w x h)
- 1/2 Page Advert: 93 x 165mm (w x h)
- Full Page Advert: 189x165mm (w x h)
- Back Cover: 200x190mm (w x h) plus 5mm bleed

**Big Fish can custom design your advertisement if required:**

- 1/8 or 1/4 Page custom design \$120+GST
- 1/2 Page or Full Page custom design \$180+GST

To ensure a high quality production, bigfish reserves the right to decline any substandard material. It is the advertiser's responsibility to ensure they hold the appropriate permissions to use the images submitted. The advertiser warrants that the material is accurate in all detail and does not breach any copyright, trademark or Fair Trading Act provision. Advertisers cannot request placement in the publication, as area and product type dictate placement of adverts. bigfish reserves the right to final control over the design and layout of advertisements and may change the publication format from time to time.

## LATE PAYMENT

- Accounts must be paid by the due date or agreed date
- All accounts not fully paid by the due date or agreed date will incur a 10% late payment penalty fee
- Any costs including debt collection agency costs and or legal costs relating to the collection of unpaid debts shall be payable by the Advertiser

## COLLECTIVE ADVERTS

Where a group of advertisers wish to purchase shared space in the Whangārei Visitor Guide, they must nominate a coordinator to be responsible for collating and supplying all advertising material and for collecting monies and making payment on their behalf. bigfish will take no responsibility for the collection of monies from parties involved in collective adverts. Overdue material will be referred to the coordinator for follow up.

## INCOMPLETE PURCHASES AND CANCELLATIONS

Cancellations cannot be accepted after the booking deadline Mon 7 November 2022. Advertising material not submitted by the due date may result in the withdrawal of the space allocation. Missing the deadline does not constitute a cancellation, and full payment will be charged.

## ADVERTISING PROOFS

A maximum of **two** proofs will be sent to the advertiser for approval prior to publication. **Thereafter a charge of \$40 per proof will apply.** It is the advertiser's responsibility to proof all content submitted. Proofs not returned to bigfish by the specified date will be deemed to be approved by the advertiser. Non-return of the proof does not constitute a cancellation and full payment will be charged.

## RIGHT OF REFUSAL

bigfish reserves the right to decline or amend advertising for any reason. From time to time, bigfish may limit the number of space allocations of any type or class of advertisement to ensure that page numbers stay within the printing requirements. Prime positions such as the back cover are booked on a first in first served basis.