

Whangārei District Love it Here!

VISITOR GUIDE

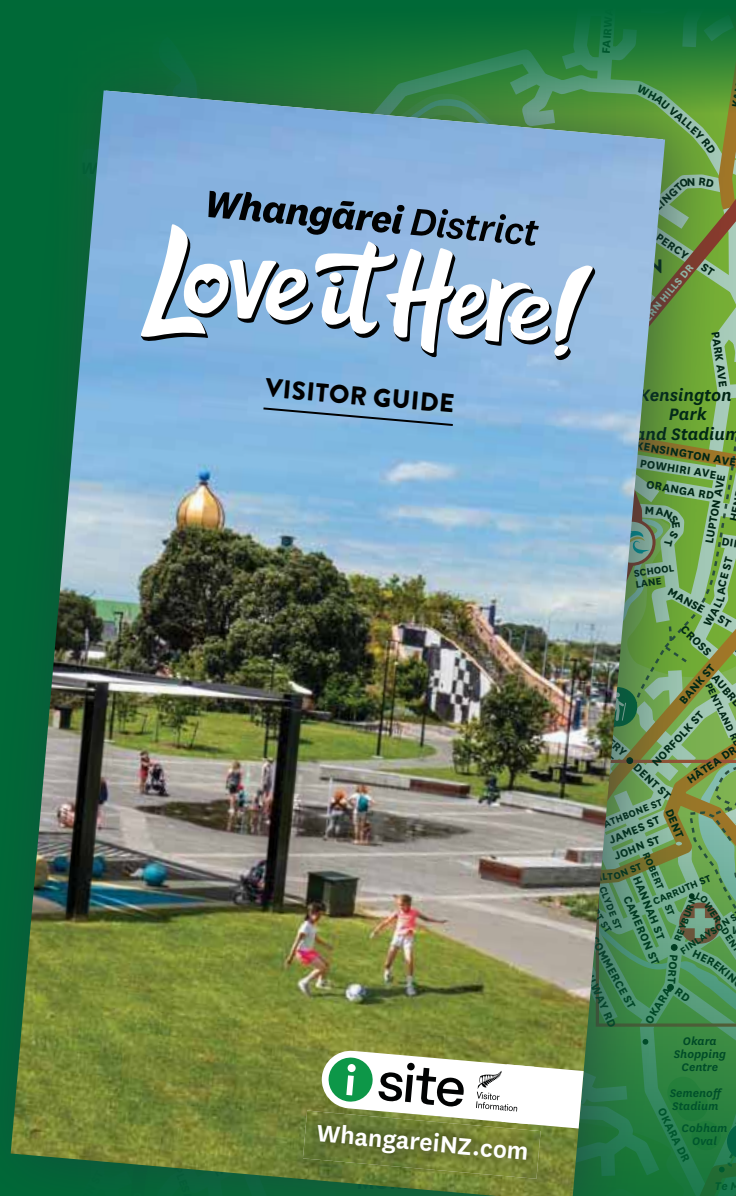
2026

An essential pocket companion for both domestic and international visitors - including cruise passengers - the official Whangārei District Visitor Guide provides key information, scenic imagery, and user-friendly maps to showcase the very best of the Whangārei District.

Designed to encourage longer stays and increased visitor spend, the guide is a valuable tool for enhancing the visitor experience throughout the District and is used extensively at the Whangārei isite to sell Whangārei tourism products - most visitors to the isite are unlikely to leave without a guide in hand.

Integrated QR codes connect readers directly to the official destination website WhangareiNZ.com, complemented by digital promotion through Whangārei District's Love it Here! social media channels.

With a print run of 25,000, the upcoming Visitor Guide will hit distribution points from late-October across the Whangārei District, Tai Tokerau Northland, Auckland, and free distribution to isite visitor centres and businesses across New Zealand.



DISTRIBUTED late-October 2025 to:

- All Northland isite Information Centres (Whangārei, Hokianga, Paihia, and Kaitiāia)
- Whangārei and Bay of Islands Airports
- Northland VisitorPoint Circuit display stands from Auckland to the Far North
- Auckland VisitorPoint Circuit display stands at 96 accommodation venues, 15 vehicle rental outlets, and other businesses across Auckland
- Annual mail out to all NZ isites
- Available on request (free of charge) to all isites and businesses across New Zealand
- Online at WhangareiNZ.com

Rates and Booking Information

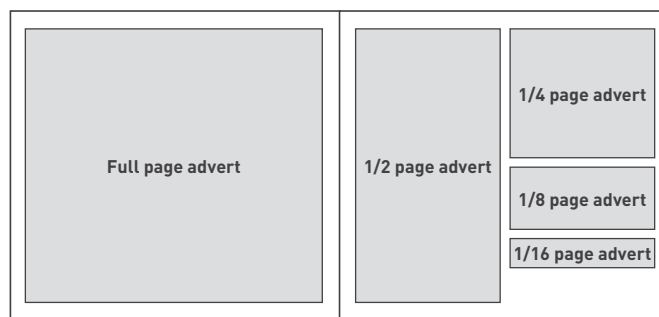
Bookings Close Friday 26 September 2025

ADVERTISING RATES

Please
select one

1/16 Page (93 x 18mm)	\$375
1/8 Page (93 x 39mm)	\$580
1/4 Page (93 x 81mm)	\$955
1/2 Page (93 x 165mm)	\$1,600
Full Page (189 x 165mm)	\$2,640
Back Cover (200 x 190mm)	\$3,000

ADVERT SIZES DIAGRAM



Sizes are W x H. All prices are exclusive of GST.

Secure your booking by completing the following and email to narrelle@bigfish.nz:

Business:

Product Name:

Email:

Phone:

Mobile:

Address:

Payment Option: ☐ I will pay on invoice ☐ I will pay by Automatic Payment in 3x monthly instalments

I CONFIRM THAT

* I / we agree that the registered adventure activity operator is responsible for ensuring that all aspects of the commercial adventure activities comply with their duties under the Health and Safety at Work Act 2015 and its regulations.

I have read and agree to the full Terms and Conditions and Payment Terms.

* Whangarei District Council reserves the right, at its absolute discretion, to refuse any application if unsatisfied with the information provided in relation to compliance with Health and Safety requirements.

Specifications, Terms & Conditions

Bookings Close Friday 26 September 2025

IMPORTANT

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

A) TEMPLATE STYLE ADVERTISEMENTS

Content Deadline: 30 September 2025

Email to narrelle@bigfish.nz

Content Requirements via email:

- 1/16 Page: 1 x image, 1 x logo, 40 word description, contact details: address, phone, email, website.
- 1/8 Page: 1x portrait image OR 2 landscape images, 1 x logo, Qualmark logo, 70 word description, 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) tiff or jpeg files.

It is the advertiser's responsibility to proof all content submitted.

B) PRINT READY ADVERTISEMENTS

Print Ready Art Deadline: 6 October 2025

Email to narrelle@bigfish.nz

Advertisements should be supplied as:

- Print ready high-res pdf
- CMYK colours (no spot colours) and all fonts converted to outlines
- 1/16 Page Advert: 93mm (w) x 18mm (h)
- 1/8 Page Advert: 93mm (w) x 39mm (h)
- 1/4 Page Advert: 93mm (w) x 81mm (h)
- 1/2 Page Advert: 93mm (w) x 165mm (h)
- Full Page Advert: 189mm (w) x 165mm (h)
- Back Cover: 200mm (w) x 190mm (h), plus 5mm bleed

If required, bigfish can custom design your advertisement:

- 1/8 or 1/4 Page custom design \$150 plus GST
- 1/2 Page or Full Page custom design \$225 plus 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 dictates 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 fees, 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 26 September 2025. 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.

For more information or to place your booking, please contact Narrelle Tuckey:
narrelle@bigfish.nz | M: 021 466 812