

Bay of Islands VISITOR MAP 2027

The only printed visitor map dedicated entirely to the Bay of Islands, produced specifically for the region's operators and visitors.

Each year, 30,000 copies are distributed through a strong network of visitor locations, including the Interislander and Bluebridge Cook Strait ferries, placing the Bay of Islands in front of holidaymakers while they are still planning their North Island journey.

The map covers the wider Bay of Islands, with detailed town maps for Kerikeri, Paihia/Waitangi and Russell. Featuring accommodation, activities and attractions, walking tracks, cycle trails, scenic and heritage highlights, amenities and useful information specific to the Bay of Islands.

Advertisement grid references connect each business directly to its location, helping visitors find their way. Folded from A2 to DL, it is a practical map visitors can carry and refer back to throughout their journey.

Deadlines

Sales Close:	25 September 2026
Content for Ad Design:	30 September 2026
Print Ready Artwork:	30 September 2026
Distribution:	Early-December 2026



The distribution network

Circulation of the upcoming Bay of Island Visitor Map will commence in early-December 2026 to:

- Interislander and Bluebridge Cook Strait ferries
- Bay of Islands, Hokianga, Kaitiāia, and Whangārei isite Visitor Information Centres
- Bay of Islands Airport
- VisitorPoint circuit display stands from Auckland to the top of the North
- Available on request, free of charge, via VisitorPoint Online to isites and businesses across New Zealand
- Maps can be downloaded from **bigfish.nz**

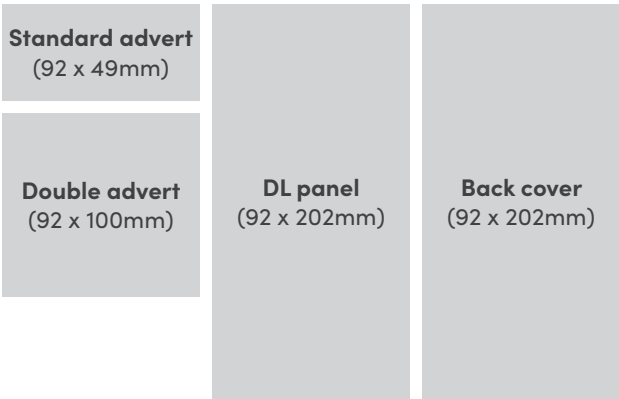
Advertising Rates & Booking Form

Secure your booking for the Bay of Islands Visitor Map 2027 by completing the following before **25 September 2026** and email to **narrelle@bigfish.nz**

Advertising sizes

	Please select one
Standard (92 x 49mm)	\$400
Double (92 x 100mm)	\$800
DL panel (92 x 202mm)	\$1,440
Back cover (92 x 202mm)	\$1,600

Sizes are w x h. All prices are exclusive of GST.



Booking details

Business	
Product	
Email	
Phone	Mobile
Address	

Payment option

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

I have read and agree to the Terms and Conditions and Payment Terms detailed on page 3

SIGNED	DATE
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Specifications, Terms & Conditions

Bay of Islands Visitor Map 2027

Advertiser Bookings Close Friday 25 September 2026

Ad Dimensions

- Standard ad: 92mm (w) x 49mm (h)
- Double ad: 92mm (w) x 100mm (h)
- DL panel: 92mm (w) x 202mm (h)
- Back cover: 92mm (w) x 202mm (h)

Content for ad design

Content Deadline: 30 September 2026

Email to narrelle@bigfish.nz

- Product description (max 70 words).
- 1 x portrait or landscape image.
- 1 x logo (pdf or eps format).
- Contact details: address, phone, email, website.
- Images must not be embedded in a Word document or in the body of an email but must be supplied as **attachments** in high resolution (300dpi) tiff or jpeg files or via WeTransfer.

Print Ready Artwork

Delivery Deadline: 30 September 2026

Email to narrelle@bigfish.nz

Supplied Artwork should be supplied as:

- Print ready high-res pdf.
- CMYK (no spot colours), no bleed or cropmarks, and all fonts converted to outlines.

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.

bigfish reserves the right to final control over the design and layout of advertisements and may change the publication format from time to time.

Incomplete Purchases and Cancellations

Cancellations cannot be accepted after the **Booking Deadline - 25 September 2026**. Advertising material not submitted by the due date may result in the withdrawal of the space allocation and may incur a charge.

Please note that 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.

Any subsequent changes incur a fee of \$50 + GST.

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.

Payment terms

- This Agreement is between Big Fish Creative Ltd and the party on the booking form, the 'advertiser'.
- Accounts must be paid by the due date or agreed date.
- Payments to Big Fish Creative:
BNZ 02-0492-0141888-00
Trading name and invoice number is required on all payments.

Late payment

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.