



# arrival

New Zealand's travel magazine



## Regional Partnerships and Alliances

### RATE CARD 2004

Personally greeting more than one million visitors  
every year at Auckland International Airport



## The Magazine

ARRIVAL IS THE ONLY NEWS-STAND QUALITY MAGAZINE TARGETING NEW ZEALAND'S 2 MILLION-PLUS ANNUAL BUSINESS AND LEISURE TRAVELLERS.

- Quarterly, 100-page, A4 gloss paper, perfect bound, four-colour throughout
- Editorial integrity drives content
- Guest columnists and local feature writers supplement the editorial team under Qantas Award winning editor Denise McNabb
- Lifestyle, leisure and recreational features combine with in-depth regional reports, and destination analyses
- Specialist trade, export and commercial stories, website directories, event calendar, maps, directories and airport information complete the content

## Benefits of promoting your region or city

- Attract international and domestic leisure and business visitors
- Attract innovative and entrepreneurial individuals and businesses
- Attract investment and new ventures
- Attract immigrants
- Showcase your region's events
- Stimulate employment and economic growth
- Promote your social, economic and cultural environment
- Highlight your region's uniqueness and future potential
- Promote your Economic Development Agency and its growth projections
- List your website



## The Market

ARRIVAL MAGAZINE PUTS THE SPENDING POWER OF 500,000 TRAVELLERS IN YOUR HANDS.

- More than two million visitors come to New Zealand each year
- 72% of them arrive at Auckland International Airport
- 56% of them are Fully Independent Travellers (FIT's)
- More than 30% of them receive a personal copy of arrival magazine in the Customs Arrival Hall before they enter the country
- By definition FIT's have not paid for accommodation, transport, entertainment or many itineraries
- They spend \$4.6 billion while they're here
- They account for more than three-quarters of the total tourist bed nights in the country

*All information based on year to May 2003 – NZ Department of Statistics*



## The Media Power

ARRIVAL MAGAZINE HAS BEEN GRANTED A LICENSE TO MEET AND GREET TRAVELLERS AT AUCKLAND INTERNATIONAL AIRPORT, WITHIN THE CUSTOMS ARRIVAL HALL.

- Uniformed *arrival* staff greet all international flights arriving between 4am and 6pm
- Up to 10,000 copies are placed in visitors' hands every week
- *arrival* magazine is also:
  - sold at 450 retail outlets in New Zealand and 600 outlets in Australia
  - the in-house magazine for Sheraton Auckland Hotel and Towers and Hotel Grand Chancellor in Auckland
  - free at selected tourism information sites and Airbus commuter services
  - personally mailed to more than 2000 senior New Zealand export sector managers
- More than half a million magazines are distributed each year

## The Media Smarts

**REGIONAL PARTNERSHIP RATE: \$15,000 PER ISSUE**

### What you will get:

- Four-page article on your region for three issues
- Six-page article for one issue
- Cover shot for issue containing six-page article
- Name of region on cover of all four issues
- Minimum of five events listed in the events calendar
- 1000 complimentary copies of arrival magazine
- Supplied images will be used in article if suitable
- Four 1/6 page advertisements along the bottom of pages
- 12 Month contract limited to four partners
- 6 x 10,000 inserts in arrival promoting events. Inserts provided by region.
- One display case at the New Zealand Trade Centre for your Economic Development Agency
- *arrival* website listing
- Additional benefits/services specific to your region

**REGIONAL ALLIANCE RATE: \$10,000 PER ISSUE**

### What you will get:

- Two-page article on region
- Name of region on cover for at least one issue
- Minimum of two events listed in the event calendar
- 500 complimentary copies of arrival publication
- Supplied images will be used in article if suitable
- Two 1/6 page advertisements at the bottom of the pages
- 4 x 10,000 inserts in arrival promoting events. Inserts provided by region.
- One display case at the New Zealand Trade Centre for your Economic Development Agency
- *arrival* website listing
- Additional benefits/services specific to your region



### **arrival is published quarterly Sept/Dec/Mar/June**

- All prices are subject to GST
- Artwork must be supplied to our specifications
- Any additional advertising obtained either by region or *arrival* from a commercial operator shall be used to increase coverage of the region
- All editorial is handled by *arrival's* editor. We welcome input with regard to content and invite a region for comment before the final draft
- Payment 20th of month following issue



ARRIVAL ADVERTISING ENQUIRIES:

**Murray Batger, General Manager or  
Stephanie Kendall National Sales Manager**  
*arrival* New Zealand

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