

New Zealand Motor Caravan Association

TRAVEL DIRECTORY 8



Media Kit TD8

Are you looking for an excellent opportunity to gain long-term exposure to motorhomers? Don't miss the chance to be part of the NZMCA 'reference bible'!

It is that time again; the NZMCA is publishing their Travel Directory providing members with vital information which is used to plan trips and as an essential reference tool while on the road.

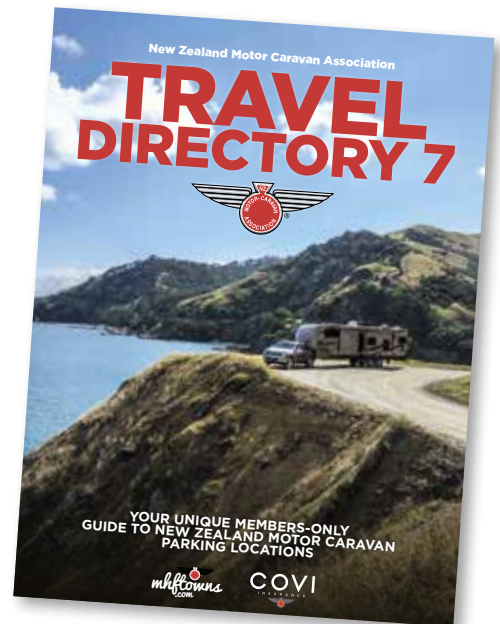
Travel Directory 8 builds on the success of previous directories which included a comprehensive range of colour maps printed in A4 format. The maps include a number of important destinations and points of interest that members use frequently.

For example:

- Freedom Camping
- Dump Stations
- Park Over Proprieties

- NZMCA and DOC Parks
- Campgrounds
- Clubs
- GPS co-ordinates
- Important information for each point of interest
- A range of other attractions and important listings.

This 320+ page A4 full colour publication is the reference bible for all NZMCA members. It is constantly referred to while planning trips and during their travels. Make sure your company has full exposure to 120,000 NZMCA members over the next 24 months.



Advertising Rates

Full Page	\$2,950	Third Page horizontal	\$1,200
Half Page horizontal	\$1,500	Quarter Page horizontal	\$995

Loadings will apply for premium positions. All prices are quoted full colour and exclude GST. Positions are subject to availability. Rates and the publication date are subject to change.



Statistics

- 85,000 copies of Travel Directory are distributed to 120,000 members over the next 24 months
- A4 full colour 320+ plus pages distributed to all New Zealand Motor Caravan Association members
- In an NZMCA survey 97% of people rated the Travel Directory as excellent or very good*
- This is the NZMCA bible
- 82% of people wanted to see an increase in the level of advertising in the Travel Directory*
- Limited advertising spaces available – make sure you don't miss out
- To be published September 2021

*Source NZMCA readers survey

Circulation of 85,000 copies distributed to 120,000 members

Advertising Deadlines & Publication Date

Booking Deadline	Material Deadline	Publication Date
30th July	20th August	20th September 2021

Advert Sizes

Full page: Offset crop marks 5mm

TRIM (page size):
205mm wide x 275mm high

BLEED (5mm), TRIM with bleed size:
215mm wide x 285mm high

TYPE AREA:
181mm wide x 253mm high



Half page horizontal NO bleed or crop marks
181mm wide x 126mm high



Third page horizontal NO bleed or crop marks
181mm wide x 82mm high

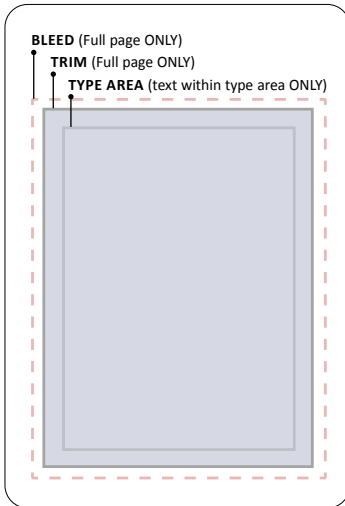


Quarter page horizontal NO bleed or crop marks
181mm wide x 58.5mm high



Specifications and Services

BLEED, TRIM & TYPE AREA



ARTWORK REQUIREMENTS

We only accept high resolution PDFs ('Press Quality'). Please use the following specifications:

- CMYK (any spot and/or RGB will be converted)
- Maximum 300% ink coverage
- Images/graphics embedded, 220dpi minimum
- Fonts embedded or converted to paths

SUPPLYING FILES

- As email attachment (smaller than 12mb)
- Dropbox, We Transfer or Hightail

DESIGN SERVICES

If a new advertisement or re-design is required, Spot On Publications can provide design services, please contact us to discuss.

Files that do not meet Artwork PDF file requirements may attract a charge of \$110 an hour (min. charge 1 hour).

INSERTS

Please contact us for pricing and specifications. Conditions apply.

“In an NZMCA survey 97% of people rated the Travel Directory as excellent or very good”*

Contact Details

For further information on advertising; email Rachel or Brent; phone 09 418 5205

Rachel Lee
Account Manager
rachel@spoton.net.nz

Brent Gillies
General Manager
brent@spoton.net.nz

