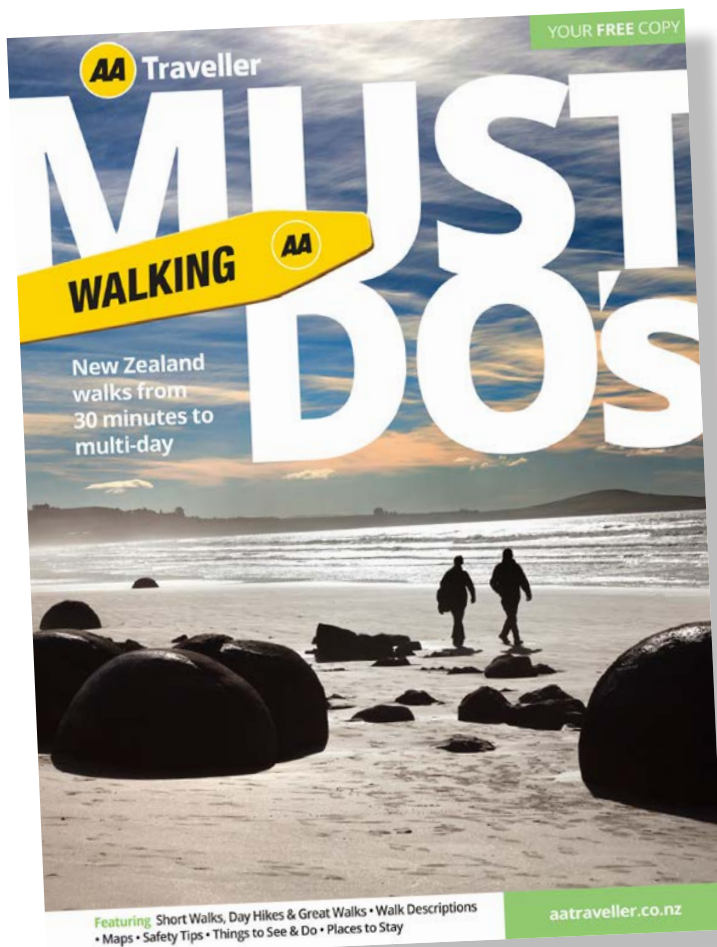


# AA Traveller

## Want to be included in our upcoming Must-Do's New Zealand Walking Guide?



- Short to Multi-Day Walks
- Walk Descriptions
- Maps
- Safety Tips
- Things to See & Do
- Places to Stay
- AA Traveller App

### What are you waiting for?

Be part of our 'Must-Do's – New Zealand Walks', a complete walking guide that provides an insight into each walk 'like no other'.

**50,000 copies** are printed ready for distribution in November 2020 and circulated throughout New Zealand to Information Centres, i-SITES, AA Centres, Airports, Accommodation Providers, Tourist Attractions and more.

Our updated list of walks  
including all of New Zealand's

# Great Walks

Featuring  
**MORE  
TOP  
WALKS!**

**50,000 copies distributed each year...**



With a range of walking options most international visitors participate in short walks of up to three hours



**51%**  
short walk between half hour and three hours

Family tramping in New Zealand © Getty Images

## KEY INFORMATION



Glossy, full colour A4 size in **magazine-style** design



Features a **mix of trails** suitable for all fitness levels and experience, across all types of New Zealand landscapes.



Each of the nine regional sections will be introduced with an **overview** of the area and a **map** showing the location of each walk featured, followed by descriptions of each trail and relevant details.



Features a **detailed description** of each trail including preparation and safety tips, length, location of amenities and mobile coverage



Includes **local highlights** encouraging walkers to spend more time in the area



**Road safety tips** for both walkers and drivers



**Nationwide distribution** via AA Centres, DOC Visitor Centres, i-SITES, accommodation, attraction and tourism providers



Each of the walking trails, together with maps and supporting information, will be available as **downloadable content** from [aa.co.nz/travel](http://aa.co.nz/travel)



Your advert will be repeated in the digital ebook on [issuu.com/aa-traveller](http://issuu.com/aa-traveller) and will be displayed **FREE OF CHARGE** for up to 12 months. All website/email links are interactive and link to an advertiser's website/email. The ebooks were first loaded on [issuu.com](http://issuu.com) on May 2019 and as at 4 December 2019 have received 10,000 reads.



There's so many fantastic walks around the country, it can be hard to know where to begin – and that's where we come in. Featuring a blend of Inspiration and practical information, this product is an updated, comprehensive guide to walking in New Zealand. This year, we've added an array of walks in every region of the country. Trails featured will include the official Great Walks, short walks, day hikes, historically significant walks and city trails. The guide will also include tips on choosing the right trails, planning and preparing, staying safe and environmental awareness.

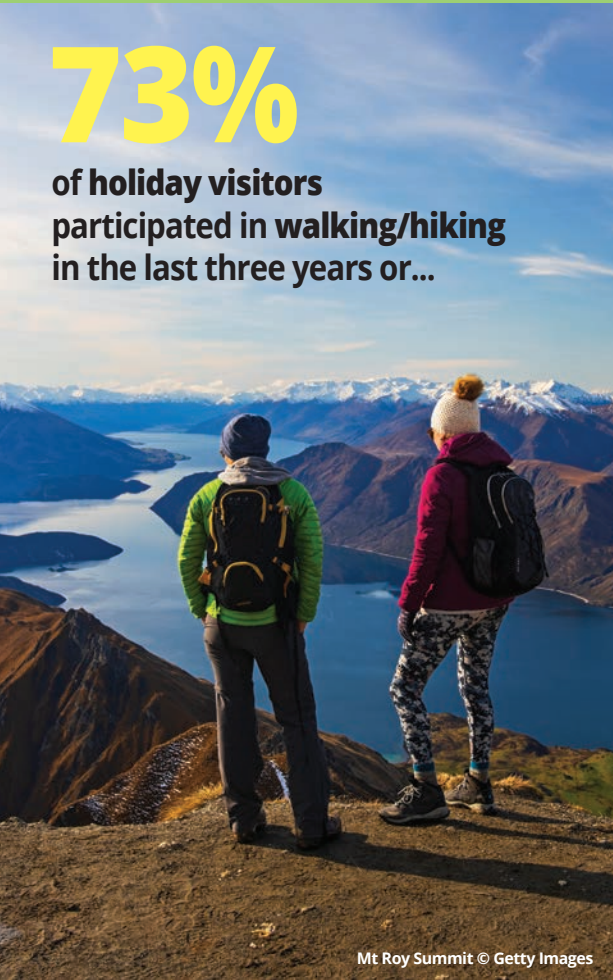




**Walking and hiking** are popular activities and enable visitors to **experience our landscapes and scenery**. Those visitors who do longer walks visit five to **six regions** on average which helps spread their value across the country.

**73%**

**of holiday visitors participated in walking/hiking in the last three years or...**



Mt Roy Summit © Getty Images

## ADVERTISING RATES

MUST-DO'S - NEW ZEALAND WALKS	PRICE
Double Page Spread	\$9,795
Full Page	\$4,995
Half Page	\$2,500
Quarter Page	\$1,425
Eighth Page	\$850
Template	\$445
Outside Back Cover	+25%
Inside Front Cover	+15%
Special positioning	+5%

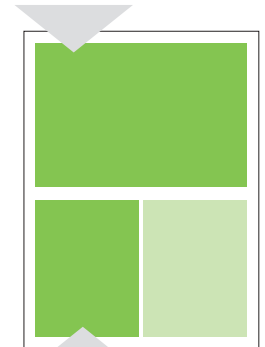
\*(exclusive of GST)

## SPECIFICATIONS DISPLAY ADVERTISING

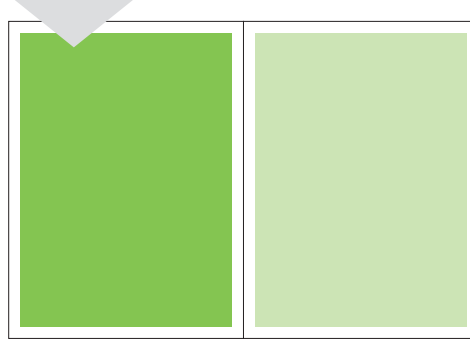
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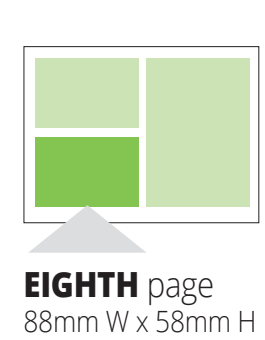
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**FULL** page  
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**QUARTER** page  
88mm W x 122mm H



**EIGHTH** page  
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## TEMPLATE ADVERTISING

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- Studio, 1, 2 and 3-room units. Family units with shub baths.
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- Tariff: \$140-\$250 (1-4 persons).

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### TEMPLATE Includes:

- Establishment name and contact details
- 35 words of text
- Photo or business logo
- Up to 3 affiliated logos
- Qualmark logo if applicable

## List of Must-Do's - New Zealand Walks

Northland	
Rainbow Falls & Kerikeri River Track	Kerikeri
Bay of Island's Coastal Walkway	Paihia
Cape Brett Track	Bay of Islands
Ruapekepeka Pa Track	near Kawakawa
Hātea Loop Walkway	Whangārei
Mt Manaia Track	Whangārei Heads
Waipū Caves Track <b>NEW</b>	Waipū
Tokatoka Peak Scenic Reserve Track	Kaipara
Kai Iwi Lakes Coastal Track <b>NEW</b>	Dargaville area

Auckland and surrounds	
Mt Tamahunga Walkway	Matakana
Te Ara Tahuna Estuary Walkway <b>NEW</b>	Orewa, Rodney
North Shore Coastal Walk	North Auckland
Auckland Foreshore Heritage Walk	Central Auckland
Coast to Coast Walkway	from Waitemata to Manukau, Central Ak
Rangitoto Summit Track	Rangitoto Island
Waiheke's Art Walking Trail <b>NEW</b>	Waiheke Island
Te Atatu Peninsula Walkway	West Auckland
Hunua Falls Loop Track	South Auckland

Coromandel, Bay of Plenty & Eastland	
Coromandel Coastal Walkway	Port Charles
Cathedral Cove Walk	Coromandel
Kauaeranga Kauri Trail (Pinnacles Walk)	Coromandel
Karangahake Gorge Historic Walkway	Waihi
Mt Maunganui (Mauao) Summit Walk	Mt Maunganui
Nga Tapuwai o Toi Walkway	Whakatāne
Lake Waikaremoana Great Walk <b>NEW</b>	Te Urewera
Cooks Cove Walkway	Eastland

Central North Island	
Wairenga/Bridal Veil Falls	Raglan
Hamilton Lake <b>NEW</b>	Hamilton
Mt Pirongia Summit via Mahaukura Track	Waikato
Ruakuri Walk	Waitomo
Blue Lake Track	Rotorua
Great Lake Walkway	Taupo
Tongariro Northern Circuit	Ruapehu
Tongariro Alpine Crossing	Ruapehu

Lower North Island	
Pouakai Crossing	Taranaki
Dawson Falls Walking Tracks	Taranaki
Bridge to Nowhere Walk	Whanganui region
Manawatu Gorge Tawa Loop Walk	Manawatu
Orongorongo Track	Remutaka Forest Park
Makara Walkway	Wellington
City to Sea Walkway	Wellington

## Marlborough & Nelson

Wainui Falls Track	Abel Tasman National Park
Abel Tasman Coast Track	Abel Tasman National Park
Tākaka Hill Walkway	Tākaka
Heaphy Track	Buller
Queen Charlotte Track	Marlborough
Lake Chalice Hut Walk	Mt Richmond
Lake Rotoiti Circuit	Nelson Lakes
Speargrass Track	Nelson Lakes


## Canterbury & Christchurch

Kaikōura Peninsula Walkway	Kaikōura
Mt Isobel Track	Hurunui
Awaroa/Godley Head Loop Track	Christchurch
Round the Mountain via Curry Track	Akaroa
Devil's Punchbowl Walking Track	Arthur's Pass, Selwyn
Kura Tāwhiti Access Track	Selwyn
Peel Forest Park Scenic Reserve Track	Geraldine
Caroline Bay, Timaru Botanic Gardens & Centennial Park Walks	Timaru

## West Coast

Oparara Arch Walk	Karamea
Charming Creek Walkway	Buller
Cape Foulwind Walkway	Westport
Truman Track	Punakāiki
Hokitika Gorge Walk	Hokitika
Paparoa/Pike 29	Greymouth
Franz Josef Glacier Walk	Franz Josef Glacier
Lake Matheson Walk	Fox Glacier

## Lower South Island

Queenstown Hill Time Walk	Queenstown
Bannockburn Sluicings	Central Otago
Roys Peak Track 	Mt Aspiring
Routeburn Track	Mt Aspiring/Queenstown
Southern Milford – Mackinnon Experience (shortened version of Milford Track)	Fiordland
Kepler Track	Te Anau
South Hill Walkway	Ōamaru
Moeraki Boulders Beach Walk & Millennium Walkway	Waitaki
Harbourside Path	Dunedin
Nugget Point/Tokata walks	Clutha
Cathedral Caves Walk	The Catlins
Rakiura Track	Stewart Island