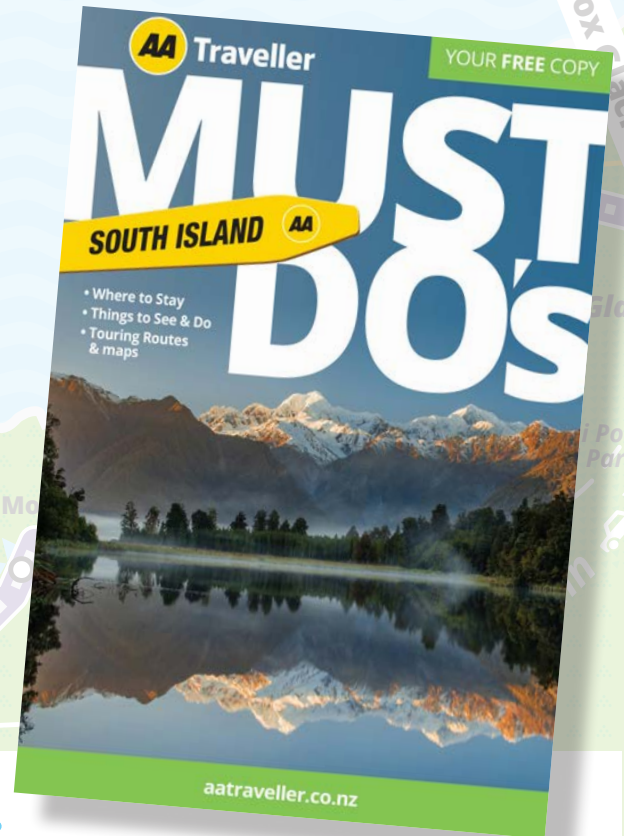
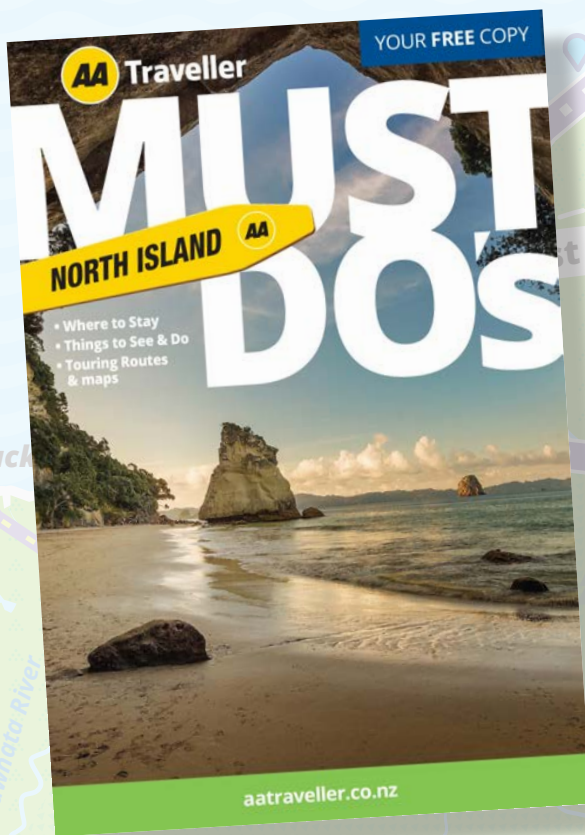


## Want to be included in our upcoming **Must-Do's North Island and South Island Guides?**

### What are you waiting for?

Be part of our 'Must-Do's – North Island' or 'Must-Do's – South Island' guides, a complete road trip guide that provides information about where to stay, maps and things to do.

**100,000 copies** of each guide are printed ready for distribution in mid-October 2020 and circulated throughout New Zealand to Information Centres, i-SITEs, AA Centres, Airports, Accommodation Providers, Tourist Attractions and more.



- Road Trips
- Where to Stay
- Things to See & Do
- Touring Routes & Maps
- City & Town Descriptions
- AA Traveller App

From our wide open spaces to our world-famous places, the guide will provide all the information needed for independent travellers.



An exciting publication on **road tripping around New Zealand**. This inspiring guide provides itinerary ideas, side trip options, suggests diversions and encourages exploration and adventure.

**100,000 copies of each guide distributed each year...**

**W**ith fresh content based on road trips and side trips covering the entire country, this guide will combine information on what to see and do, top tips from the locals, where to stay including pet-friendly options, and easy-to-read maps showing handy pit stops, travel times and key attractions.

The advertisements will be placed in a separate ad section at the end of each road trip and separated into townships, allowing travellers to plan their trips with ease.

## KEY INFORMATION



User-friendly A5 size



**North Island** and **South Island** editions



**Road trips** covering the entire country to inspire travellers to hit the road and explore far and wide. Detailed maps, key attractions and themed spreads (eg best beaches, top family activities) will be included for each road trip



**Must-Do's** specific to each touring route will be included



Includes **accommodation options** including Hotels, Resorts, Motels, Apartments, Cottages, Bed & Breakfasts, Guest Houses, Farmstays, Holiday Parks, Camping Grounds, Hostels & Backpackers



Includes a list of **pet-friendly** accommodation



One convenient **advertising section** at the end of each road trip. Adverts will be separated into townships, then listed by ad size from largest to smallest



**Nationwide distribution** via AA Centres, i-SITES and accommodation, leisure and tourism providers

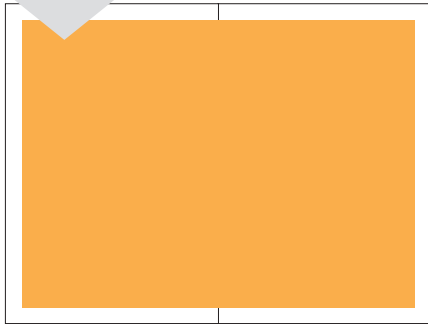


Your advert will be repeated in the digital ebook on [issuu.com/aatraveller](http://issuu.com/aatraveller) and will be displayed **FREE OF CHARGE** for up to 12 months. All website/email links are interactive and link to an advertiser's website/email. The ebooks were first loaded on [issuu.com](http://issuu.com)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

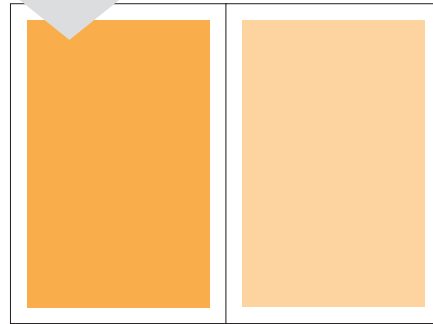
# SPECIFICATIONS

## DISPLAY ADVERTISING

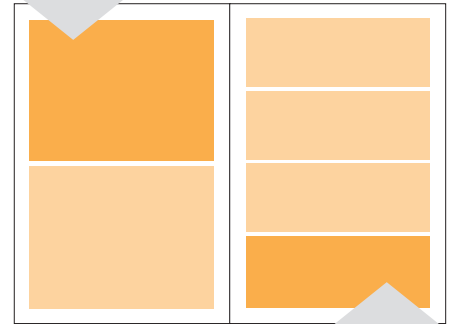
**DOUBLE** page spread  
250mm W x 180mm H



**FULL** page  
114mm W x 180mm H



**HALF** page  
114mm W x 88mm H



**QUARTER** page 114mm W x 44mm H

## TEMPLATE ADVERTISING



### PHOTO EIGHTH page

- Establishment name and contact details
- Up to 6 amenity symbols
- 35 words of text (including 2-person tariff GST incl)
- Up to 3 affiliated logos
- Photo or business logo
- Qualmark logo if applicable



### PHOTO BOLD listing

- Establishment name and contact details
- Up to 6 amenity symbols
- 25 words of text (including 2-person tariff GST incl)
- Up to 3 affiliated logos
- Photo or business logo
- Qualmark logo if applicable



### STANDARD listing

- Establishment name and contact details
- 20 words of text (including 2-person tariff GST incl)
- Up to 6 amenity symbols



### PETS LINE listing

- Location, establishment name, street, email or web address, phone number and 2-person tariff (GST incl).



### CROSS REFERENCE listing

- Establishment name, street, phone number.....Refer location

To read or download the guides online go to:  
[www.aa.co.nz/travel/travel-guides/ebooks](http://www.aa.co.nz/travel/travel-guides/ebooks)

## ADVERTISING RATES

AD SIZE	PRICE
Double Page	\$8,095
Full Page	\$4,495
Half Page	\$2,695
Quarter Page	\$1,675
Photo Eighth Page	\$925
Photo Bold Listing	\$650
Standard Listing	\$450
Cross Reference	\$175
Pets Line Listing	\$100
Outside Back Cover	+25%
Inside Front Cover	+15%
Special positioning	+5%

\*(exclusive of GST)

# List of Must-Do's North Island & South Island Road Trips

Northland		Side Trips
Trip 1	Mangawhai to Whangarei	• Whangarei Heads
Trip 2	Whangarei to Kawakawa to Paihia (via Tutukaka)	• Russell • Tutukaka Coast
Trip 3	Paihia to Kerikeri to Mangonui to Cape Reinga to Kaitaia	• Matauri Bay • Whatuwhiwhi Peninsula
Trip 4	Kaitaia to Ahipara to Opononi to Kaihu to Dargaville to Matakoho (includes ferry across Hokianga Harbour option)	• Kai Iwi Lakes

Auckland		Side Trips
Trip 1	Central Auckland to Waitakere & Central Auckland to Hauraki Gulf Islands	
Trip 2	Central Auckland to Helensville to Wellsford	• Kaipara Harbour
Trip 3	Central Auckland to Orewa to Wellsford (includes Leigh, Matakana)	
Trip 4	Central Auckland to Manukau to Awhitu Peninsula	• Hunua Ranges • Clarks Beach • Tuakau

Coromandel, Bay of Plenty & Eastland		Side Trips
Trip 1	Kaiaua to Ngatea to Thames to Coromandel Town to Whitianga	• Tip of the Coromandel Peninsula/Port Jackson • New Chums Beach
Trip 2	Whitianga to Tauranga (via Waihi, Mt Maunganui)	• Te Aroha (via Paeroa)
Trip 3	Tauranga to Whakatane to Opotiki	• White Island
Trip 4	Opotiki to Ruatoria to Gisborne to Wairoa	• Rere Falls • Lake Waikaremoana • Mahia Peninsula

Central North Island		Side Trips
Trip 1	Hamilton to Raglan	• Te Kauwhata
Trip 2	Raglan to Waitomo Caves (via Kawhia)	
Trip 3	Waitomo Caves to Otorohanga to Te Awamutu to Cambridge	• Te Kuiti
Trip 4	Cambridge to Tirau to Rotorua	• Sanctuary Mountain Maungatautari • Matamata
Trip 5	Rotorua to Taupo	• Orakei Karako • Atiamuri (Waikato River Trails) • Murupara (Te Urewera National Park)
Trip 6	Taupo to Turangi to Taihape (via Waiouru)	
Trip 7	Waiouru to Ohakune to National Park Village to Taumarunui (via Raetihi)	

Lower North Island		Side Trips
Trip 1	Awakino to New Plymouth (via Inglewood) to Hawera (Surf Highway 45) to Whanganui (via Stratford)	• Whangamomona
Trip 2	Whanganui to Palmerston North (via Bulls and Feilding)	• Whanganui National Park
Trip 3	Napier to Pahiatua (Classic Wine Trail part 1)	
Trip 4	Pahiatua to Wellington (Classic Wine Trail part 2)	• Castlepoint • Cape Palliser
Trip 5	Wellington to Foxton Beach	• Kapiti Island

Marlborough & Nelson		Side Trips
Trip 1	Blenheim to Kaikoura	
Trip 2	Blenheim to Havelock (via Picton)	• Wairau Valley • Marlborough Sounds
Trip 3	Havelock to Nelson	
Trip 4	Nelson to Richmond to Mapua to Motueka	• Murchison • Nelson Lakes National Park/St Arnaud
Trip 5	Motueka to Takaka	• Abel Tasman National Park
Trip 6	Takaka to Collingwood to Farewell Spit	

West Coast		Side Trips
Trip 1	Westport to Karamea	• Oparara Basin • Buller Gorge Swingbridge
Trip 2	Westport to Greymouth	• Moana and Lake Brunner • Reefton
Trip 3	Greymouth to Hokitika	• Kumara and Jacksons
Trip 4	Hokitika to Fox Glacier	
Trip 5	Fox Glacier to Haast to Wanaka	• Jackson Bay

Canterbury & Christchurch		Side Trips
Trip 1	Alpine Pacific Touring Route: Christchurch to Amberley to Hanmer Springs Hanmer Springs to Kaikoura to Amberley	• Maruia Springs
Trip 2	Christchurch to Akaroa	
Trip 3	Christchurch to Greymouth including Arthur's Pass	
Trip 4	Christchurch to Timaru via Pleasant Point	• Waimate
Trip 5	Amberley to Rangiora to Methven/Mt Hutt Ski Area to Geraldine	
Trip 6	Geraldine to Lake Tekapo to Twizel to Omarama	• Aoraki Mt Cook

Lower South Island		Side Trips
Trip 1	Queenstown to Arrowtown to Wanaka, via Crown Range or via Kawarau Gorge & Cromwell	• Lake Hawea
Trip 2	Wanaka to Cromwell to Clyde to Alexandra to Milton to Dunedin	• Otago Central Rail Trail (Clyde, Omakau, St Bathans, Ranfurly, Middlemarch)
Trip 3	Dunedin to Oamaru to Omarama	• Lake Ohau • Macraes
Trip 4	Dunedin to Milton to Balclutha to Owaka to Bluff to Invercargill	• Stewart Island • Gore, Lumsden & Winton
Trip 5	Invercargill to Te Anau via Tuatapere	• Doubtful Sound • Milford Sound
Trip 6	Te Anau to Queenstown	