

“2020 AA Survey says Kiwis are hooked on cycling”



## Cycling Must-Do's Guide

Put your business in front of an audience of thousands.

**Distributed in November 2021**

**37,500 copies** Minimum

Circulated throughout New Zealand to Information Centres, i-SITES, AA Centres, Airports, Accommodation Providers, Tourist Attractions and more...

**Media Kit 2022**

 **Ngā Haerenga**  
NEW ZEALAND CYCLE TRAILS  
National Partner

# KEY INFORMATION

-  Nationwide Distribution
-  AA Traveller App – Link to e-book
-  Advert Repeated **FREE OF CHARGE** in e-book
-  A4 Size – Glossy – Full Colour – Magazine-style
-  22 Great Rides & Selection of Heartland Rides
-  Trail Maps & Grading
-  Detailed Route Descriptions
-  Local Highlights & Hidden Gems
-  Switch Between Print and Digital with Embedded QR Codes
-  Road Safety Tips
-  Things to See & Do
-  Where to Stay

# Tap in to New Zealand's huge cycle trail market

More and more Kiwis are jumping on the saddle. Feature in our **Cycling Must-Do's, Ngā Haerenga New Zealand Cycle Trails** guide and put your business in front of a growing audience.

Featuring every Ngā Haerenga New Zealand Cycle Trails Great Ride and a number of select Heartland Rides: in detail, up-to-date and in one handy guide.



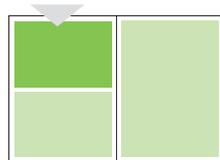
# PICK YOUR SIZE



## TEMPLATE\*

**\$445**

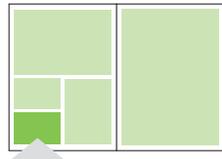
\*Strict template as shown below. Created in-house.



## HALF page

180mm W x 122mm H

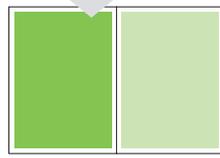
**\$2500**



## EIGHTH page

88mm W x 58mm H

**\$850**



## FULL page

180mm W x 250mm H

**\$4995**



## QUARTER page

88mm W x 122mm H

**\$1425**



## DOUBLE page

380mm W x 250mm H

**\$9795**

# SUPPLY YOUR ARTWORK



## Either do it yourself

Supply print-ready pdf (300dpi) at the correct dimensions. Full Specifications Sheet available on request.



## Or let us do it for you

Supply us with a rough layout, copy, logos/hi-res images.



## Queries

Email all material and any questions regarding your booking to: [tourism.images@aa.co.nz](mailto:tourism.images@aa.co.nz)

# KEY DATES



## Material Required

**WITHIN 14 DAYS AFTER SIGNING**  
unless an alternative date is supplied



## Anticipated Delivery

**NOVEMBER 2021**

## \*TEMPLATE EXAMPLE

**XYZ MOTEL**

- Studio, 1, 2 and 3-room units. Family units with shub baths.
- Free WiFi. Guest laundry. Pets by arrangement. BBQ. Outdoor swimming pool. Continental breakfast. Sky 50+.
- Tariff: \$140-\$250 (1-4 persons).

123 Barry Ave, Mairangi Bay • P: +64 9 123 4567 • Res: 0800 123 4567  
[www.xyzmotel.co.nz](http://www.xyzmotel.co.nz) • E: [xyzmotel@xtra.co.nz](mailto:xyzmotel@xtra.co.nz)

Logos: QUAL MARK GOLD, SKY, ALL MAJOR CREDIT CARDS ACCEPTED.

## Includes:

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

# Survey of AA Members - 2020

“These are a great resource. Having worked in the tourism industry in the past, I also know the AA Travel Guides to be extremely useful to overseas visitors (once the world returns to some kind of normal).”

AA MEMBER

“When we sent a survey to a random sample of Members aged 18+ from all across New Zealand to ask specifically about AA maps and travel guides, we were heartened to learn that a third of Members have used one in the last 12 months. Most (59%) picked them up from an AA Centre. Most used them for travel planning; a bit over half used them while travelling.

And get this: more than 80% of those who have used an AA Traveller guide made an enquiry with an advertiser, searched online for more information or made a booking as a result of seeing an ad in the guide.”

KATH WEBSTER,  
EDITOR AA TOURISM PUBLISHING LTD



# List of Cycling Must-Do's Ngā Haerenga New Zealand Cycle Trails

## NORTH ISLAND TRAILS

Pou Herenga Tai Twin Coast Cycle Trail
Hauraki Rail Trail
Waikato River Trails
Te Ara Ahi – Thermal by Bike
Motu Trails
The Timber Trail
Great Lake Trails
Mountains to Sea Trails
Hawke's Bay Trails
Remutaka Cycle Trail

## SOUTH ISLAND TRAILS

Queen Charlotte Track
Coppermine Trail (formerly Dun Mountain Trail)
Tasman's Great Taste Trail
The Old Ghost Road Trail
West Coast Wilderness Trail
St James Cycle Trail
Alps 2 Ocean Cycle Trail
Otago Central Rail Trail
Roxburgh Gorge Trail
Clutha Gold Trail
The Queenstown Trail
Around the Mountains Cycle Trail

## HEARTLAND TRAILS

Far North Cycleway
Kauri Coast Cycleway
Kaipara Missing Link
Rere Falls Trail
Forgotten World Highway Cycle Route
Manawatū Cycleway
Hurunui Trail
Molesworth Muster Trail
Rainbow Trail
Southland Traverse