Media Kit

Opportunity.
Information.
Investment.
Return.

KEY FACTS:

Published:
Quarterly
(Summer/Autumn/Winter/Spring)

Circulation/Readership:
4500/12000+

Distribution:
The key decision makers in New Zealand Hotels, Motels, Apartments, Time Share and Holiday Parks plus the leading Industry Professionals.

Website:
www.accomnews.co.nz

The priority read for New Zealand Accommodation Industry professionals.

the no.1 guide to accommodation industry product & service suppliers
Bringing industry professionals together.

AccomNews is unrivalled as the premier product and service guide for the accommodation industry, with every issue distributed to over 4,500 industry properties and professionals. Circulation across key management personnel within each property gives AccomNews an estimated total readership across New Zealand in excess of 12,000.

The New Zealand edition of AccomNews provides the accommodation professional with the critically important, but often disregarded, background information on the real issues that are vitally pertinent to the successful operation of all genres of accommodation properties.

AccomNews gets down to the nitty-gritty: our editorial staff constantly look for real solutions to real problems that face accommodation professionals in the day-to-day running of their properties.

Each issue of AccomNews provides our readers with the latest on:

- Industry News and Events
- Management
- Marketing
- Energy and Resources
- Communications
- Food & Beverage
- Housekeeping
- Refurbishment
- Technology
- Engineering
- Outdoor Facilities
- Swimming Pools & Spas
- Safety & Security
- Human Resources

Each of our information sections aligns with the departmental structure of a typical accommodation property; it is this structure that makes AccomNews a leader in accommodation industry B2B journals.

AccomNews Readers by Type/Sector

- Apartments 438
- Small Lodges 476
- Backpacker/Hostel 127
- Hotel 560
- Motel 1936
- Tourist Parks 494
- TOTAL 4031

Response!

From our Readers...

The magazine is always current…I love the global perspective and articles on management from top influential industry managers”
Greg Campbell, Ibis Christchurch

“Covers most things…great magazine to read and get great ideas from”
Graeme Horsley, Heartland Hotel Queenstown

“I like your whole magazine…I think it’s great, a magazine purely for our benefit”
Diane Smith, Queenstown Motel Apartments

“Don’t change a thing! Great magazine, love the quality I use it as my #1 industry tool.”
Ngaire Small, Fountain Resort Motel

“I was pleasantly surprised by your magazine, a very professional feeling, raising the tone within the industry”
Stephan Rudich, Paihia Beach Resort & Spa

“Love the profiles and case studies…it is a very helpful and useful publication”
Gale Parlane, Midway Pacifica Lodge

“We are new to the industry and find the publication of immense help”
Evelyn & Tony Martin, A1 Park View Motel

“I like the magazine and believe it to be one of the better industry magazines”
Blair Chalmers, Kingsgate Hotel Rotorua

“I like the advertising the best out of all the aspects of the magazine.”
Karen Metcalf, Koanui Lodge & Backpackers

“Enjoy keeping up to date with what’s happening in the industry”
Colin Gestro, Queenstown Gateway Apartments
The accomnews.co.nz website offers readers an increasing range of online services to compliment the information provided in the printed magazine.

If you are looking to increase your online response and drive traffic to your website then advertising on the accomnews.co.nz provides you with a range of cost-effective advertising and marketing solutions.

To enquire more email advertising@amguide.co.nz or call Stewart Shimmin on (03) 974 1036.
## Rates & Material Requirements

### Display Advertising

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### Profile (Display/Advertorial)

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### Electronic Direct Marketing Package

1x EDM blast to 3,900+ accommodation industry professionals throughout New Zealand, panel banner 300 x 250 on accomnews.co.nz and newsletter for 4 weeks. Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter. Plus 50,000 off-network impressions (300x250 banner) - **EDM Only $1,500 Excl. GST**

**EDM sends limited to only 2 per month**

**Total Package $3,000 excl. GST**

### Supplier News

| Supplier/Product Profile (Up to 800 words + 4 images) | 450 | 420 | 400 | 360 | 310 |
| Supplier/Product Profile + Weekly Newsletter         | 550 | 510 | 490 | 440 | 380 |

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### AccomNews

**The priority read for New Zealand Accommodation Industry professionals.**

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### Material Requirements

#### Display

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<tr>
<td></td>
<td>Horizontal</td>
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#### Web Banners

- **Title 728** 90 x 90
- **Header** 486 x 60
- **Panel** 300 x 250
- **Large Panel** 300 x 500
- **Sponsor** 120 x 90
- **Side Vertical** 120 x 600

Banners can be accepted in GIF, JPEG or FLASH formats. Maximum file size 40Kb. Files should be set to 96dpi.

#### File Specifications

AccomNews is a FULL COLOUR publication, so all files are to be supplied as process CMYK. InDesign, Photoshop, Illustrator & Acrobat PDF files are supported.

Files to be supplied as EPS, TIFF, JPEG or PDF. All images must be CMYK @ 300DPI with all relevant fonts and images associated with the file.

You must specify CMYK/PMS colour values when supplying hard copy of logos, etc. for exact colour reproduction. Supply text via email or on disk.

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