

# AccomNews

The essential industry guide

hotels • motels • resorts • apartments • time share • holiday parks • management rights



## 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](http://www.accomnews.co.nz)

The priority read for New Zealand Accommodation Industry professionals.

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

# AccomNews

The essential industry guide

## 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.

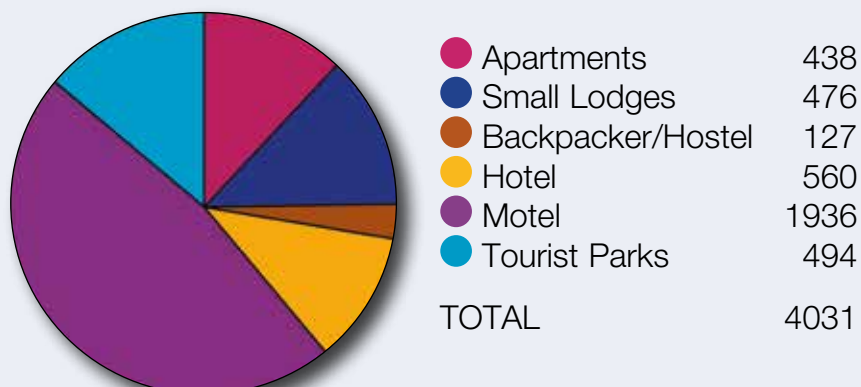
*AccomNews* gets down to the nitty-gritty: our editorial staff constantly look for real solutions to real problems that face accommodation professionals in the day-to-day running of their properties.

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



## 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

**AccomNews**  
The essential industry guide



## Regular Sections

- Front Desk
- Industry
- Management
- Housekeeping
- Maintenance
- Guest Facilities
- Energy & Resources
- Refurbishment
- Safety & Security
- Marketing
- Technology
- Food & Beverage
- Human Resources
- Property
- Profiles

## Booking & Material Deadlines

<b>Summer 2019</b>	<b>Issue 43</b>	<b>Spring 2019</b>	<b>Issue 46</b>
Booking Deadline	04 January 2019	Booking Deadline	20 September 2019
Cancellation Deadline	04 January 2019	Cancellation Deadline	20 September 2019
Incomplete Artwork	04 January 2019	Incomplete Artwork	20 September 2019
Final Approval/Payment	11 January 2019	Final Approval/Payment	27 September 2019
<b>Autumn 2019</b>	<b>Issue 44</b>	<b>Summer 2020</b>	<b>Issue 47</b>
Booking Deadline	22 March 2019	Booking Deadline	03 January 2020
Cancellation Deadline	22 March 2019	Cancellation Deadline	03 January 2020
Incomplete Artwork	22 March 2019	Incomplete Artwork	03 January 2020
Final Approval/Payment	29 March 2019	Final Approval/Payment	10 January 2020
<b>Winter 2019</b>	<b>Issue 45</b>	<b>Autumn 2020</b>	<b>Issue 48</b>
Booking Deadline	21 June 2019	Booking Deadline	20 March 2020
Cancellation Deadline	21 June 2019	Cancellation Deadline	20 March 2020
Incomplete Artwork	21 June 2019	Incomplete Artwork	20 March 2020
Final Approval/Payment	28 June 2019	Final Approval/Payment	27 March 2020



## [www.accomnews.co.nz](http://www.accomnews.co.nz)

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](mailto:advertising@amguide.co.nz) or call Stewart Shimmin on (03) 974 1036.

## Rates & Material Requirements

### Display Advertising

Size	x1	x2	x3	x4
1/8 Page	680	640	600	580
1/4 Page	1,180	1,120	1,060	1,000
1/2 Page	1,940	1,840	1,740	1,640
1 Page	3,080	2,940	2,780	2,620
2 Page	4,860	4,600	4,360	4,120

#### Preferred Positions

Back Cover	4,150	3,960	3,750	3,530
Inside Cover	3,850	3,670	3,470	3,270
Inside Cover Spread (2 Page)	5,100	4,830	4,570	4,320
Select R/L Page	3,380	3,230	3,050	2,880

### Profile (Display/Advertorial)

Half display and half advertorial space.	x1	x2	x3	x4
1/2 Page (1/4 Page Ad + 200 Words + 1 Image)	1,740	1,650	1,560	1,470
1 Page (1/2 Page Ad + 400 Words + 2 Images)	2,770	2,630	2,490	2,350
2 Page (1 Page Ad + 800 Words + 4 Images)	4,320	4,100	3,880	3,670

### Inserts

(max 350gsm).	National	North	South
DL	1,950	1,320	700
A4	2,450	1,660	880
A3 (maximum flat A4)	3,050	2,070	1,090

### Email & Website HomePage + Run of Site

Banners	Size	x1	x2	x3	x6	x12
Title	728x90	980	930	880	780	680
Header	468 x 60	560	530	500	440	390
Panel	300x250	500	470	450	400	350

### Website Only

Banners	Size	x1	x2	x3	x6	x12
Panel	300 x 250	400	380	360	320	280
Large Panel	300x500	650	615	580	520	450
Off Network Targeted* (50,000 Impressions)	300x250 / 728x90	950	900	850	760	660
Mid Article Panel Banner* (20,000 Impressions by section)	300x250	600	570	540	480	420
HomePage Skins Left & Right (1 Week only)	Custom	450 Per Week	570 Per Week	540 Per Week	480 Per Week	420 Per Week

\*Off Network Targeted banners deliver banners to *AccomNews* users on other websites they visit based on the content they view on *accomnews.co.nz* – An example of this is when a user views an article in the management section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

\* Mid Article Panel Banners target specific section articles, appearing mid article - *Example only management articles*

### 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

	x1	x2	x3	x6	x12
Supplier/Product Profile (Up to 800 words + 4 images)	450	420	400	360	310
Supplier/Product Profile + Weekly Newsletter	550	510	490	440	380

The priority read for  
New Zealand Accommodation  
Industry professionals.

## Material Requirements

### Material Requirements

#### Display

Size		Height	Width
2 page	Bleed	307mm	430mm
	Trim	297mm	420mm
	Type Area	287mm	410mm
1 page	Bleed	307mm	220mm
	Trim	297mm	210mm
	Type Area	287mm	200mm
1/2 page	Horizontal	131mm	183mm
	Vertical	267mm	89mm
1/4 page	Standard	131mm	89mm
	Horizontal	63mm	183mm
1/8 page	Horizontal	63mm	89mm

#### Profile

Size		Words	Images
2 page	(1 + 1)	800	4
1 page	(1/2 + 1/2)	400	2
1/2 page	(1/4 + 1/4)	200	1

### Web Banners

Size	Width	Height
Title 728	90	
Header	486	60
Panel	300	250
Large Panel	300	500
Sponsor	120	90
Side Vertical	120	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.