

The locals™ Invercargill City Guide

Media Pack



Get in front of 170,000 visitors!

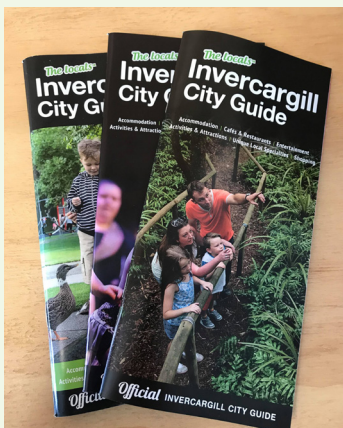
Market South has been leading the local visitor information market in print based publications since 2003.

Now in its seventh year, the Invercargill City Guide continues to receive rave reviews from advertisers, industry, locals and visitors.

This is your chance to be part of the success.



We love New Zealand's clean green image as much as you do, so all our maps and guides are printed using environmentally friendly inks on paper sourced from renewable resources



The Guide

Endorsed by the Invercargill City Council, the highly sought after guide represents the very best Invercargill has to offer.

Freshly designed and written in a friendly voice, it's aim is to excite people about our great city and keep visitors here longer.

With attractive, engaging imagery, a map reference grid and informative editorial, the guide provides visitors with a local insight and all they need to make the most out of their Invercargill experience.



Distribution

27,000 copies are extensively distributed and freely available at:

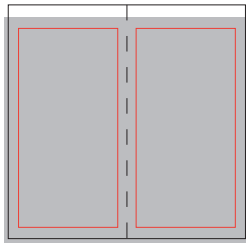
- i-SITEs throughout New Zealand
- Exclusive street stands in high visitor traffic areas throughout Invercargill
- Hotels, motels and other local accommodation providers
- Attractions, retailers, cafes and restaurants throughout Invercargill – more than 180 visitor hot spots

Want to advertise?

All adverts are placed for 12 months. The guide is released annually in early August. Please contact us before the end of June to secure your advertising space.

It's easy – and we offer complimentary advert copy writing and design!

Invercargill City Guide Advertising Options



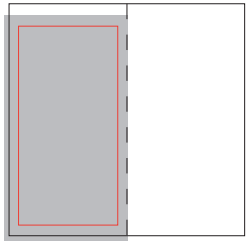
Double Page Spread

Display Advert

198mm x 202mm with 5mm bleed

Text-safe area: Contain all important text and design elements within a 10mm margin.

\$4000 + GST



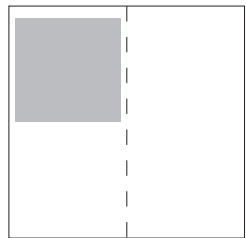
Full Page

Display Advert

99mm x 202mm with 5mm bleed

Text-safe area: Contain all important text and design elements within a 10mm margin.

\$2000 + GST

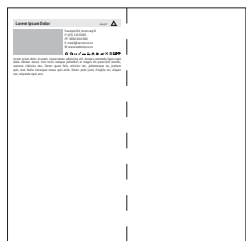


Half Page

Display Advert

90mm x 96mm

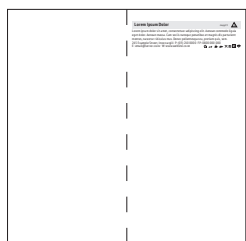
\$1000 + GST



Quarter Page

Template Advert - one photo or logo (43 mm x 90 mm) and a 50 word description and contact details.

\$500 + GST



Eighth Page

Template Advert - a 30 word description and contact details.

\$250 + GST



Directory Listing

Directory listing for themed pages including contact details.

\$150 + GST



Supplying your own ad artwork?

- Artwork should be supplied via email to info@marketsouth.co.nz
- All artwork must be CMYK (no RGB)
- Artwork/images to be supplied at 300dpi
- Artwork must be supplied as high-resolution PDF
- Convert paths to outlines