

# Get on board with Air Chats

For over 35 years we've been bringing regional New Zealand closer together, and now we're bringing your business and our passengers even closer. 'Air Chats' is our inflight publication, it's all about the places we go, and it's the perfect medium for you to reach 100,000 visitors, leisure and business travellers alike.

Air Chats is available free at all our destinations - Whakatāne, Whanganui, Kāpiti Coast, Norfolk Island and the Chatham Islands – as well as at our Auckland check-in. Most importantly, it is in the seat pockets of 140 flights each week, as well as our scenic DC3 and charter flights, reaching a captive audience of readers with above-average disposable incomes and consumer engagement.

***Air Chats is a premium publication with limited and selected advertising slots available, and we're welcoming you to come onboard.***



- ✓ Premium inflight magazine with unique, quality content for great shelf life.
- ✓ Air Chats reaches a captive, desirable audience of visitors and locals.
- ✓ Free for passengers and airport visitors to take away for greater market penetration.
- ✓ A quarterly publication printed:
  - Summer/December
  - Autumn/March
  - Winter/June
  - Spring/September

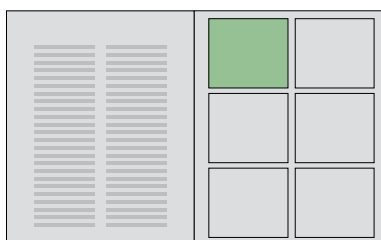


For more information and sales enquiries contact:  
Andrew Taylor +64 27 932 5515 [airchats@plenty.co.nz](mailto:airchats@plenty.co.nz)  
[marketing@airchathams.co.nz](mailto:marketing@airchathams.co.nz)



### ADVERTORIAL - *Have a story to tell?*

If you feel your message would be better told in an article as opposed to a straight out advertisement this is the option for you. We can help with content writing and have 2-3 page packages starting at just \$2,000+GST, so give us a call to discuss how an advertorial approach can help establish and grow your brand!



### DIRECTORY ADVERT

*Great value brand building*

**\$430+GST**

80mm(w) x 70mm(h)



### INLINE ADVERT

*For maximum editorial exposure*

**\$600+GST**

*Portrait*  
80mm(w) x 220mm(h)

*OR Landscape*  
160mm(w) x 80mm(h)



### FULL PAGE

*Makes a strong statement*

**\$1,500+GST**

190mm(w) x 237mm(h)  
+ 5mm bleed\*

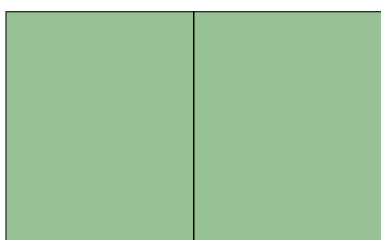


### INSIDE COVER

*Front or back cover - Premium location for high visibility*

**\$2,250+GST**

190mm(w) x 237mm(h)  
+ 5mm bleed\*



### DOUBLE PAGE SPREAD

*For maximum impact and content*

**\$4,250+GST**

380mm(w) x 237mm(h)  
+ 5mm bleed\*



### CONTRACT RATE

Want to be rewarded for your loyalty? Book in four consecutive issues and receive 15% off.

T&C's at [www.plenty.co.nz/terms](http://www.plenty.co.nz/terms)

### ARTWORK SPECIFICATIONS

Supplied artwork to:

**design@plenty.co.nz**

- ✓ Hi Resolution PDF or TIFF
- ✓ 300dpi JPG
- ✓ no crop marks required
- ✓ CMYK four colour process
- ✓ All text converted to paths/outlines
- ✓ \*Full bleed artworks, allow approx. 10mm margin internally for all copy/important information.

### DESIGN ASSISTANCE?

Need some help pulling together your advert or want some changes to an existing advert? We are here to help for your design changes.

Get in touch at [design@plenty.co.nz](mailto:design@plenty.co.nz)  
Charge rate \$85+GST per hour

**WHAKAPĀ MAI, SAY HELLO!**

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