

ADVERTISING TO TIA MEMBERS

Broad, targeted reach

Through leadership, influence and action we win tangible results and benefits for our supporters, the tourism industry and New Zealand. We work hard to ensure tourism gets the recognition it deserves as a vital contributor to the country's economic and social wellbeing.

Collectively, our members make up around 85% of New Zealand's tourism business turnover. They come from across the industry and range from small owner/operators to large publicly listed tourism corporates and international hotel chains.

Advertising

TIA communication channels are an effective way to target tourism businesses throughout New Zealand. We accept a limited amount of advertising in T-Mail, our weekly electronic member newsletter. TIA reserves the right to accept or reject advertisement with no further discussion.

T-Mail advertorial

TIA's electronic newsletter T-Mail is emailed weekly to 3000 plus individuals. Actual distribution will be higher as some recipients forward it to colleagues or others within their organisation.

T-Mail has a weekly open rate of 41% - 45%. This is conservative as it does not take into account members who read T-Mail without downloading the images. This is an excellent open rate – 25% is considered a good open rate for electronic newsletters.

Content is a mix of TIA news, industry updates, member news, member offers, TIA Business Partner news, business capability tips, and advice and insight.

T-Mail is distributed weekly, on Friday afternoon. T-Mail advertorials are capped at one per issue to ensure exclusivity.

Specifications

Advertorials can be one to two short paragraphs (maximum 100 words). To gain the most value out of your advertorial we suggest you link to a dedicated website page, set up specifically for TIA members. If no website page is available, we can link to a general website page or a PDF.

Advertorials can also include a logo or an image (jpeg or png) – these will be used if possible.

We retain the right to edit advertorial content.

Cost per inserts (exc. GST)

TIA Full member: \$200 per issue

Non TIA member: \$300 per issue

Contact

To discuss these advertising opportunities, please contact Cath Tate, Membership Executive, cath.tate@tia.org.nz or dial 0800 TIA HELP/842 4357.

www.tia.org.nz

www.tourism2025.org.nz