



**THIS  
IS  
NOT  
ANOTHER  
TOURISM  
BROCHURE.  
IT  
IS  
THE  
MEANS  
TO  
A  
DEEPER  
CONNECTION  
WITH  
NEW  
ZEALAND  
&  
NEW  
ZEALANDERS,  
BY  
TRAVELLERS,  
FOR  
THE  
TRAVELLER.**

**WELCOME TO THE FUTURE**





# details

RANKERS BEST OF NZ - WELCOME TO THE FUTURE.

- *Rankers, Best of NZ* is a condensed print version of *rankers.co.nz* showcasing the best things to do in NZ - as voted by over 12,000 traveller reviews.
- *Rankers, Best of NZ* also expands on the industry recognised Rankers values and ethics for New Zealand tourism. To enable travellers a deeper connection with New Zealand and New Zealanders.
- *Rankers, Best of NZ* will be widely distributed by all the major campervan companies and the i SITE network. **180,000 copies.**
- People seek reviews before making their travel plans. They trust word of mouth and act, it's a proven booking motivator.
- *rankers.co.nz* was NZ's fastest growing travel website in 2008.

THIS IS YOUR CHANCE TO BE A PART OF THE FUTURE!

## DISTRIBUTION

180,000 copies

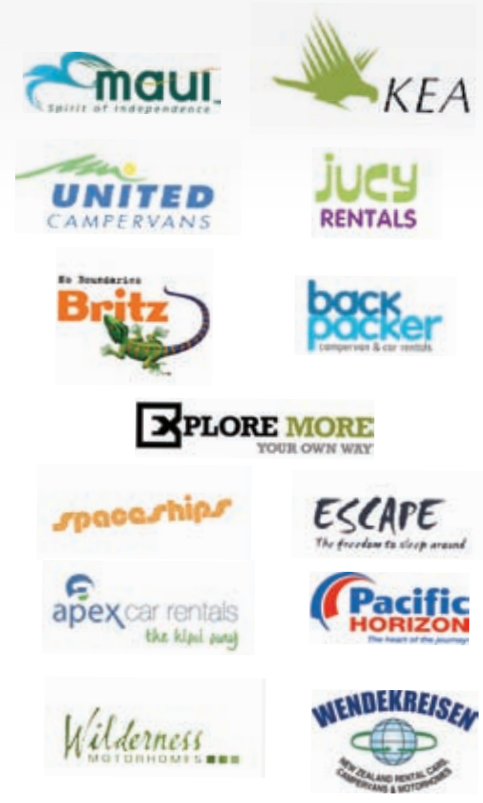
## TRAVELLER DEMOGRAPHIC

80% International  
20% Domestic

## TARGETED AUDIENCE

Free Independent Traveller

## DISTRIBUTION PARTNERS





# Best of the Coromandel

-- EXAMPLE OF ONE OF 27 REGIONS --

A major component of the *Rankers Best of NZ* document is the ranked listing (based on the 12,000+ traveller reviews) of activities available in each NZ region as per the *rankers.co.nz* website.

Take the opportunity to place an ad linked to your region and align your business with trusted info, with the backing of mass distribution.

**Best of the COROMANDEL**  
- can you handle the 'mandel? -

**TRAVELLER VOTED**

**CAMPGROUNDS / REST AREAS**

- 1 - Fletchers Bay - DOC Standard
- 2 - Miranda Holiday Park
- 3 - Opoutere Coastal Camping
- 4 - Waikawau Bay - DOC standard

**PAID ACTIVITIES** **ALL RANKED 80%+**

- 1 - Bularangi - Waihi 0800 787980
- 2 - Epic Adventures-Fishing Guides, Tairua 07 864 8193
- 3 - Waiau Waterworks Coromandel, Coro.Town, 07 866 7191
- 4 - Cathedral Cove Sea Kayaking, Hahei, 0800 529 258
- 5 - The Lost Spring Whitianga, 07 866 0456
- 6 - Coromandel Discovery, Coro.Town, 0800 668 175
- 7 - Over The Top Adventures,
- 8 - Whiti Farm Park,
- 9 - Driving Creek Railway & Potteries
- 10 - Kiwi Dundee Adventures

**FREE EXPERIENCES & WALKS**

- 1 - Hot Water Beach
- 2 - Cathedral Cove Walk
- 3 - Fletchers - Stoney Bay Walk
- 4 - Karangahake Gorge Walkway (tunnels - take a torch)
- 5 - Pinnacles Walk

*NZ is beautiful. To really enjoy the beauty, allow yourself to sit back and relax once in a while.*  
Hendrik - Netherlands - March 09

**COMMUNITY CONNECTION**  
Check out the Coromandel Town Community Website.  
Lots of things to do every day with the locals. From Walking Groups to Wing Chun Kung Fu, at the Anglican Hall. Get in amongst!  
clickedy click.... [www.coromandeltown.co.nz/calendar](http://www.coromandeltown.co.nz/calendar)

**LOCALS TIPS** - Locals in the know -

- BROKEN HILLS - Walking trials - Old mines (take a torch).
- 20 min walk from Whangapoa to NEW CHUMS. Walk from Whiritoa over to beautiful deserted bay - blowholes at far end.

**SCENIC DRIVES**

- THE 309 - Winding, gravel road with native bush, swimming holes, Kauri and waterfall
- KUAOTUNU TO MATAPAU BAY - Winding road past stunning beaches.

**SITE LOCATIONS**

- Whitianga - 66 Albert Street
- Coromandel - 355 Kapanga Road,
- Thames - 206 Pollen Street,
- Whangamata - 616 Port Road,

**YOUR AD HERE**





# advertisement options

Increase your presence in the *Rankers Best of NZ* document and reap the rewards:

- Place your advertising amongst meaningful traveller information.
- Don't get lost in an old advertorial style document where no-one stands out.

## ADVERTISEMENT DETAILS

Artwork should be supplied as high resolution 300dpi CMYK 'Press Quality' PDF's.

Images for thumbnails should be supplied as high resolution 300dpi

Artwork should be supplied with a minimum of 3mm bleed extra from the stated advertisement sizes.

## NEED ARTWORK? A FRESHEN UP?

*Rankers Best of NZ* can provide a full creative service through *Broker Brothers*.

CONTACT [cymen@rankers.co.nz](mailto:cymen@rankers.co.nz)



1/2 PAGE AD  
105mm x 99mm  
**\$1290\***



1/4 PAGE  
(THUMBNAIL + DETAILS)  
52.5mm x 99mm

- Name, region/ location and full contact details
- 1 portrait photo
- 35 word description
- 3 affiliated logos

**\$720\***

FULL PAGE AD  
210mm x 99mm  
**\$2390\***

**\* SEE COMBO DEALS ON PRICING PAGE**





# discount coupons

**GOODBYE: RANKERS FEELS GOOD CARD.**  
**HELLO: RANKERS DISCOUNT COUPON!**

Works exactly the same as the previous Feels Good card except using coupons.

Clear and easy - **10% ACROSS THE BOARD.**

#### ESTABLISHED NETWORK

- [www.rankers.co.nz/more/card\\_participants](http://www.rankers.co.nz/more/card_participants)

#### WATERTIGHT TERMS AND CONDITIONS TESTED FOR 2 YEARS

- Don't exceed 10%
- [www.rankers.co.nz/more/card](http://www.rankers.co.nz/more/card)

#### MEASURABLE MARKETING

- Coupons enable you to track performance.

#### DISTRIBUTION

- 130,000 (i Site distributed documents don't include coupons)

#### TESTIMONIAL

*" We have been using Rankers for over a year now, and have seen more and more travelers coming through with the Rankers Card. They like it because it gives them a price break, and also because it is honest, real and genuine. It is now the only discount that we honour across the counter, and that makes it simpler for our guests, and simpler for our staff. We like the ethics of the card, and the system means that you are honestly ranked on how you perform on the day, and not on how much is in your marketing budget. It works for us! "*

-- Kate - Dive! Tutukaka



**TERMS & CONDITIONS**  
Discounts not valid at location where card was issued and only applies to direct bookings, without other discounts or commissions. Coupon must be presented upon payment to entitle discount. Discount applies to primary product only, not additional goods and services. One Coupon per group booking.  
Check [www.rankers.com](http://www.rankers.com) for full terms and conditions and up to date travel rankings and reviews

**\* SEE COMBO DEALS ON PRICING PAGE**





# advertising pricing

- a) Listing details\*\* - \$290
- c) 1/4 page ad - \$720
- d) 1/2 page ad - \$1290
- e) Full page - \$2390

## SAVE 50% ON COMBO SAVINGS

- Buy any one of the above and become an *Open Ranker* for HALF PRICE = **\$175** (normally \$350)
- Buy any ad (1/4, 1/2 or full page) and pay HALF PRICE on all other offerings:
  - Listing details for **\$145** (normally \$290)
  - Discount Coupon for **\$225** (normally \$450)
  - Open Ranker for **\$175** (normally \$350)

Prices exclude GST, Preferred ad placement add 25%

### OPEN RANKER DETAILS



- Enhances your listing on [www.rankers.co.nz](http://www.rankers.co.nz)
- Multiple links to your website
- Full Contact details
- Traveller endorsement
- Home page exposure
- Full details here - [www.rankers.co.nz/operator/open\\_ranker](http://www.rankers.co.nz/operator/open_ranker)

### \*\* LISTING DETAILS


For each region we list up to 15 companies who rank 80% or more. With this option show your company name, location and contact details. Spaces are allocated according to ranking position.


PAID ACTIVITIES  ALL RANKED 80%+

a) 1 - Bularangi Waihi 0800 787980

b)  

c)   

d)  

e) 

ANY QUESTIONS? CONTACT US  
[info@rankers.co.nz](mailto:info@rankers.co.nz)

ADVERTISING ORDERING  
[www.rankers.co.nz/operator/best\\_of\\_nz](http://www.rankers.co.nz/operator/best_of_nz)

