

pacific Islandliving



THE MAGAZINE OF THE SOUTH PACIFIC
ADVERTISING RATE CARD 2017/18

pacificislandliving.com



ADVERTISING & DISTRIBUTION INQUIRIES

Vanuatu, Australia Fiji, NZ, Samoa, Solomon Islands,
Nauru

& Micronesia

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EDITORIAL INQUIRIES

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hello

In 2017 we celebrate five years of Pacific Island Living. In that short time, we have grown from a magazine for expats and locals living in Vanuatu to a truly regional holiday and lifestyle magazine.

We are now printed in four distinct editions: Pacific Island Living distributed in Australia and New Zealand, Vanuatu and the Solomons, Fiji Island Living, Nauru Airways inflight magazine and Samoa Airways inflight magazine.

Thanks to our distributors, we're now available in 150 hotels in New Zealand and selected airport lounges, as well as the Emperor Lounge at Auckland Airport. Add to that our all new website which features every page of every edition online as well as news and reviews, products and competitions for the Pacific.

From all of us at Pacific Island Living, we say thank you for five wonderful years of support and growth. We look forward to bringing you many more editions from more amazing countries across the Pacific.



WITH FOUR DISTINCT INTERNATIONAL EDITIONS FOR THE PRICE OF ONE YOU CAN FLY YOUR ADVERTISING DOLLARS FURTHER AND REACH 250,000 READERS ACROSS THE PACIFIC.

The logo for Pacific Island Living features the word "Island" in a white serif font, "living" in a blue sans-serif font, and "pacific" in a smaller, yellow script font above "Island". The logo is set against a background of a sunset over the ocean, with a large white circle framing the text.

pacific
Islandliving

Your clients will take
away a lasting reminder
of their holiday, service
or contact with your
business.

LOCAL AND INTERNATIONAL AUDIENCE

Pacific Island Living is the perfect medium for reaching tourists already within the country and travellers planning holidays from within the region and internationally. Available free from airports, Qantas lounges throughout Australia and NZ, Virgin lounges in Sydney, Melbourne and Brisbane, retailers, restaurants, hotels, businesses, tour operators and coach companies throughout the region.

CIRCULATION AND FREQUENCY

Minimum print run 45,000 copies quarterly.

Issue dates: March/Autumn, June/Winter September/Spring and December/Summer.

DISTRIBUTION PROFILE

Pacific Island Living is the Pacific's only holiday and lifestyle magazine available in Vanuatu, Fiji, Solomon Islands, New Caledonia, Australia, Nauru, Kiribati, Marshall Islands and to a growing international list of subscribers. We are followed by more than 85,000 subscribers online and our website links directly to each of our advertisers.



Pacific Island Living
is available free in all
24 Australian airports which
host Qantas international
and domestic lounges. Also
available in Virgin lounges in
Sydney, Melbourne & Brisbane
PLUS 3,500 travel agencies
including
Flight Centres.

FIJI ISLAND LIVING

Our Fiji edition, which is endorsed and supported by Tourism Fiji, is distributed throughout tour desks, hotels and resorts as well as restaurants, cafés and transport providers. The number of outlets is increasing daily, please consult our local representative, Rebecca Worsp for the latest additions to the list. *Note: Eligible for 150% tax rebate.*

VANUATU

Within Vanuatu we are distributed free of charge at the airport, at all major hotels and resorts and on board all Atmosphere Tours and Adventures In Paradise transfer and tourist coaches – both in seat pockets and handed personally to passengers.

SOLOMON ISLAND LIVING

We are available free throughout Solomon Islands including on arrival at Henderson Airport to Virgin Australia, Solomon Airlines, Fiji Airways and Air Niugini passengers and at all leading hotels and cafés in Honiara.

NAURU AIRLINES

Pacific Island Living is the exclusive inflight magazine for the rapidly growing Nauru Airlines, with its big spending FIFO clientele servicing Nauru, Fiji, Kiribati, The Marshall Islands, Micronesia and Australia. For a full and detailed list of more than 200 suppliers please see page 6 of this media kit.

SAMOA AIRWAYS INFLIGHT MAGAZINE - MALAGA

Malaga magazine is the inflight magazine of Samoa Airways, servicing Samoa, American Samoa, Australia and New Zealand. Available in every seat pocket and downloadable through the inflight entertainment system.



READER PROFILE

Pacific Island Living reaches locals and expatriates in the Pacific, Nauru Airlines corporate, government and business travellers as well as the typical holiday makers or potential investors in the Pacific. In addition to frequent flyers and regular travellers via Qantas Lounges throughout Australia and through a network of 5/6-star hotels and 3500 travel agents in Australia and NZ. Our readers are sophisticated travellers, residents of the region, and those contemplating living or investing in the Pacific.

SOCIAL MEDIA BONUS

Pacific Island Living is a leading social media exponent in the region with more than 85,000 followers on Facebook. This huge enthusiastically engaged audience is at your disposal and ready to be leveraged for additional publicity and exposure for your business. All advertisers receive one free Facebook mention per issue, in addition every advertiser receives complimentary 'live links' on our website. Half page or larger advertisers, create your own post and we'll upload to an additional 85,000 viewers each issue.

PROFESSIONAL AND FOCUSED

Pacific Island Living is the first magazine of its kind available in the Pacific and Australia, with professional layout and design and a team of highly skilled journalists and photographers at the helm.

EDITOR

Tiffany Carroll

ART DIRECTOR

Nicole Durer

EDITORIAL DIRECTOR

Pat Ingram

PUBLISHER

Craig Osment



Islandliving

A reminder of all that's
wonderful about life in the
Pacific...

Magazine Deadlines

The magazine close-off dates for ad bookings, material supplied by the advertiser and minor editorial for 2017/18 are eight weeks prior to publication date.

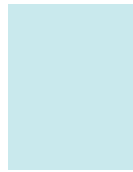
Material Guidelines

- Advertisements must be supplied as Apple Mac-compatible programs – InDesign, Photoshop or Adobe Acrobat.
- Advertisements must be supplied on a readable disk – Zip, CD, or by email or via Dropbox.
- Please supply original illustrations, photos and business logos, as high resolution images or hard copy for advertisement to be made up. Layout available with a flat fee of AU\$65 per hour.
- Hi-res Pdfs must be supplied with all fonts embedded, images specified as CMYK, and appropriate bleed allowed.
- Rates are based on the understanding that all material is supplied according to our material requirements listed.
- Allow 5mm bleed all round on Full page or Double page ad where required.

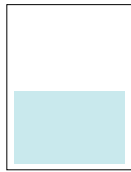
NOTE: All advertisements to be supplied as full colour, high resolution saved as 300dpi or more. High resolution images that are too large to email – 5mb or more should be supplied as images on disk or email or via Dropbox as EPS, JPG, TIF, PDF or JPG file must have a compression value of no less than 8.

Printed in Hong Kong on 95gsm gloss art, cover 300gsm, perfect bound, section sewn.

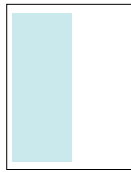
Advertising Space & Rates



Full Page Trim
210 x 275mm



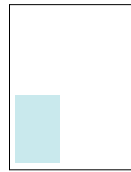
1/2 Page Hor.
170 x 117.5mm



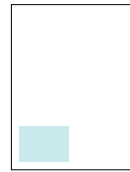
1/2 Page Vert.
82.5 x 240mm



1/4 Page Hor.
170 x 56.5mm



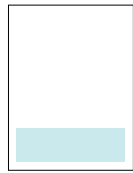
1/4 Page Vert.
82.5 x 117.5mm



1/8 Page Hor.
82.5 x 56.5mm



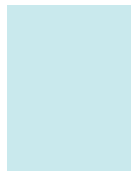
1/3 Page Hor.
170 x 77mm



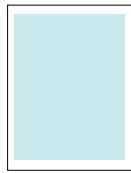
1/5 Page Hor.
170 x 44mm



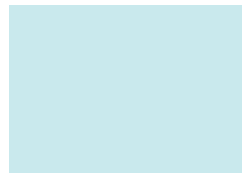
1/10 Page Hor.
170 x 19.5mm



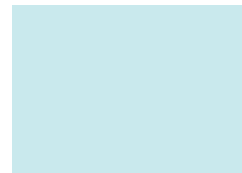
Full Page Bleed
220 x 285mm



Full Page Type Area
170 x 240mm



Double Page Trim
420 x 275mm



Double Page Bleed
420 x 285mm

| Full Colour | Casual Vatu/Insert | 2 X | 3 X | 4 X |
|--------------------------|--------------------|-----------|-----------|-----------|
| Double Page Spread | VT345,000 | VT330,000 | VT318,000 | VT305,000 |
| Full Page | VT207,000 | VT198,000 | VT190,000 | VT180,000 |
| Half Page (V/H) | VT113,850 | VT109,250 | VT104,880 | VT100,000 |
| Third Page (H) | VT79,350 | VT76,185 | VT73,150 | VT70,000 |
| One Quarter Page (V/H) | VT66,700 | VT63,825 | VT61,235 | VT58,000 |
| One Fifth Page | VT55,200 | VT52,990 | VT50,890 | VT48,000 |
| Directory (one eighth H) | VT40,250 | | | |

Full payment is required with booking, unless an accredited agency.

| | | | | |
|--------------------|-----------|-----------|-----------|-----------|
| Outside Back Cover | VT227,700 | VT218,500 | VT209,760 | VT201,250 |
| Inside Front Cover | VT223,675 | VT214,705 | VT206,135 | VT198,000 |
| Inside Back Cover | VT218,500 | VT209,760 | VT202,575 | VT193,375 |

Preferred/requested position (LHP/RHP etc +10% surcharge). Payment via credit card accepted, 5% in charges will apply.

OFFICIAL DISTRIBUTORS AND RETAIL OUTLETS

Pacific Island Living is distributed throughout the Pacific and around the region to key tourist, business and government locations. To ensure maximum exposure to potential clients it will be widely available free to the travel industry..

Vanuatu

Airport

Port Vila International Airport arrivals and departures halls from display stands.

Airport and Cruise Ship

Tour Buses

Adventures In Paradise in every seat pocket.

Resorts

Breaka's Resort (exclusive)

Pacific Lagoon Apartments

Nasama Resort

Chantilly's

Iririki Island Resort

Le Lagon Hotel (exclusive)

Holiday Inn Resort

Whitegrass Ocean Resort

Moyyan House by the Sea

Barrier Beach House

Beachfront Resort

Vale Vale

Erakor Island Resort

Olympic Hotel

Blue Lagoon

Vila Chamieres

Tropicana Lagoon

The Havannah

Mangoes

The Terraces

Tradewinds

Moorings Hotel

Poppy's Resort

The Grand

Tamanu on the Beach

Ramada

Cafes & Restaurants

Beefhouse

Tillys

Nambawan Café

La Tentation

Jill's Café

Ripples, Narpow Point

Saloon Bar

Anchor Inn

Au Peche Mignon

Business & Government

Bred Bank

Goodies

Evergreen Tours

Vanuatu Post Office (exclusive)

Vanuatu Tourism Office

Department of Lands

Vanuatu Investment Promotion

Authority

Vanuatu Financial Services

Commission

Customs & Inland Revenue

Ifira Services

BSP

ANZ

Barrett & Partners

Novo Dental

Proud's Duty Free

Vila Bottle Shop

Head Hunter

Body & Soul

Paris Shopping

Carla Boutique

Pandanus

Law Partners

First National Real Estate

C&K Real Estate

Island Property

Lotus Spa

Santo

Natangora Cafe

Barrier Beach Resort

Coral Quays Resort

Aore Island Resort

Ratua Private Island

Wrecks to Rainforest

The Espiritu Hotel

Fiji

Retailers + Airports + Hotels

Airport tour desks+stores Nadi

Airport,

Sofitel

Denarau Golf Club

Sheraton Fiji

Sheraton Villas

Westin

Hilton

Adrenalin

Pacific Island Air

Captain Cook Cruises

Budget Pharmacy

Café O

Bulaccino

Lulu's

The Terraces

The Palms

Cardos

Marina Deli

Wyndham

Intercontinental

Yatule Resort

Shangri-La

Hideaway Resort

Warwick Resort

Outrigger Cocomos

Geckos

Crusoe's Retreat

Mango Bay Resort

Naviti Resort

Tambua Sands

Nanuka Resort

The Pearl

Club Oceanus

Grand Pacific Hotel

Holiday Inn

Novotel Suva

Tanoa Plaza

Likuliku

Malolo Resorts

Raffles

Gateway Hotel

The Orchid

Tokatoka Resort

Air NZ airport lounge

Fiji Airways lounge

Tokoriki Island

Sheraton Tokoriki

Bamboo Travellers

Rejuvenation Centre

Momi Bay Resort

Likuliku

Yasawa Island Resort

VOMO

Jean Michel Cousteau Resort

Available for sale in Suva

Republic of Capuccino

Dstill

Victoria Wines

Mango Cafe

The Galley

Eden Restaurant

Nauru

[Nauru Airlines Inflight Magazine](#)

Flying to Australia, Kiribati, the Marshall Islands, FSM, Gaum and Fiji.

Australia

[Travel Agencies](#)

Pacific Island Living is now delivered directly to 3500 Australian travel agent's offices.

[Qantas Lounges](#)

Adelaide

Brisbane International and

Domestic

Canberra

Melbourne

Perth

Sydney International and

Domestic

Gold Coast

[Virgin Australia Lounges](#)

Melbourne

Sydney

Brisbane

[Hotels](#)

New South Wales

Amora Hotel

Blue Hotel

Diamant Hotel, Canberra

Diamant Hotel, Sydney

Four Seasons

Park Hyatt

Pullman Hotel at Olympic Park

Pullman Hotel Sydney at Hyde

Park (Sydney Marriott)

QT Sydney

Quay Grand Sydney

Quay West Apartments

Sir Stamford Circ Quay

Star City Hotel

Swissotel

Sydney Harbour Marriott

Sydney Hilton Hotel

The Darling

The Langham Hotel Sydney

Westin Hotel

Victoria

Hilton Melbourne South Wharf

Hilton on the Park

Langham Hotel

Parkroyal Melbourne Airport

(ex Hilton Airport)

Quay West Suites

RACV City Club Hotel

Royce Hotel

The Blackman

The Como Hotel

The Cullen

The Olsen

The Westin

Queensland

Brisbane Marriott Hotel

Hilton International

Sofitel Brisbane

Quallia Hamilton Island

Beach Club Hamilton Island

Reef View Suites Hamilton

Island

Hyatt Regency

Palazzo Versace

Sheraton Mirage Resort

Sofitel Gold Coast

RACV Royal Pines Resort

Surfers Paradise Marriott

Solomon Islands

[Honiara International Airport](#)

Solomon Islands Visitors Bureau

Mambo Juice

King Solomon

Lime Lounge

Nice Bola

Breakwater Café

Pacific Casino Hotel

King Solomon Hotel

Heritage Park Hotel

Samoa

[Malaga Magazine is the official](#)

[inflight magazine for Samoa](#)

[Airways](#)

Flying from Samoa to Australia

New Zealand and American

Samoa.

New Zealand

Auckland Qantas, Emperor and

Koru Club - Air NZ lounges

Wellington Qantas

Kingsgate Hotel

Albert Court Motor Lodge

BK's Egmont Motor Lodge

THE CROWN HOTEL (2006) LTD

Regal Palms

Amora Hotel Auckland

Lincoln Green Motor Hotel

Reia Taipa Beach Resort

Novotel Auckland Airport

Pullman Hotel Auckland

Holiday Inn Auckland Airport

Bella Vista Hamilton

Camelot Motor Inn

Quest Tauranga

Intercontinental Wellington

Sport Of Kings Motel

Novotel Tainui

Quest Auckland

Hygate Motor Lodge

Langham Hotel

Barcelona Motel

Sofitel Auckland Viaduct Harbour

Hotel

Spencer on Byron Hotel

Keri Keri Park Hotel

Huka Lodge

Museum Hotel

Pacific Palms Resort

Tokaanu Lodge Motel

Chelmswood Motel

Gables Lake Front Motel

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VANUATU

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