
are
media

Be captivated

MEDIA KIT 2021

AIR NEW ZEALAND INFLIGHT MAGAZINE

Kia Ora

A premium custom publication for Air New Zealand, Kia Ora's long-form journalism is highly-trusted and respected by the wide-reaching and mammoth readership base. While travel-centric, the magazine also has a particular focus on business and helping drive economic results in regional New Zealand through the support of local enterprise.



Editor
Virginia Larson

Print Run: 42,500 / Readership: 453,000 / Digital: 1.3 million Airpoints members

The reader

50% MALE/ 50% FEMALE

Air New Zealand's inflight magazine readers are a highly desirable captive audience. As travellers for business and pleasure they are keen to sample all our country has to offer. Kia Ora showcases the best of New Zealand travel, accommodation, dining and entertainment and celebrates Kiwi entrepreneurs and inspiring businesses. Lifestyle topics include new products and places, home and fashion, bar and restaurant openings, and coverage of leaders in local food, wine, beer, wellness, beauty, culture and events.



#1

magazine for reaching people with a household income \$200k+

80%

Top 3 socio economic groups, +43% NZ Ave

43%

are business owners or decision makers

79%

are homeowners with an average household income 29% higher than the typical New Zealander who has travelled for business in the past year.

59%

more likely to have investments over \$200k compared to the population

37%

had wine with a meal in the past seven days.

CORE TARGET
Audience
35-54

Kia Ora readership has grown steadily over the years making it one of the most read titles in New Zealand.

STANDARD	RATE
Full page	\$14,000
Sponsored content full page	\$16,800
Double page spread	\$21,000
Sponsored content double page spread	\$25,000
Half page horizontal/vertical	\$9,500
Third page horizontal/vertical	\$7,500
Inserts, Loose & Bound	POA

Premium and guaranteed positions attract a 10% loading.

AD SPECS	BLEED WxH	TRIM WxH	TYPE WxH
Full Page	220 x 285	210 x 275	180 x 250
Double Page Spread (DPS)	430 x 285	420 x 275	390 x 250
Half Page Vertical	110 x 285	100 x 275	85 x 250
Half Page Horizontal	220 x 145	210 x 135	180 x 120
Third Page Vertical	83 x 285	73 x 275	55 x 250
Third Page Horizontal	220 x 100	210 x 90	180 x 75

Air New Zealand is committed to supercharging New Zealand's success socially, economically and environmentally. To do this, we are committed to the highest standards of social and environmental responsibility and ethical conduct.

We seek to engage with companies who share our commitment and approach to conducting business in a sustainable way, and expect all companies advertising within Kia Ora to fully comply with all applicable laws and regulations.

All companies advertising within Kia Ora are encouraged to actively pursue opportunities to improve their sustainable business practices and transparently communicate this process with Are Media and Air New Zealand.

Air New Zealand and Are Media reserve the right to decline or reject a high risk advertiser if they feel they do not meet the standards. Advertising Sustainability Principles can be viewed on request from your Are Media representative or on the Are Media website www.aremmedia.co.nz

COVER DATE	ON SALE	CANCELLATION DEADLINE	BOOKING DEADLINE	MATERIAL RECEIVED
December 20	01/12/2020	13/10/2020	29/10/2020	30/10/2020
January 21	01/01/2021	16/11/2020	27/11/2020	02/12/2020
February 21	01/02/2021	21/12/2020	31/12/2020	05/01/2021
March 21	01/03/2021	18/01/2021	28/01/2021	02/02/2021
April 21	01/04/2021	15/02/2021	26/02/2021	03/03/2021
May 21	01/05/2021	16/03/2021	29/03/2021	01/04/2021
June 21	01/06/2021	19/04/2021	29/04/2021	04/05/2021
July 21	01/07/2021	17/05/2021	28/05/2021	02/06/2021
August 21	01/08/2021	11/06/2021	29/06/2021	02/07/2021
September 21	01/09/2021	19/07/2021	29/07/2021	03/08/2021
October 21	01/10/2021	16/08/2021	27/08/2021	01/09/2021
November 21	01/11/2021	20/09/2021	30/09/2021	05/10/2021
December 21	01/12/2021	18/10/2021	28/10/2021	02/11/2021