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Advertising Rates

IMPORTANT:

To be read in conjunction with the Travel Today Media Kit

[CLICK HERE](#) to request a full Media Kit

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Effective 01 Jan 2026

This version replaces all previous versions.

Travel Today is an electronic newsletter e-mailed to retail travel agents and travel suppliers, presented as a FlipPage, a pdf document, or as a presentation for smart phones and tablets. It's worth noting that in Feb 2025 we published our 5000th edition.

Launched in May 2002, its newsworthy and authoritative editorial content has earned a solid reputation for consistently breaking hard-news stories. Travel Today continues Tabs on Travel Ltd's 38+ year tradition by delivering relevant, no-fuss, up-to-the-minute information — currently three times a week.

The e-mails being received by travel agents from a multitude of suppliers continues to create negative responses, and agents have told us that many are deleted without being opened. However, agents have also told us they want to receive Travel Today, and research—and advertiser feedback—shows they are reading it.

Adverts can contain "Click Here" hyperlinks so readers can go straight to either a flyer or brochure, or any given page on the advertiser's website, straight from an advert in the Travel Today pdf document or the flipbook.

Rates & Deadlines See Pages 3 & 4 for Material Specs

ADVERTISING RATES:

6x1 (44mm wide x 60mm deep)	\$50
6x2 (93w x 60d).....	\$100
4x4 (191w x 40d) (Limited to 3 ads per edition)	\$140
Lug Ad Next to masthead, top of p1 only (93w x 55d).....	\$140
1/8 page (44w x 125d)\$125	
1/4 page (93w x 125d or 191w x 60d or 44w x 270d).....	\$215
1/3 page (93w x 180d or 191w x 85d)	\$290
1/2 page (93w x 270d or 191w x 125d)	\$400
Full page (191w x 270d)	\$465
Column Centimetre rate	\$8.60
Banners on Distribution E-mail (per weekly block - 5 ads):	
Ban1 —Top next masthead (520w x 153d pixels)	\$375
Ban2 —Bottom of distribution e-mail (800w x 100d pixels) ..	\$258
'Wraparound' or False Front Cover (200w x 260d)	\$600
Advertorial (Full page:191w x 270d) Contact to discuss.....	\$1000
Loading for Preferred Positions or Editorial Features	from 20%
Website Hyperlinks (within ads) ea, per insertion	\$5
Electronic Brochures/Flyers on website.....	\$50
Production (Ad Creation/Production/File Fixing)	from \$90

ELECTRONIC BROCHURE/FLYER DISTRIBUTION:

t-mail: Targeted by region and/or business activity	\$250
eg full list/retail only; and/or by retail chain	
FlipBrox: A loading for FlipBrox may apply from 20%	
RSVPs: Distribution of Invitations	Ask for quote
and then collecting & handling trade RSVPs option	
Client Trade/Consumer distributions	\$245
Mail: Agent name change-outs included in rate.	
These can be distributed as either as a pdf or html file.	
Supplied html files must be to 800 pixels wide.	

BOOKING & COPY DEADLINES:

Booking Deadline*	11am two business days prior
Cancellation Deadline:	1pm two business days prior
Copy Deadlines:	
Needing production/proof	11am two business days prior
Finished file	3pm one business day prior

***NOTE:** While material deadlines for booked placements need to be strictly adhered to, always call if an ad placement is urgent.

MECHANICAL & DIMENSIONS:

IMAGE AREA: 270mm deep x 191mm wide. 4-column page.			
Column Widths:	1 column....	44mm	2 columns.....93mm
	3 columns.142mm		4 columns.....191mm

Travel Today is e-mailed as an Acrobat (v6 compatible) pdf file; and is also presented in FlipBook and mobile formats.

FOR EMERGENCIES: ALWAYS CALL FOR LAST-MINUTE AVAILABILITY

ADVERTISING TERMS & CONDITIONS

- 1 Tabs on Travel Ltd retains all intellectual property rights and copyright on any advertising materials written and/or created on Clients' behalf. Such materials cannot be duplicated or reproduced without specific prior approval of the publishers.
- 2 Tabs on Travel Ltd reserves the right to refuse advertising copy which may infringe any commerce or other legislation, including use of material which may infringe international copyright laws.
- 3 Any production costs or other charges incurred on an advertiser's behalf will be recharged, including any applicable late fees.
- 4 If advertising copy or material is not received by deadline, the publisher reserves the right to charge fully for the space booked. In the event of material not being supplied by deadline, the last-run material will be repeated (if applicable).
- 5 The Cancellation Deadline for advertising already booked is 2 business days prior to the publishing date. The publisher reserves the right to fully-charge (or partly-charge) a cancellation fee when booked advertising space is cancelled after cancellation deadline.
- 6 Our frequency necessitates that deadlines are strictly adhered to, unless otherwise arranged. Advertisers submitting copy for production after deadline will not automatically receive a proof. In such instances, Tabs on Travel Ltd is unable to take responsibility for any possible errors, even though all care is obviously taken.
- 7 Invoicing is done weekly (with monthly statements) and payment is strictly 7 days following. Casual advertisers who are usually late payers will be moved to cash-only.
- 8 It should be noted that, although advertising instructions and payment may come from offshore, NZ GST can still be applied in some instances. Please contact for clarification.
- 9 Overdue accounts (including those of ad agencies) will be charged interest of 2% per month, compounding. All normal debt recovery costs shall be paid by the defaulting party.
- 10 All rates shown are NZD and nett. Ad agency commissions are not included, but can be added only if arranged prior.
- 11 Clients paying statements or invoices by international electronic transactions must ensure that all bank fees are covered—at both ends—and that the amount of cleared funds received matches the statement or invoice. Alternatively, Tabs on Travel Ltd will add a refundable NZD15 to the account to cover outstanding bank fees.
- 12 While credit card payments may attract a 2% convenience fee, this allows advertisers significant cost-savings when compared with the high fees banks apply to international electronic transactions. POLi online payments can be a viable domestic alternative.

Required Material Specifications

Files not complying with the material specs on this page may be refused, and the space still billed if deadlines are missed.

Travel Today is an e-mailed pdf document. Because it is read on mobile, on-screen and printed out, files must be produced to suit all environments.

- 1 Open files from any program will not be accepted. Neither are Mac or Microsoft Publisher files.
- 2 Text files must be supplied in either Word/.txt/.rtf formats; or as a standard e-mail.
- 3 Graphic files are preferable in pdf (to specs), RGB format, and 150-200dpi. High-res, print-quality graphics, and files with complicated EPS component content cannot be accepted.
NOTE 1: Advertising files to be placed in the Travel Today E-mail/Landing Page slots require a jpg. Sizes are either 153d x 520w pixels (at the head of the e-mail); or 100d x 800w pixels (towards end of e-mail).
NOTE 2: eDM files to be delivered as html must be a jpg no wider than 800 pixels (see other on-line material specs).
- 4 For files with type-over-picture backgrounds, leave type as type (do not convert to paths). Such ads should be created in InDesign/Illustrator and not as a jpg in Photoshop. Supply these ads as pdf. This gives far better reproduction of type without massive file size.
- 5 Because Travel Today is e-mailed, we need to keep our finished pdf file as small as possible, to avoid being rejected by servers and/or subscribers.
- 6 Consideration must be given by graphic producers to ensure that type or logo graphics are not too small, and will be legible when Travel Today is read on-screen as either an e-book, a pdf file or printed out.
- 7 All "Click Here" hyperlinks MUST be provided at the same time as the file, inside the e-mail and NOT inside the ad. Hyperlinks need to be set up by Travel Today in final production.
- 8 IMPORTANT: Hyperlinks MUST NOT contain instructions which may require the installation of language/s or software such as Flash, etc, AND without pop-ups. Because of increased security measures, most networks will prevent such installation attempts.
- 9 **COUNTING CLICKS:** Because of increasing legal requirements re data protection, it is recommended that advertisers monitor their own hyperlink clicks.
Travel Today does 'count the clicks' but we would not be in a position to advise the advertiser of the ID of those who clicked.
10. The NZD5 hyperlink fee per insertion only covers the cost of Travel Today testing every hyperlink in every ad before publication
- 11 All fractional-page ads must be to actual size, and NOT just plonked in the middle of an A4 page. If sending multiple ads at once, each ad must be a separate file, with a unique file name.
Each advertisement must be made up as a single pdf document; and to the booked dimensions.
- 12 Wraparound or False Covers are available. Because our branding and folio must be at the top of the page, the image area is restricted to 200mm wide x 260mm deep. Otherwise, normal material specs apply.
- 13 Files MUST NOT contain colour bars, registration or trim marks.
- 14 Files can be supplied by e-mail, or on a memory stick etc. Please check with our Production Dept before e-mailing files larger than 8mb.

- 15 All supplied files must be 'self-contained'. No text or graphic corrections are possible, so new files and proof must be supplied if alterations/corrections are required.
- 16 All files MUST be identified with 'unique' file names directly related to the advertiser, key number or caption — NOT "Travel Today/TT ad". Files replacing those already sent MUST have a different file name from original. Instructions must show file name, or the final catchline, and not a vague caption. No responsibility by publisher for placing wrong material if above conditions are ignored.
- 17 It is the responsibility of the placement ad agency to ensure correct material is supplied, and deadlines are met. E-mail delays are no excuse for missed deadlines. No wrong-material responsibility accepted if instruction/material key numbers differ; or if material has no key number. File name must be same as key number in agency insertion instructions, as well as inside ad.
- 18 Additional production or other costs will be billed on media invoice, irrespective. Space will be billed if rejected electronic files mean missed deadlines. Files not to spec may incur extra production costs. See Terms & Conditions on Rate Card.

OTHER ON-LINE MATERIAL SPECS

While Travel Today is an e-mailed pdf, there are [eDM] situations that require html. These must be supplied as a jpg.

Electronic flyers for distribution by t-mail can be sent out as either an html or as a pdf, so as to achieve the desired presentation. Call if you are unsure of the ideal format. The pdf files should not be high-res; and files for html delivery should be a jpg, maximum of 800 pixels wide, and maximum depth of 1132 pixels (A4 when printed out).

For banners on our Distribution E-mail delivery, ads must be in jpg format, to the following dimensions:

Top (next masthead): 153 pixels wide x 520 pixels deep
Bottom of e-mail: 800 pixels wide x 100 pixels deep

SOFTWARE USED

Adobe Creative Cloud (Indesign, Illustrator, Photoshop and Acrobat). PC platform.

Tabs on Travel Ltd

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Website: traveltoday.co.nz



CLICK HERE

to open a typical
Travel Today Delivery
E-mail presentation,
and a sample edition.

“Unequaled”

There are a few points about Travel Today that make the publication stand out, and these aspects are just not found elsewhere:

- Pre-Covid, 78% of our daily e-mail list is to individuals and companies paying a subscription, including brokers. Concrete evidence of how the trade valued Travel Today, and still does. Absolutely unequalled.
- Since Covid, our editorial team has worked hard to increase the presence of the Travel Today Facebook page. Trade engagement and response has been very positive, with many telling us it kept them ‘sane’ during those very trying times. An indication of the engagement last year was that a single posting was viewed over 40,000 (40,000) times. Take a quick look at our Facebook page and judge for yourself the high level of engagement. Unequaled.
- Travel Today’s broker-only database can be segmented out by business activity (eg retail-only, and/or by region) for eDM distribution. Unequaled.
- A while ago Travel Today produced its second standalone report on Travel Brokers. As well as being distributed a couple of times in Travel Today, it was also downloaded from our website over 500 times. Unequaled.
- Travel Today’s abilities in the distribution of effective eDMs, along with our sound marketing and graphics input, has earned many, many thanks and acknowledgements from appreciative advertisers. Our understanding of the travel industry is evident. Unequaled.
- Our eDMs have certainly created an interest by both travel agents and brokers and suppliers. The presentation is a refreshing change, and effective. And they are very cost effective. Ask about a typical costing to all retailers.
- The recent level of engagement with the trade around the two Aviation Security eDM initiatives, where we offered to brand the eDM so that agents could onsend to clients, making them aware of the issues before they left home for the airport. Judging from the massively supportive comments from the retail sector, Travel Today again demonstrated its trade engagement. So, we repeated the exercise again for 2019 with updated information from Avsec. Unequaled.
- And we repeated the initiative with another eDM for agents to onsend to clients, this time based on the importance of purchasing travel insurance when travel is paid for . . . around 40% of all travel insurance claims occur before departure. As well as the importance of ‘preexisting medical conditions.



There is obviously so much about Travel Today’s market position in the local travel industry that is simply **unequaled!**

Travel Industry Omnibus Research

Preferred Industry Publication

Ignite Research in 2024 processed an Omnibus Market Research on the Travel Industry, using Travel Today’s database to advise the industry.

There were a couple of questions relating to preferred trade publications. The sample size of travel agents & brokers for this section was 233.

Given that it was advertisements in Travel Today that announced the survey research, it is probably not surprising that under Prompted Awareness, Travel Today scored 100%.

Another publication scored a creditable 73%.

Of those totals, 90% of the Travel Today respondents said the publication was their preferred, while 7% of another publication’s respondents said that publication was their preferred.

[It could, perhaps, be argued that because advertisements announcing the Travel Industry Research were published in Travel Today, that may have had an impact on the results.](#)

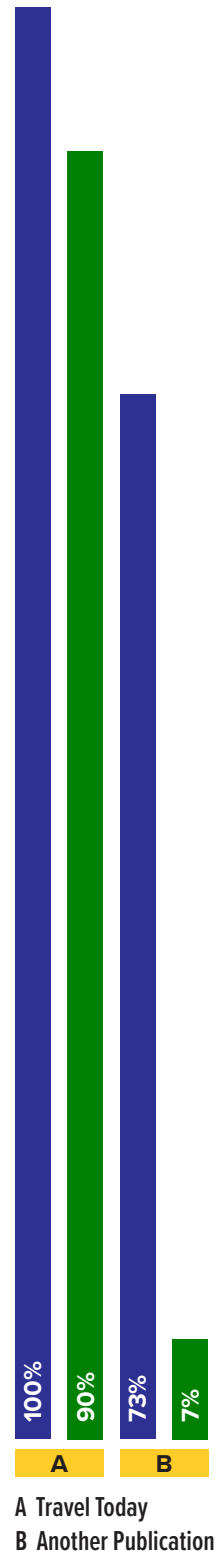
However, it is the opinion of Ignite Research that the main point is not about ‘Prompted Awareness’ numbers in isolation, but rather the relationship between Prompted Awareness and Preferred Publication.

NOTE: Travel Today had no involvement in the analysis of these research findings, such analysis being conducted by Ignite Research.

Travel Today editions were used to announce the research exercise, which Travel Today believes was due to its perceived industry profile.

After all, we have a reputation of over 38 years to live up to.

[See Research on pages 7 & 8.](#)





A schedule of regular, small ads in Travel Today can go a long way towards making sure consultants see your sales message . . . without costing the earth

TRAVEL TODAY
Publishing three weekly 2025

Lug

FRONT PAGE STRIP (sold)

Travel Today Delivers More For Advertisers

D 6x1

E 6x2

F 4x4
subject to availability

FRONT PAGE ADVERT OPTIONS

Lug: Our “First Class” double lug is \$140.

Strip (C): SOLD

6x1 & 6x2 (D, E): These “Business Class” slots on pages 1, 2 or 3 are 6x1 & 6x2, at \$60 and \$140, respectively.

These same ad sizes are also available on ‘inside’ pages in “Premium Economy” from just \$50 and \$100, respectively.

4x4 (F): Subject to availability

It is unwise to pay too much, but it is worse to pay too little.

When you pay too much, you lose a little money — that is all.

When you pay too little, you sometimes lose everything because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot — it cannot be done.

If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.

John Ruskin
(1819-1900)



- Front page or preferred slots are subject to availability.
- All rates shown here are in NZD, exclusive of NZ GST; but include a “click here” hyperlink
- **PS: And don’t forget about backing up any advertising with product editorial.**

The only condition is that editorial must be newsworthy.



Auckland-based Ignite Research last year worked with Travel Today to distribute adverts and eDMs to its database, advising the industry of an upcoming Travel Industry Market Research exercise.

Supplier Sales Collateral

In terms of having current sales collateral, 43% of agents/brokers say that suppliers do ensure that retailers have current sales collateral, with slightly few (37%) saying they do not.

Most agents/brokers surveyed disagree (83%) that is suitable for suppliers to tell travel retailers to send their clients to the suppliers' websites.

More than half of suppliers (53%) say they provide sales collateral. Most of this collateral is a mixture of both electronic & paper (76%). A further 39% of suppliers say they provide limited collateral only.

Just over a third of suppliers (37%) say that retailers are slightly more likely to request electronic sales collateral than paper over the last 12 months.

Retailer Links With Suppliers

Further questions asked how travel agents and brokers preferred to make bookings; and their preference on receiving supplier information.

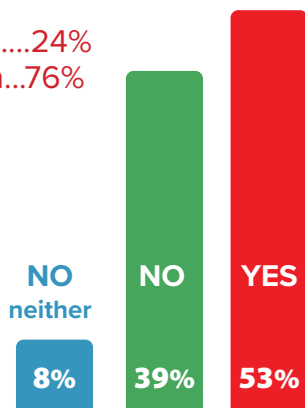
The survey also included questions regarding retailers' thoughts on supply and availability of paper and electronic brochures.

While this research has confirmed many aspects, it has also uncovered some 'interesting' insights.

Suppliers Were Asked:

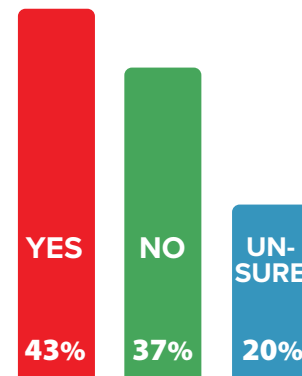
Do you provide retailers with sales collateral electronic and/or paper?

Of the yes:
Electronic only.....24%
Mixture of both...76%



Retailers Say:

Suppliers ensure retailers have current sales collateral.

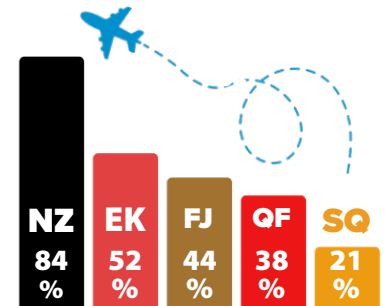


Retailer preference for Electronic/paper sales collateral

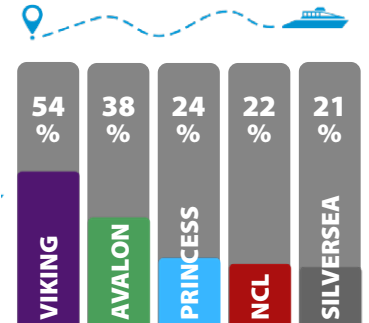


The research sought to find the most agent-friendly airline and the most agent-friendly cruise company; along with a question on driving in the USA.

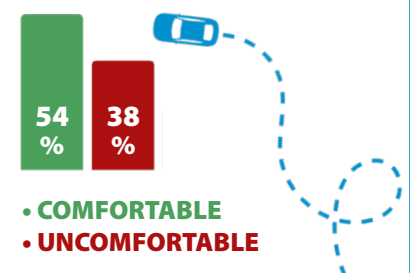
THE MOST FRIENDLY AIRLINE



THE MOST FRIENDLY CRUISE LINE



DRIVING IN THE USA

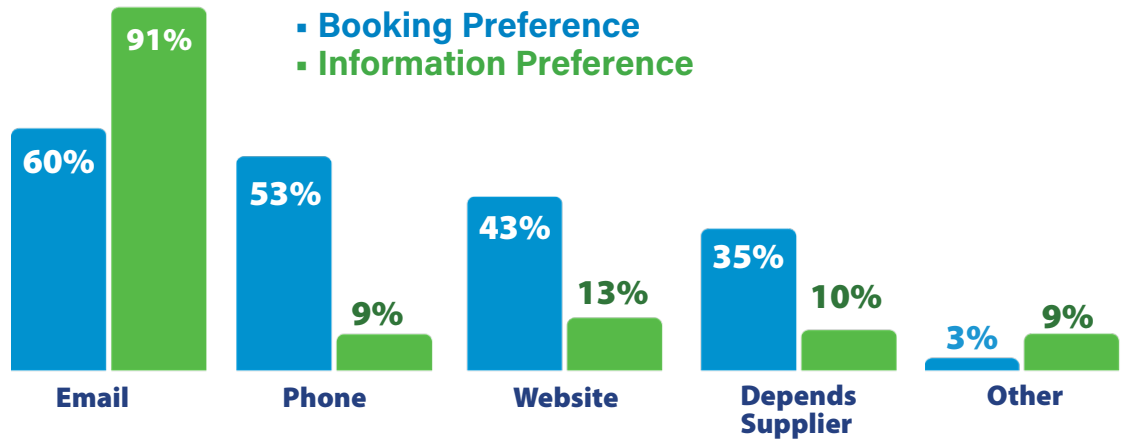




Communicating With Suppliers

Preference for making bookings and receiving Supplier information

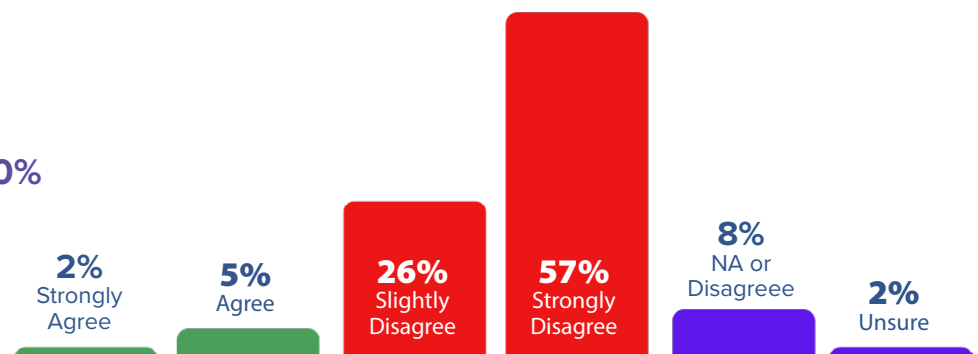
Nearly two-thirds of agents or brokers (60%) prefer to book with suppliers via email, while early all 91% prefer to receive supplier information via email. Phoning (53%) is slightly less popular for supplier bookings.



Is it acceptable that suppliers tell retailers to send clients to their website?

Nearly all agents or brokers surveyed did not find it acceptable for suppliers to ask them to send clients to their own websites (83%).

- Total Agree 7%
- Total Disagree 83%
- Neither Agree, Disagree or Unsure 10%



What Is Omnibus Research?

Market research using the 'Omnibus' format enables several companies to participate in market research by buying a single (or multiple) questions, but sharing the cost of the research fieldwork.

A well-proven and very cost-effective method of research.

The companies asking the questions can be anonymous, so as not to create any bias in the findings; or up-front with their branding. Either way, their data is exclusively theirs.

Omnibus is also a very economic way of the ongoing tracking of market or product trends.

Survey Respondents

Overall, 269 people from the travel industry participated in the research, of which 53% were travel agents, 34% brokers, and 13% suppliers. More than a third were Auckland-based; and 38% were in other areas in the North Island. South Island regions contributed 23%. Their average age was 37.5 years, with 68% 40-65, and 9% were 65-plus.

53%
were travel agents

34%
were brokers

13%
were suppliers.

Now that you know
all about Travel Today,
you will probably want
to subscribe . . .
and it's now **free**.

If you want — or need — to know what's going on in the New Zealand travel industry, subscribing to the "News Breaker" is a must.

Travel Today isn't just about reprinting press releases, we have a team of journalists asking questions for relevant travel industry news-worthy stories. It's about the most current travel information in one place and equally important . . . breaking more news stories than any other local industry trade publication.

By doing so, it carries on the tradition established by its predecessor Tabs on Travel more than 38 years ago.

The 'News Breaker' Delivers.

Free to subscribe [CLICK HERE](#)

