

Southern Lakes Lifestyle

QT Magazine

QUEENSTOWN, ARROWTOWN, WANAKA, TE ANAU, CROMWELL & CLYDE

QT MEDIA KIT

2023

www.qt.co.nz

“We connect people & place in a stylish & relevant way. QT Magazine readers love to engage with our content across multimedia platforms which is hugely positive and rewarding.”

QT Magazine is the regional number one lifestyle publication for locals and visitors in Queenstown, Arrowtown, Wanaka, Cromwell, Clyde & Central Otago.

A premium quarterly magazine that follows the four seasons sharing integrated content across print, digital and social media.

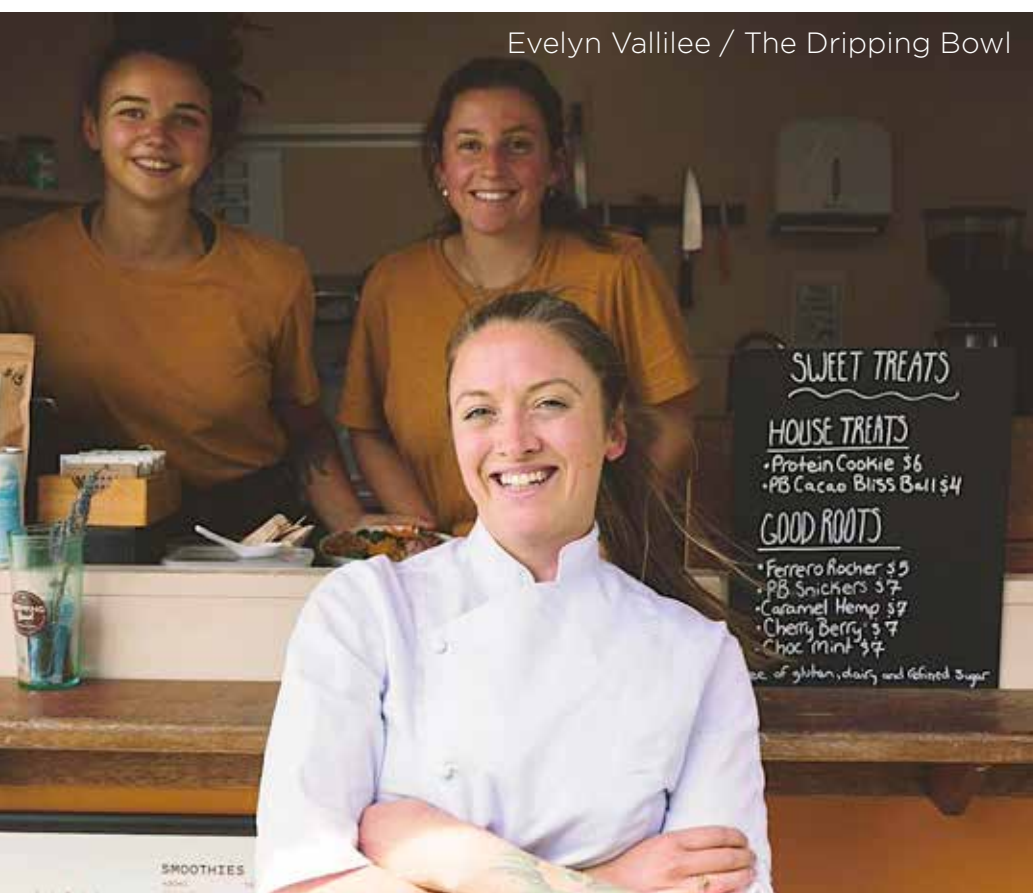
QT Magazine shines the spotlight on the Southern Lakes region delivering inspiring and engaging articles featuring food, fashion, wine, business, retail, art, culture, events, design and property.

“With a stylish & contemporary design QT Magazine is freely available making it a much-loved & highly read magazine.”

Margo Berryman – Managing Editor



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Evelyn Vallilee / The Dripping Bowl



Zest Cakes

QT Magazine *Audience*

An influential and trusted voice in the Southern Lakes Region, QT Magazine has broad appeal, reaching a dynamic mix of people, ages and demographics from visitors to locals.

From the turn of every page of the printed magazine through to the online articles and features at www.qt.co.nz, plus weekly social media posts, QT Magazine presents curated content that speaks to the consumer.

QT Magazine readers are highly engaged, knowledgeable and loyal.

Magazine Frequency

- *Four issues per annum*
- *Autumn, Winter, Spring, Summer*

Readership

- *+120,000*
- *A quarterly reach of over 40,000 per issue*

Circulation

- *Up to 40 000 copies per issue*

Core Demographic

- *20 - 69 | 60% Female, 40% Male*

read online
qt.co.nz

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The Wooing Tree



Cardrona Hotel



Deval Boutique



QT Magazine Distribution

Local & FREE

A free quarterly publication, QT Magazine creates a local buzz reaching thousands of people daily.

HOME Letterbox

QT Magazine is hand delivered by leading New Zealand household delivery services Central Distribution and Pamflet to individual home letterboxes in the Queenstown, Arrowtown, Wanaka and Cromwell townships.

Accommodation

QT Magazine is distributed to a wide variety of accommodation providers including resort hotels, motels, luxury lodges & Air B&B providers.

Central CBD

QT Magazine is freely available from CBD bins located in high profile retail areas in Queenstown, Arrowtown, Wanaka, Cromwell & Clyde along with cafes, restaurants, galleries & participating businesses.



‘We’re about local... as local as you can get’

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The Camp / Lake Hawea



Queenstown Ice Bar



Nicola Screen Store



Moss Spa

QT Magazine *Content*

The QT Magazine team create curated content including editorial and business profiles.

Retail & Service

Promoting existing & new retail stores & service providers to attract customers into your business

Product & Business Launches

Building brand awareness, developing product messaging, & telling the story behind the brand

Business Innovation

Engaging business profiles showcasing innovation & expertise

Brand Refresh

Informing the marketplace when your business has moved locations, updated partnerships, rebranded, or taken an exciting new direction

More than just a print magazine.

Our QT Magazine editorial team are industry professionals creating premium content for all areas of business and innovation in the Southern Lakes Region.

We work alongside clients and advertisers to create bespoke editorial features, articles & display advertising to ensure their business is the most effective communicator it can be.

Our editorial standards are highly regarded, and the magazine is well read by a large and expansive audience.

Jenny McLeod

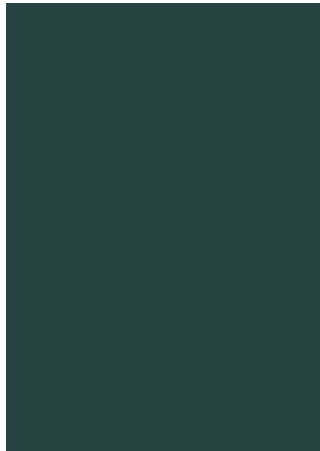
QT Magazine Editor

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Southern Lakes Lifestyle

QTMagazine

*Advertising
sizes & specs*



Full Page

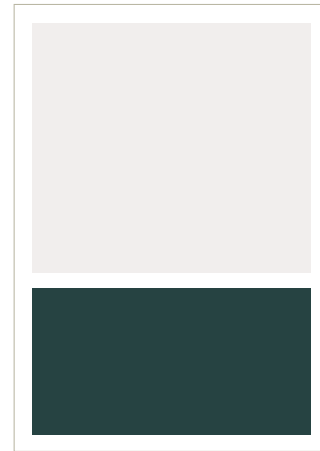
240mm x 345mm

**Plus 4mm bleed on all sides
and crop marks**



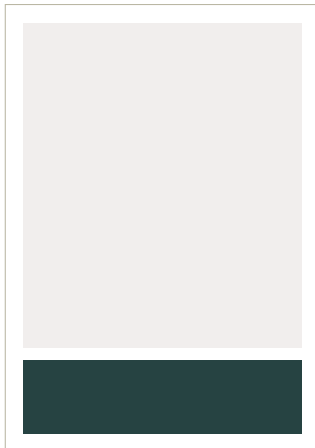
Full Page Vertical

70mm x 321mm



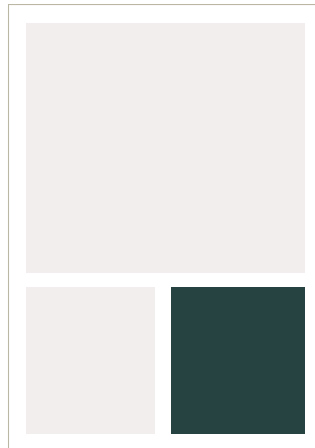
Large Landscape

216mm x 115mm



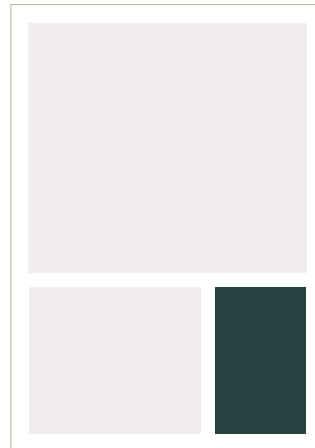
3 Column Landscape

216mm x 55mm



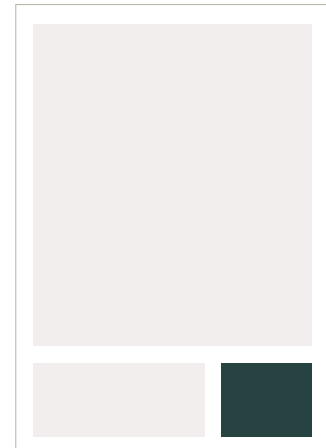
Quarter Page

106.5mm x 115mm



Vertical 1 Column

70mm x 115mm



Medium Square

70mm x 56mm

File Preparation

Accepted File Formats: pdf, tif, jpeg

Colour: CMYK

Resolution: 300dpi @100%

Type: To ensure legibility avoid type smaller than 7pt, or 8pt if it is light coloured text on a dark background.

Bleed: Bleed is only required on full page ads. Please supply full page ads with crop marks and 4mm bleed on all sides.

Please supply adverts via email to
margo@qt.co.nz or janey@qt.co.nz

2023 Advertising and Booking Dates

Autumn 2023

Bookings 20th January 2023

Copy 10th February 2023

Published 25th March 2023

Winter 2023

Bookings 20th March 2023

Copy 10th May 2023

Published 25th June 2023

Spring 2023

Bookings 30th June 2023

Copy 10th August 2023

Published 25th September 2023

Summer 2024

Bookings 10th October 2023

Copy 1st November 2023

Published 20th December 2023

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2023
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Mt Cardrona Station



Angel Divine



Little Blackwood



Cloudy Bay Shed

Connect with your audience today

Contact us to find out more about advertising placements, editorial features & profile packages available in the upcoming 2023 issues.

Margo Berryman

Email: margo@qt.co.nz

Ph: 021 246 3342

Janey Newlands

Email: janey@qt.co.nz

Ph: 027 554 6924

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