

QT Magazine

Media Kit 2025



Hello

We are a respected quarterly magazine obsessed with the lifestyle and activities of the Southern Lakes region of the South Island that includes the beautiful resort towns of Queenstown, Arrowtown, Wanaka, Cromwell & Clyde.

As the regions number one lifestyle publication, QT Magazine reaches thousands of readers in print and online reflecting the entrepreneurial spirit and unrivalled attributes of business and life in this stunning part of the world.

Our aim is to engage and connect your unique brand through stylish design and storytelling to the expansive local and visitor audience.

Margo Berryman
QT Magazine Managing Editor

Kate Fairmaid / White Fox



Arrowtown Lifestyle Village



Domaine Thomson

QT Magazine Audience

QT Magazine offers impactful branding and editorial platforms for Southern Lakes businesses and services.

The magazine follows the true four seasons producing integrated content across print, digital and social media.

QT Magazine readers are highly engaged, knowledgeable and loyal.

Magazine Frequency

- Four issues per annum
- Autumn 2025, Winter 2025, Spring 2025, Summer 2026

Readership

- +140 000
- A quarterly reach of over 40 000 per issue
- 40% visitor / 60% local

Circulation

- Up to 40 000 printed copies per issue

Core Demographic

- 20 - 69
55 % Female 45% Male
- Economic growth in Queenstown-Lakes District averaged 5.7%pa over the last 10 years compared with an average of 3.0%pa in the national economy.
- Queenstown-Lakes District's population was 49,500 in 2023, up 1.9% New Zealand's total population grew by 0.2% over the same period.

Queenstown & Wanaka's average household income in 2023 is \$125,542 (Infometrics NZ), 7% higher than the national average.

QT Magazine Delivery

Local & Free

QT Magazine is a free printed publication available for locals and visitors to pick up, take home and share.

Home Letterbox

QT Magazine is hand delivered by Mainland Delivery services to individual home letterboxes in the Queenstown, Arrowtown, Wanaka and Cromwell townships.

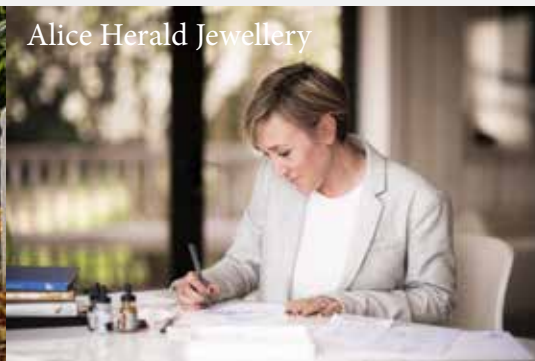
Accommodation

- QT Magazine is distributed widely to accommodation, resort hotels, motels, luxury lodges & Air B&B providers across the Southern Lakes Region.

Central CBD

- QT Magazine is freely available from CBD bins located in high profile retail areas in Queenstown, Arrowtown, Wanaka, Cromwell & Clyde plus cafes, restaurants, galleries & participating businesses.
- More Than Print - Read the magazine online at www.qt.co.nz and connect your business directly with national & global audience.

'We're about local...as local as you can get.'



QT Magazine Content

The QT Magazine editorial team curate bespoke content that speaks to your audience with confidence and clarity.

New Openings

Focused on who, what, where and why.

Seasonal Product Launches

Telling the story behind your new products each season

Business Innovation

Engaging profiles focused on innovation, technology, people, and brands.

More Than Print

Read the magazine online at www.qt.co.nz and share your business feature directly with a global audience.

- CONFIDENCE gives your brand edge
- CLARITY on your purpose and brand voice
- COMMUNICATE values and vision
- CONNECT with your audience by telling your story
- CONVINCING customers you are their solution



Sixt Car Rental



QT Hotel



QT Magazine

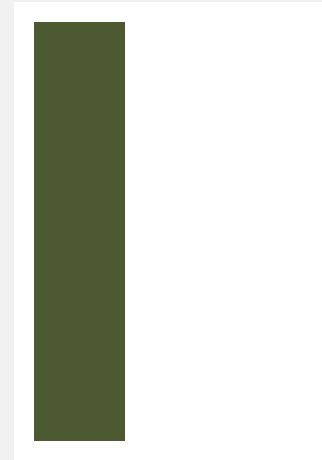
Advert Sizes & Specs



Full Page

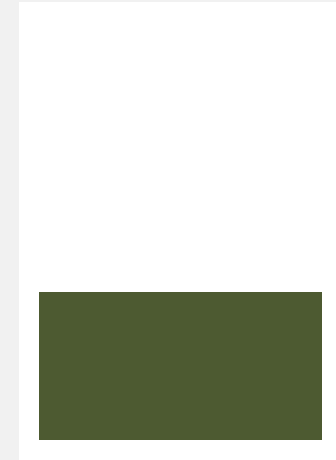
240mm x 345mm

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



Full Page Vertical

70mm x 321mm



Large Landscape

215mm x 115mm

File Preparation

Accepted File Formats: pdf, tif, jpeg

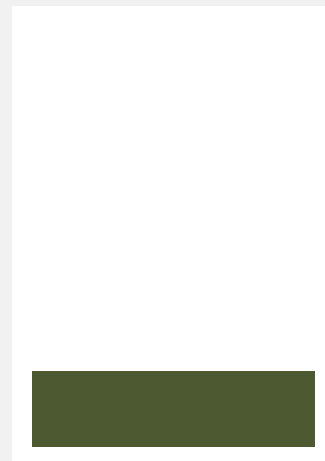
Colour: CMYK

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



3 Column Landscape

216mm x 55mm



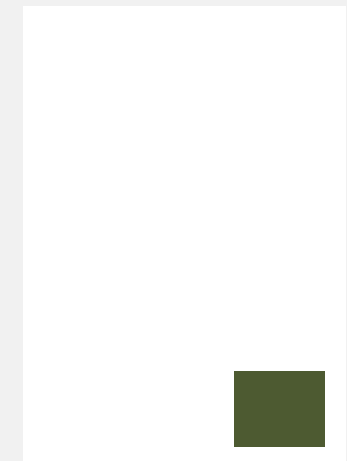
Quarter Page

106.5mm x 115mm



Vertical 1 Column

70mm x 115mm



Medium Square

70mm x 56mm

QT Magazine Advertising & Booking Dates 2025

Autumn 2025

Bookings 20th January

Copy 5th February

Published 25th March

Winter 2025

Bookings 20th March

Copy 1st May

Published 25th June

Spring 2025

Bookings 30th June

Copy 25th July

Published 25th September

Summer 2026

Bookings 5th October

Copy 20th October

Published 20th December

Cloudy Bay



Lil Red's



The Remarkables



QT Contacts

Contact us & find out more about advertising placements, features, digital bundles & integration, profile packages and availability in the upcoming 2025 issues.

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Jervois Steak House



Folklore



Te Huia



The Headwaters

