



# QT MAGAZINE MEDIA KIT

2026

QT Magazine is a modern lifestyle authority, engaging thousands of readers each issue capturing the spirit of contemporary business and lifestyles of the Southern Lakes Region. The magazine connects with a stylish & forward-thinking audience across print and digital platforms.

## QT MAGAZINE MEDIA 2026

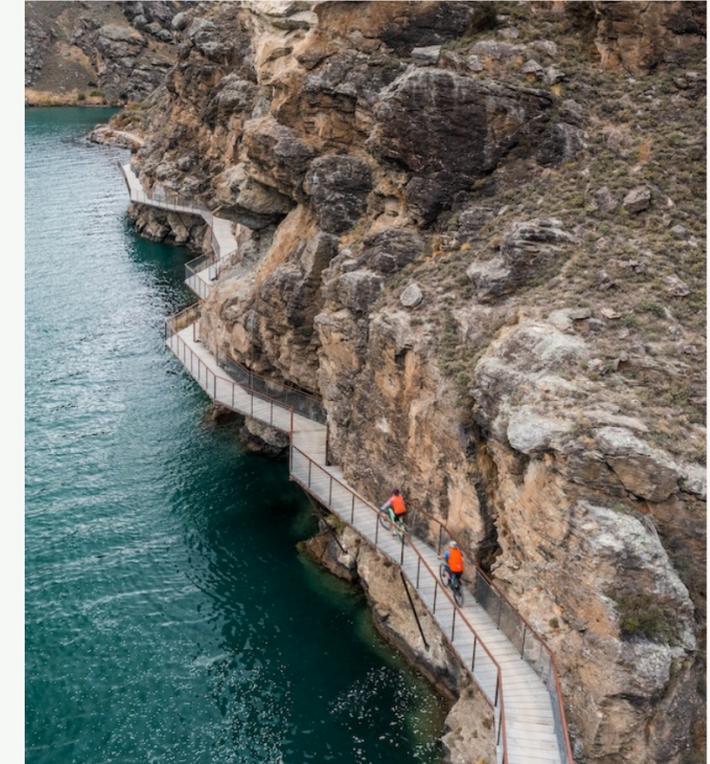
Hello,

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 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



# QT MAGAZINE OVERVIEW

- the region's leading lifestyle magazine
- a reach of 40 000+ per issue
- an influential & informed audience of high value locals & visitors
- stylish content that reflects the entrepreneurial spirit, quality brands, and elevated lifestyle of Queenstown, Wanaka, Cromwell & Clyde
- beautifully presented on high quality paper stock in a large tabloid size
- freely available across the region from CBD bins, cafes, hotels, boutique accommodation & participating businesses
- online at [www.qt.co.nz](http://www.qt.co.nz)

QT MAGAZINE MEDIA 2026



# TARGET AUDIENCE

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CORE DEMO 20 - 79 YEARS OLD

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READERSHIP FOUR ISSUES PER ANNUM  
40 000+ PER ISSUE

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LOCATION: QUEENSTOWN, ARROWTOWN, WANAKA,  
CROMWELL, CLYDE

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CIRCULATION AUTUMN 2026, WINTER 2026, SPRING  
2026, SUMMER 2027

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# ADVERTISING & FEATURES



# QT Magazine

*Southern Lakes Lifestyle*

**mora**  
CELLAR DOOR

**SUMMER  
CELEBRATIONS  
AT MORA**

*Mora Wines & Artisan Kitchen  
exceptional culinary experiences*

**Warbirds  
over Wānaka  
Spectacular**

*International Airshow is set to  
roar back into action over Easter*

**GOLF IN THE  
SPOTLIGHT**

*NZ Open returns to  
Arrowtown for 2026*

**BEST  
PLACES TO  
EAT**

*Summer hospitality  
hotspots in Queenstown  
& Wānaka*

# ADVERT OPTIONS

## QT Magazine Advert Sizes & Specs

### 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](mailto:margo@qt.co.nz) or [janey@qt.co.nz](mailto:janey@qt.co.nz)



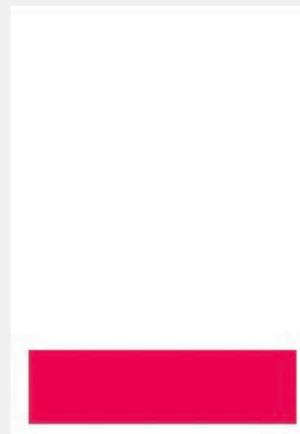
**Full Page**  
240mm x 345mm  
*PLUS 4mm bleed on all sides  
and crop marks*



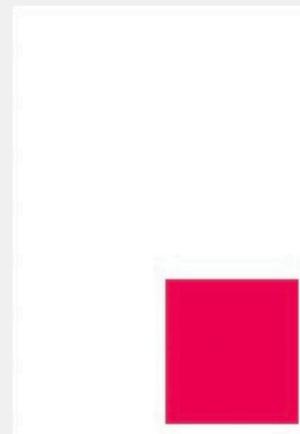
**Full Page Vertical**  
70mm x 321mm



**Large Landscape**  
215mm x 115mm



**3 Column Landscape**  
216mm x 55mm



**Quarter Page**  
106.5mm x 115mm



**Vertical 1 Column**  
70mm x 115mm



**Medium Square**  
70mm x 56mm

The QT Magazine team create curated content that speaks to your audience with confidence and clarity.

Ask us about our editorial features & social media bundles

We cover a broad range of business innovation including;

- New Openings
- Seasonal Product Launches
- Telling the story behind the brand
- People & place
- Engaging profiles on entrepreneurs & business owners

# DIGITAL/SOCIAL

- QT Magazine is available in print and online. Browse the latest issue at [qt.co.nz](http://qt.co.nz) to read about the lifestyle, culture, and experiences of the Southern Lakes.
- Whether at home or on the go, QT Magazine is always within reach. Access all seasonal issues online, share with your customers & stay connected.
- Ask us about our social media bundles when booking your brand advert or editorial feature @qtmagazine

QT MAGAZINE



# BOOKINGS 2026

## LOCK IT IN

### **Autumn 2026**

Bookings 30th January

Copy 15th February / Published 25th March

### **Winter 2026**

Bookings 20th April

Copy 5th May / Published 25th June

### **Spring 2026**

Bookings 10th July

Copy 10th August / Published 25th September

### **Summer 2027**

Bookings 5th October

Copy 20<sup>th</sup> October / Published 20th December



## Lunch at Oliver's

The summer menu at Oliver's is designed to appeal to visitors pausing for a relaxing brunch or lunch in Clyde.

"Designing any seasonal menu we always look at what is available locally and focus on trying to make these elements the heroes on the plate," says owner and managing director David Ritchie. "Showcasing great local produce is critical in defining our place within a broader region and providing visitors with a memorable



## Provisions – Three Years On

Provisions in Arrowtown recently celebrated its third anniversary under the ownership of Matthias Schmitt and Monika Ederer, a period which has seen the café and restaurant evolve to reflect their personalities while maintaining its heritage, charm and friendly atmosphere.

"A highlight has been Monika's new range of sticky buns and now alongside our much-loved classic version with currants, we have introduced a new chocolate crumble with chocolate and

## Seafood Supreme

Finz Seafood Bar & Grill on Queenstown's vibrant Steamer Wharf is dedicated to providing a seamless dining experience.

The restaurant features striking interiors, plush furnishings with a contemporary indoor and outdoor bar creating an inviting and sophisticated atmosphere.

"It is a relaxing setting ideal for leisurely lunches, drinks and snacks at the bar or late night dining," says co-owner Marty James.



The best of South Island seafood including famous New Zealand oysters, whole crayfish and tempura soft shell crab, steamed mussel dumplings and the restaurant's signature seafood chowder are included on the diverse menu.



"Premium free-range and grass-fed meats sourced from local suppliers including NZ Wagyu Beef Cheek, Kawakawa Rubbed Lamb Rump and Hand Picked Beef Striploin are all richly satisfying choices," says Marty. "Families especially appreciate the Finz Famous crispy beer battered fish and chips, a perennial favourite."

"Our indoor-outdoor bar, positioned within Steamer Wharf, captures the energy of the precinct's lively atmosphere making it a perfect location for cocktails, drinks, and some delicious plates. There's nothing better than relaxing with an Aperol in hand teamed up with our seafood platter or fresh sashimi plate for good summer times."



## Cocktails on the Wharf

Public Italian Kitchen brings together modern-day Italian inspired cuisine, classic cocktails, Central Otago wines and craft beers in a stunning waterfront setting.

In its unrivalled Steamer Wharf location the restaurant's outdoor deck area has one of the best views in Queenstown for lunch, drinks, snacks or evening dining beside Lake Whakatipu.

"It's picture perfect sitting under the umbrellas taking in the alpine scenery," says restaurant manager Megan Haynes. "Every day our \$12 happy hour from 3.00pm until 5.00pm offers popular options like Espresso Martini, Aperol Spritz, Peach Bellini, and Moscow Mule."



"The Antipasti menu features delicious small plates including burrata, prawn cutlets, crudo and fresh oysters which are ideal to savour with an afternoon or early evening drink."

## All about sustainability

By Jane Brooke

The Headwaters Glenorchy Eco Lodge's sustainability credentials are widely recognised from its world-class accommodation which is an international showcase of regenerative design to its outstanding garden-to-table cuisine.

Executive chef DJ and his team are culinary experts providing delicious buffet brunches on the first Sunday of each month with three sittings available. Menu highlights are home-smoked salmon, eggs benedict, bacon, sausages and pancakes alongside freshly picked salads and vegetables from the lodge's extensive garden and greenhouse.

The monthly hero dish is worth the trip alone to the head of the lake and includes anything from crispy pork belly, apple sauce and confit fennel, crispy fried oyster mushrooms with braised cabbage and apricot to lamb rump with herb couscous salad and mint jus.

The lodge's Trust The Chef evening menu offers a range of ever-changing dishes.

"We have the absolute freedom to deliver seasonal garden-to-plate dishes where the ingredients speak for themselves," says DJ. "Fresh is best and our ingredients couldn't come any fresher."

Bookings essential at <https://theheadwatersecolodge.com/dining>

# QT MAGAZINE STYLE



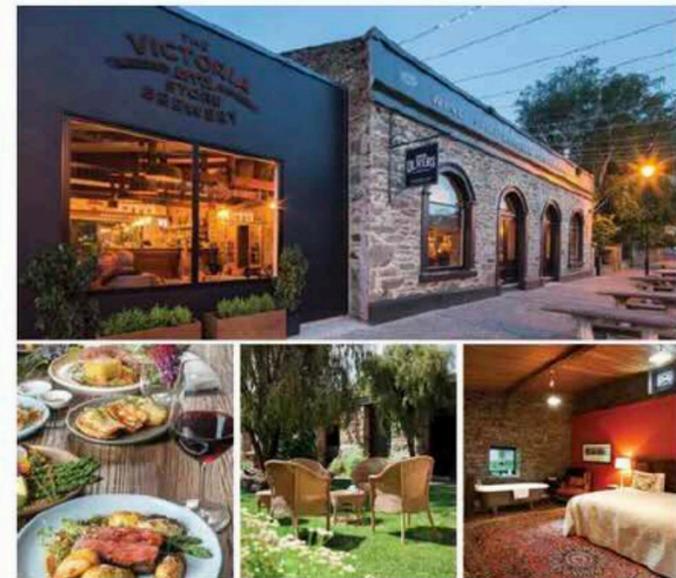
ant to house-made affected in their use of site to create Pale Ale ions for their popular , sandwich. The excess from the brewing process is ated into their sourdough bread recipe.

"For people pressed for time we have a great selection of fresh house-made food to go in our cabinet ranging from fresh salad wraps, roast beef rolls, classic Kiwi pies, sweet slices and biscuits to a selection of scones, muffins and croissants which are made in-house early everyday," says head chef James Waite.

The brunch menu is available every day from 8.30am until 2.00pm. No bookings are necessary with plenty of indoor and outdoor seating.



ish milk na, nel me — a classic with a twist it has been a big hit. It's that perfect mix of sweet and savoury and just right for a relaxed summer brunch."



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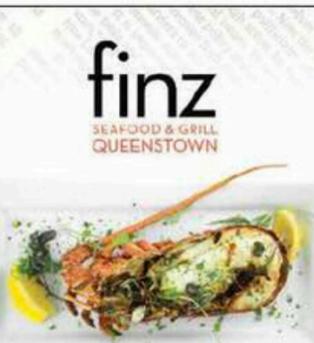
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