

FOR PEOPLE THAT LOVE GETTING OUT ON THE WATER

SAIL SOUTH PACIFIC CRUISING GUIDES

Release 1 - 2019

Cruise With Confidence



MEDIA PRODUCTION KIT

Digital Media

News Letters

Social

OUR WINDOW TO YOUR TARGET AUDIENCE

Boating media with a solid connection to your customer!

sailsouthpacific.com



AUDIENCE

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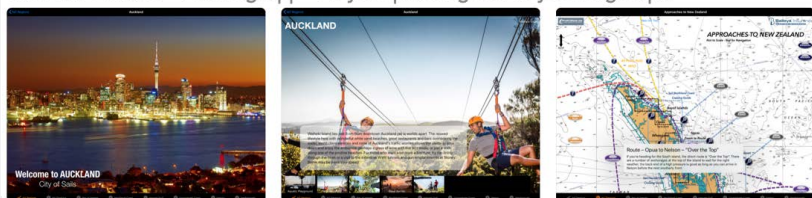
Sail South Pacific Limited
A New Zealand Registered Company

OUR WINDOW TO YOUR TARGET AUDIENCE

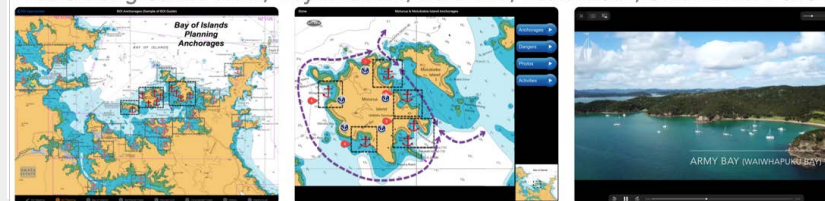
WELCOME ABOARD

Thank you for your interest in Sail South Pacific, the Boating media with a solid connection to your marine customers! Our users have one thing in common, whether it's in Kayaks or Super Yachts they all get out on the water and are looking for quality, up to date and accurate information. At Sail South Pacific we provide information of interest to all demographics; male & female, old & young, those that are looking for adventure and those that just want a quite spot to sling the hook. One thing we can be sure of, is at some time, all will need to; fix, maintain, replace worn parts, upgrade or service their vessel, fuel up, berth, find somewhere to enjoy a meal or a glass of wine ashore and for those looking for something to do or to keep the kids out from underfoot, a range of shore side activities. Best of all, the crew at Sail South Pacific are passionate about boating and understand your market because we're part of it.

Sail New Zealand - Planning App - All your planning info at your fingertips.



Area Cruising Guides cover:- Bay of Islands, Northland, Hauraki Gulf, Coromandel E & GBI



"More info than any other Cruising Guide I've used"
Blair and Helen - 7m Trailer Boat

"Sail NZ's services section allowed us to get our summer maintenance program sorted early"
George & Karen - Moody 54 - Offshore cruiser

"Our advertising media was exclusively print until SSP introduced us to their digital media & a whole new way to expose our business with great results. This year we're upping our digital marketing again!"
Christine Ragg - Baobab Marine - Fiji

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MEDIA

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Mobile Cruising Guide Apps

- **SAIL NEW ZEALAND**
- **SAIL FIJI**
- **SAIL TONGA**

In production for release early 2019 is the **Pacific Crossing Planner** app, covering the routes across the pacific, planning and arrival info for all the Pacific Island Nations

Advertising opportunities are available in all SSP Cruising Guide Apps. There are three levels of advertising; The services listing is located in & accessed from the Planning app only. See the specifications sheet for sizing.

Listing only - Text and your logo in the services section.

Services section standard advert - posted in the area specific services listing as above - Full art layup with up to five tabs; services, range, photos, links etc.

Premium Advert - Listing and standard advert as above PLUS - your linked logo in the area cruising guide charts accessing your advert information via the Services Tab.

Product Advertising - Individual advert for a specific product accessed from the Products Tab.

Quarterly News Letters

- **News - Articles - Product Releases**
- **Events - Festivals - Workshops**
- **Product Testing & Appraisal**
- **Destinations - Places - Marinas - etc**

The SSP quarterly News Letter is an e-news forum for; articles, new products, press releases, events, destinations, great images and all things cruising.

Advertisers can access this medium for product tests, discussion papers, previews, what works and tips and tricks.

Social & Website

- **SAILSOUTHPACIFIC.COM**
- **Facebook**
- **YouTube**

The SSP Facebook page has seen huge growth since it's launch and is a great medium for product news, press releases and event specific news.

The sailsouthpacific.com website which features **SkyView** footage hosted by YouTube sells the sizzle of the South Pacific in all it's beauty and promotes the Sail South Pacific ethos of getting out there and discovering this amazing slice of paradise.

For up to date metrics on all of the above contact Sail South Pacific by email john@sailsouthpacific.com or phone +64 (0) 27-242-1088



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ADVERTISING SPECIFICATIONS

Advertisers can choose to provide their own artwork to the specifications below, or use SSP's in house digital services.

FILE FORMAT - 72DPI PDF distilled to Acrobat 4 (pdf 1.3 All fonts must be embedded or converted to paths/outlines.

LOGO - 72DPI Four Colour Images in CMYK. in PDF or EPS format. Images must not be compressed. A separate logo file is required for each logo.

IMAGES - Four Colour Images in CMYK. Images must not be compressed.

DOCUMENT - NO Bleed or Slug is required. Files must be single page composite.

MATERIAL DELIVERY - Files emailed to john@sailsouthpacific.com

SIZES

APP ADVERTS

Services listing - logo as above plus contact details and 50 word description.

Standard Advert - Advert, Popups and Images - 1100Wx800H

Premium Advert - Landing Image full size 1100Wx 800H plus Advert, Popups and Images - 1100Wx800H

Marina Premium Advert - Landing Image, Berth Layouts etc. full size 2048Wx1350H plus Advert, Popups and Images - 1100Wx800H

New in 2019 - Product Adverts - Advert - 800 x 600

NEWS LETTER - 1/3rd page vertical, format as above. 270H x 65mmW

WEBSITE - Side bar carousel - 210Wx760H - File Size (Max - 100kb

All artwork is subject to approval by SSP in all respects.

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