



READERS' RAIL TOUR

A 14-day experience exploring scenic New Zealand

READERS' RAIL TOUR

stuff

DUNEDIN
RM 24

EVENT OVERVIEW

For 28 years the Readers' Rail Tours have been taking our loyal readers on unforgettable journeys exploring the rich history and culture of New Zealand. Like-minded travelers come together to enjoy this unique experience of rail, cruise and coach travel - all while forming lifelong friendships and memories.

Operating in April/May and October each year, our 14-day tours alternate between the North and South Islands. Each tour offers a variety of day-to-day excursions ranging from garden tours, scenic walks, cultural museums, luncheon cruises and much more. The tours offer a full service of all transport, portage, day excursions and activities, good quality hotels and most meals.

The tours are targeted to men and women 65+ with a high disposable income. Approximately 85 tour goers attend who are primarily subscribers of The Dominion Post or The Sunday Star Times. Their key interests are in domestic and international travel.



EVENT OVERVIEW

Stuff is helping Kiwis connect and thrive in their communities - in collaboration with our media partners, charities, and editorial teams we develop a marketing campaign to generate widespread media coverage for the Readers' Rail Tours.

Stuff communicates to 9 out of 10 Kiwis each month. Across our portfolio this allows us the ability to reach nationally and also to target regionally.

Through our channels we are able to communicate across a broad cross section of editorial and advertisements

South Island Tour

October 2018 - presented by **The Dominion Post**

North Island Tour

April 2019 - presented by **The Sunday Star Times**

TOURGOERS

85

PRINT

\$220,000+

DIGITAL

\$15,000+

eDM

\$5000

RADIO

60,000+

DEMOGRAPHIC

64% Female
36% Male



NORTH ISLAND

The 14-day tour presented by The Sunday Star-Times combines both rail travel and coach, and offers a perfect combination of sights and experiences - explore iconic gardens and world famous tea estates, vineyards, museums of local history and much much more.

In Wellington the chartered train travels to Whanganui, National Park and Hamilton and journey from Napier, Palmerston North and then back to Wellington via the spectacular Wairarapa.

Some of the day-to-day activities include exploring the rich Art Deco history of Napier, Rail Cruising from the Mamaku Railway Station to Tarukenga Railway Station, enjoying lunch on Lake Rotorua aboard the Lakeland Queen as well as banquet feast in the magical Hobbiton. On rail tourgoers enjoy the breathtaking scenery along the Raurimu Spiral, while on coach navigate through the Waioeka Gorge and visit the stunning Tolaga Bay.

Accommodation is in comfortable hotels prepared to meet our travellers' needs. One such stopover includes the timelessly elegant Chateau Tongariro in the heart of the Tongariro National Park.



SOUTH ISLAND

This not-to-be-missed 14-day tour presented by The Dominion Post combines rail, coach, ferry and cruise, and offers a magnificent combination of sights and experiences.

Explore the picturesque Aoraki Mt Cook National Park, surrounded by the breathtaking environment of glaciers, terminal moraine, turbulent rivers and New Zealand's tallest peak, the mighty Aoraki Mt Cook. Marvel at the majestic snow capped Southern Alps and Tasman Sea, enjoy a cruise through Doubtful Sound, venture through the historic gold-mining village of Arrowtown and much much more.

Passengers travel through the picturesque Marlborough Sounds and the magnificent Taieri Gorge to Pukerangi on the Central Otago plateau. Venture aboard the TranzAlpine and take in the beauty of the Waimakariri River gorge and breathtaking alpine views onboard the Midland rail line from the Greymouth to Christchurch.

The jam-packed itinerary includes a visit to the International Antarctic centre, a walk through the rainforest at the West Coast treetop walkway, visiting the National Wearable Arts museum, leisurely days spent in beautiful Queenstown and Dunedin as well as a full day in Aoraki Mt Cook.



EVENT PARTNER

Investment and Benefits

Investment

- \$10,000

Your Logo

- Launch print, eDM and magazine placements

Print Media

- Four advertisements running each week for a minimum of one month across regional papers. Artwork includes logo, product and promotion
- One full page placement of promotion in *NZ House & Garden Magazine* and one full page placement of promotion in *NZ Gardener*. \$10,000+ value
- Four product, logo and promotion placement in eDMs to Rail Tours subscribers, Stuff subscribers and Mosaic Segments targeted at over 5,000 people worth \$5,000
- eDM full page advertisements. \$6,000+ value





For further information on sponsorship opportunities please contact:

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