

# *pacific* Islandliving



THE MAGAZINE OF THE SOUTH PACIFIC  
ADVERTISING RATE CARD 2023

[pacificislandliving.com](http://pacificislandliving.com)



#### ADVERTISING & DISTRIBUTION INQUIRIES

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# hello

In 2023 we celebrate 10 years of Pacific Island Living. In that time, we have grown from a magazine for locals and visitors in the Pacific islands to a truly regional holiday and lifestyle magazine.

We are now distributed across the Pacific Islands, with unmatched readership in Fiji, Vanuatu, Solomon Islands, Samoa, on board Nauru Airlines and Micronesia.

Our distribution in Australia and New Zealand has quadrupled, and we're available in all Qantas airport lounges worldwide, as well as in 150 hotels in New Zealand and selected airport lounges, as well as the Emperor Lounge at Auckland Airport. Add to that our all new website which features every page of every edition online as well as news and reviews, products and competitions for the Pacific.

From all of us at Pacific Island Living, we say thank you for 10 wonderful years of support and growth. We look forward to bringing you many more editions from more amazing countries across the Pacific.





WITH UNMATCHED READERSHIP  
AND DISTRIBUTION ACROSS THE  
PACIFIC ISLANDS YOU CAN FLY YOUR  
ADVERTISING DOLLARS FURTHER AND  
REACH 250,000 HOLIDAY MAKERS.



*pacific*  
**Islandliving**

Your clients will take  
away a lasting reminder  
of their holiday, service  
or contact with your  
business.

## LOCAL AND INTERNATIONAL AUDIENCE

Pacific Island Living is the perfect medium for reaching tourists already within the country and travellers planning holidays from within the region and internationally. Available free from airports, Qantas lounges throughout Australia and NZ, retailers, restaurants, resorts, hotels, businesses, tour operators and coach companies throughout the region.

## CIRCULATION AND FREQUENCY

Minimum print run 56,000 copies quarterly.

Issue dates: March/Autumn, June/Winter September/Spring and December/Summer.

## DISTRIBUTION PROFILE

Pacific Island Living is the Pacific's only holiday and lifestyle magazine available in Vanuatu, Fiji, Solomon Islands, Australia, New Zealand, Nauru, Kiribati, Marshall Islands and to a growing international list of subscribers. We are followed by more than 100,000 subscribers online and our website links directly to each of our advertisers.





Pacific Island Living  
is available free in all  
24 Australian airports  
which host Qantas  
international and domestic  
lounges, PLUS hotels and  
resorts in Australia and  
New Zealand.

## FIJI

We are distributed at all the major and boutique hotels and resorts throughout Fiji, and we're endorsed and supported by Tourism Fiji. Pacific Island Living is also distributed throughout tour desks, restaurants, cafés, day clubs, spas, cruise ships and transport providers. The number of outlets is increasing daily, please consult our local representative, Jennifer Miller for the latest additions to the list. *Note: Eligible for 150% tax rebate.*

## VANUATU

Within Vanuatu we are distributed free of charge at the airport, at all major hotels and resorts, cafes, restaurants, government departments, spas and salons and on board Nauru Airlines flights to and from Vanuatu.

## SOLOMON ISLANDS

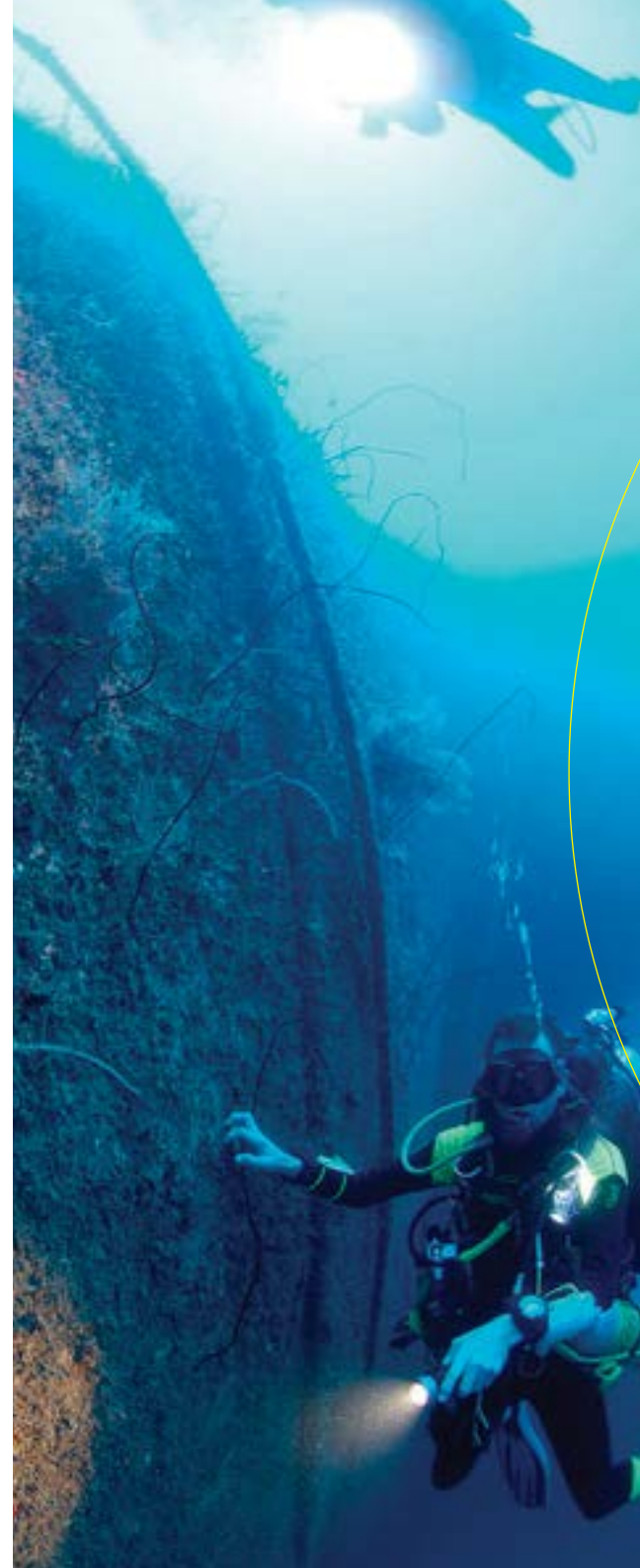
We are available free throughout Solomon Islands including on arrival at Henderson Airport to Virgin Australia, Solomon Airlines, Fiji Airways and Air Niugini passengers and at all leading hotels and cafés in Honiara,

## NAURU AIRLINES

Pacific Island Living is the exclusive inflight magazine for the rapidly growing Nauru Airlines, with its big spending FIFO clientele servicing Nauru, Fiji, Kiribati, The Marshall Islands, Micronesia and Australia. For a full and detailed list of more than 200 suppliers please see page 10 of this media kit.

## SAMOA

We launched Samoa Island Living at the end of 2016 and are now proudly distributed at the majority of hotels, resorts and guesthouses on both islands in Samoa. Endorsed by Samoa Tourism Association, Pacific Island Living is the only magazine of its kind in this beautiful destination.



## READER PROFILE

Pacific Island Living reaches holiday makers and planners - either already in the Pacific or planning to be. Locals and expatriates in the Pacific, Nauru Airlines corporate, government and business travellers as well as potential investors in the Pacific are also our readers. In addition to frequent flyers and regular travellers via Qantas Lounges throughout Australia and through a network of 5/6-star hotels in Australia and NZ. Our readers are sophisticated travellers, residents of the region, and those contemplating living or investing in the Pacific.

## SOCIAL MEDIA BONUS

Pacific Island Living is a leading social media exponent in the region with more than 100,000 followers online. This huge enthusiastically engaged audience is at your disposal and ready to be leveraged for additional publicity and exposure for your business. All advertisers receive one free Facebook and Instagram mention per issue, in addition every advertiser receives complimentary 'live links' on our website. Half page or larger advertisers, create your own post and we'll upload to an additional 100,000 viewers each issue.

## PROFESSIONAL AND FOCUSED

Pacific Island Living is the first magazine of its kind available in the Pacific and Australia, with professional layout and design and a team of highly skilled journalists and photographers at the helm.

### EDITOR

Tiffany Carroll

### ART DIRECTOR

Nicole Durer

### EDITORIAL DIRECTOR

Pat Ingram

### PUBLISHER

Craig Osment



## Magazine Deadlines

The magazine close-off dates for ad bookings, material supplied by the advertiser and minor editorial for 2023 are eight weeks prior to publication date.

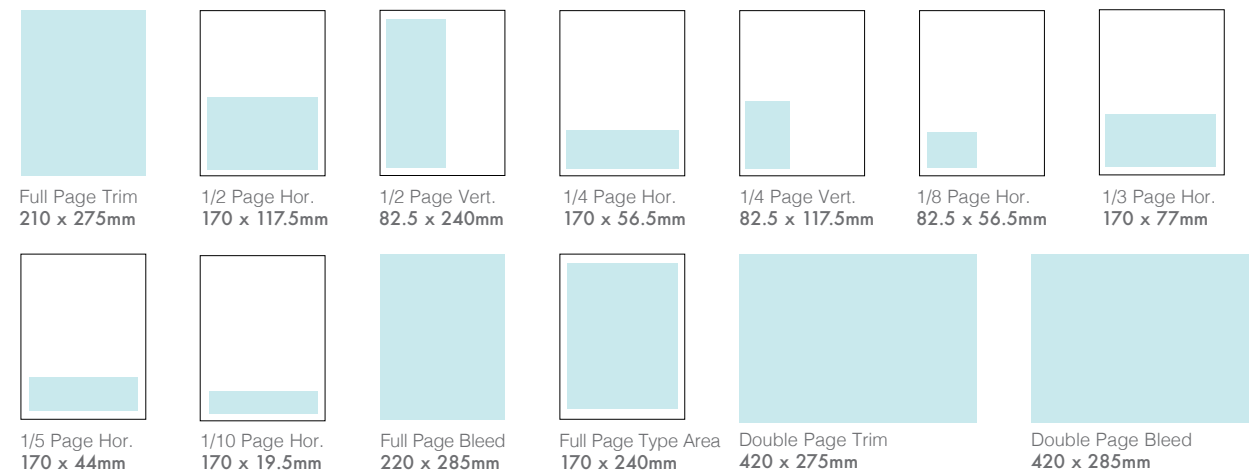
## Material Guidelines

- Advertisements must be supplied as Apple Mac-compatible programs – InDesign, Photoshop or Adobe Acrobat.
- Advertisements must be supplied on a readable disk – Zip, CD, or by email or via Dropbox.
- Please supply original illustrations, photos and business logos, as high resolution images or hard copy for advertisement to be made up. Layout available with a flat fee of AU\$65 per hour.
- Hi-res Pdfs must be supplied with all fonts embedded, images specified as CMYK, and appropriate bleed allowed.
- Rates are based on the understanding that all material is supplied according to our material requirements listed.
- Allow 5mm bleed all round on Full page or Double page ad where required.

*NOTE: All advertisements to be supplied as full colour, high resolution saved as 300dpi or more. High resolution images that are too large to email – 5mb or more should be supplied as images on disk or email or via Dropbox as EPS, JPG, TIF, PDF or JPG file must have a compression value of no less than 8.*

Printed in Hong Kong on 95gsm gloss art, cover 300gsm, perfect bound, section sewn.

## Advertising Space & Rates



Full Colour	Casual AUD/Insert	2 X	3 X	4 X
Double Page Spread	\$3,350	\$3,180	\$3,085	\$3,000
Full Page	\$2,050	\$1,950	\$1,890	\$1,835
Half Page (V/H)	\$1,200	\$1,140	\$1,105	\$1,070
Third Page (H)	\$780	\$740	\$720	\$700
One Quarter Page (V/H)	\$680	\$650	\$630	\$610
One Fifth Page	\$480	\$460	\$445	\$430
Directory (one eighth H)	\$320			

Full payment is required with booking, unless an accredited agency.

Complimentary editorial is available

Preferred/requested position (LHP/RHP etc +10% surcharge)

OFFICIAL DISTRIBUTORS AND RETAIL OUTLETS

Pacific Island Living is distributed throughout the Pacific and around the region to key tourist, business and government locations. To ensure maximum exposure to potential clients it will be widely available free to the travel industry..

Vanuatu

Airport

Port Vila International Airport arrivals and departures halls from display stands.

Airport and Cruise Ship

Tour Buses

Adventures In Paradise in every seat pocket.

Resorts

Breaka's Resort  
Pacific Lagoon Apartments  
Nasama Resort  
Chantilly's  
Iririki Island Resort  
Le Lagon Hotel  
Holiday Inn Resort  
Whitegrass Ocean Resort  
Moyyan House by the Sea  
Barrier Beach House  
Beachfront Resort  
Vale Vale  
Erakor Island Resort  
Olympic Hotel  
Blue Lagoon  
Vila Chamieres  
Tropicana Lagoon  
The Havannah  
Mangoes  
The Terraces  
Tradewinds  
Moorings Hotel  
Poppy's Resort  
The Grand

Tamanu on the Beach

Ramada

Cafes & Restaurants

Beefhouse  
Tillys  
Nambawan Café  
La Tentation  
Jill's Café  
Ripples, Narpow Point  
Saloon Bar  
Anchor Inn

Business & Government

Bred Bank  
Goodies  
Evergreen Tours  
Vanuatu Post Office  
Vanuatu Tourism Office  
Department of Lands  
Vanuatu Investment Promotion Authority  
Vanuatu Financial Services  
Commission  
Customs & Inland Revenue  
Ifira Services  
BSP  
ANZ  
Barrett & Partners  
Proud's Duty Free  
Vila Bottle Shop  
Head Hunter  
Body & Soul  
Paris Shopping  
Carla Boutique

Law Partners

First National Real Estate

C&K Real Estate

Island Property

Fiji

Retailers + Airports + Hotels

Airport tour desks+stores Nadi Airport,  
Vomo  
Malolo Island Resort  
Likuliku Island Resort  
Malamala Beach Club  
Sofitel  
Denarau Golf Club  
Sheraton Fiji  
Sheraton Villas  
Westin  
Hilton  
Radisson Blu  
Pacific Island Air  
Captain Cook Cruises  
Budget Pharmacy  
Café O  
Bulaccino  
Lulu's  
The Terraces  
The Palms  
Cardos  
Marina Deli  
Wyndham  
Intercontinental  
Yatule Resort

Shangri-La

Hideaway Resort

Warwick Resort

Outrigger Cocomos

Geckos

Crusoe's Retreat

Mango Bay Resort

Naviti Resort

Tambua Sands

Nanuka Resort

The Pearl

Club Oceanus

Grand Pacific Hotel

Holiday Inn

Novotel Suva

Tanoa Plaza Likuliku &

Raffles

Gateway Hotel

The Orchid

Tokatoka Resort

Air NZ airport lounge

Tokoriki Island

Sheraton Tokoriki

Nauru

Nauru Airlines Inflight Magazine

Flying to Australia, Kiribati, the Marshall Islands, FSM, Gaum and Fiji.

Australia

Pacific Island Living is distributed to hotels, medical suites and beauty salons by IPG Ltd.

Qantas Lounges

Adelaide

Qantas Club

Chairman's Lounge

Brisbane

Qantas Club

Domestic Business Lounge

Chairman's Lounge

International Business Lounge

Canberra

Qantas Club

Domestic Business Lounge

Chairman's Lounge

Melbourne

Qantas Club

Domestic Business Lounge

Chairman's Lounge

International Business Lounge

International First Lounge

Perth

Qantas Club

Chairman's Lounge International

Business Lounge

Sydney

Qantas Club Terminal 2

Qantas Club Terminal 3

Domestic Business Lounge

Chairman's Lounge

International Business Lounge

International First Lounge

Gold Coast

Qantas Club

Hotels

New South Wales

Amora Hotel

Blue Hotel

Diamant Hotel, Canberra

Diamant Hotel, Sydney

Four Seasons

Park Hyatt

Pullman Hotel at Olympic Park

Pullman Hotel Sydney at Hyde

Park (Sydney Marriott )

QT Sydney

Quay Grand Sydney

Quay West Apartments

Sir Stamford Circ Quay

Star City Hotel

Swissotel

Sydney Harbour Marriott

Sydney Hilton Hotel

The Darling

The Langham Hotel Sydney

Westin Hotel

Victoria

Hilton Melbourne South Wharf

Hilton on the Park

Langham Hotel

Parkroyal Melbourne Airport

(ex Hilton Airport)

Quay West Suites

RACV City Club Hotel

Royce Hotel

The Blackman

The Como Hotel

The Cullen

The Olsen

The Westin

Queensland

Brisbane Marriott Hotel

Hilton International

Sofitel Brisbane

Quallia Hamilton Island

Beach Club Hamilton Island

Reef View Suites Hamilton

Island

Hyatt Regency

Palazzo Versace

Sheraton Mirage Resort

Sofitel Gold Coast

RACV Royal Pines Resort

Surfers Paradise Marriott

Solomon Islands

Honiara International Airport

Solomon Islands Visitors Bureau

Mambo Juice

King Solomon

Lime Lounge

Nice Bola

Breakwater Café

Pacific Casino Hotel

King Solomon Hotel

Heritage Park Hotel

New Zealand

Auckland Qantas, Emperor and

Koru Club - Air NZ lounges

Wellington Qantas

Kingsgate Hotel

Albert Court Motor Lodge

BK's Egmont Motor Lodge

THE CROWN HOTEL (2006) LTD

Regal Palms

Amora Hotel Auckland

Lincoln Green Motor Hotel

Reia Taipa Beach Resort

Novotel Auckland Airport

Pullman Hotel Auckland

Holiday Inn Auckland Airport

Bella Vista Hamilton

Camelot Motor Inn

Quest Tauranga

Intercontinental Wellington

Sport Of Kings Motel

Novotel Tainui

Quest Auckland

Hygate Motor Lodge

Langham Hotel

Barcelona Motel

Sofitel Auckland Viaduct Harbour

Hotel

Spencer on Byron Hotel

Keri Keri Park Hotel

Huka Lodge

Museum Hotel

Pacific Palms Resort

Tokaanu Lodge Motel

Chelmswood Motel

Gables Lake Front Motel



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VANUATU

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