

# PACIFIC

ISLAND

PARADISES

2021 MEDIA KIT

The most comprehensive multimedia package on the Pacific region

PARADISES  
[www.paradises.com](http://www.paradises.com)

# PUBLISHERS NOTE

## WELCOME

Over the last 30 years, Pacific Island Paradises has established itself as the quintessential 'go-to' guide for travel in the Pacific for the international traveller. Established in 1989, the magazine is the highest circulating publication on the Pacific region and along with its sister publication Asian Paradises, est. 1996, covers the stunning beauty of the Pacific.

The only travel coffee-book that you'll need, Pacific Island Paradises is a comprehensive, annual guide that encompasses luxury experiences, must-see destinations, cultural and culinary delights and the exquisite style that the Pacific has become synonymous with.

The well-crafted, beautiful storytelling that is the foundation of every article is only surpassed by the breathtaking imagery from the region. Inspirational and thought provoking, each article provides an opportunity for our international audience to escape their everyday routine and plan their next trip to paradise.

Always at the forefront of innovation, Pacific Island Paradises is now bolstered with Paradises.com – our

website that provides a snapshot of the best articles from the magazine. Each month, over 28,000 unique users visit the site to browse their next travel destination. The website is supported with a variety of social channels that have a growing following (Facebook: 128,000) and are great platforms that we use to support our advertisers.

With our circulation of over 38,000 copies of the magazine continuing to grow and our passion for the Pacific region ever expanding, we look forward to working with advertisers to continue to showcase this stunning region of the world that is, quite simply, Paradise.



*P Bloomfield*

*Publisher & Ceo*

## CONTACT

**Peter Bloomfield**

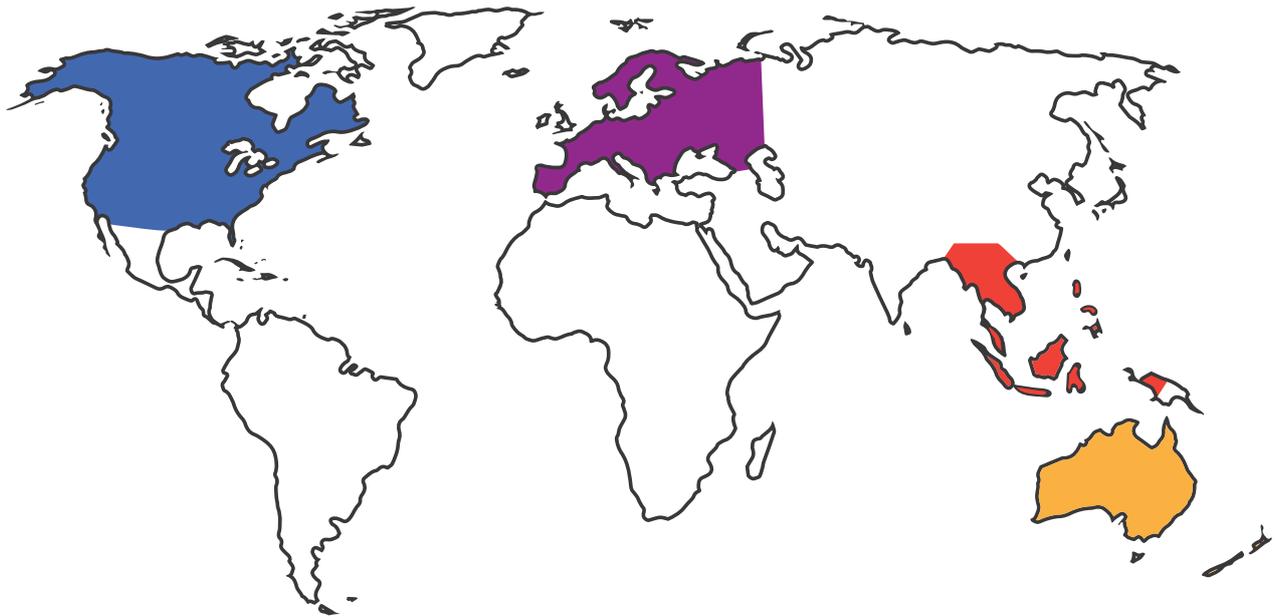
p +61 2 9369 2177 m +61 400 877 744  
e peter@paradises.com

**Lou Aguon-Schulte**

p +61 2 9369 2177 m +61 449 606 007  
e lou@paradises.com

# READERSHIP

## TOTAL DISTRIBUTION



(c: consumer, t: trade)

### UK & EUROPE

C: 3500, T: 3000

Sources of Trade Distribution: Trade and consumers through ITB (Berlin), World Travel Mart (London), and to major wholesalers and travel agents in UK and European countries.

### USA & CANADA

C: 6000, T: 3000

Sources of Trade Distribution: 3000 copies to travel agents & wholesalers in the USA & Canada.

### SOUTH EAST ASIA

C: 2600, T: 2250

Sources of Trade Distribution: Agents and tour operators in Hong Kong, Japan, Philippines, Singapore, Malaysia, Indonesia and South Korea.

### AUSTRALIA

C: 14000, T: 4450

Sources of Trade Distribution: 3,500 to travel agents, 500 to doctor's and dentists' waiting rooms, 400 to corporate clients personally addressed to CEOs and MDs; 100 to registered incentive houses and professional conference organisers.

## DEMOGRAPHIC



44%



56%

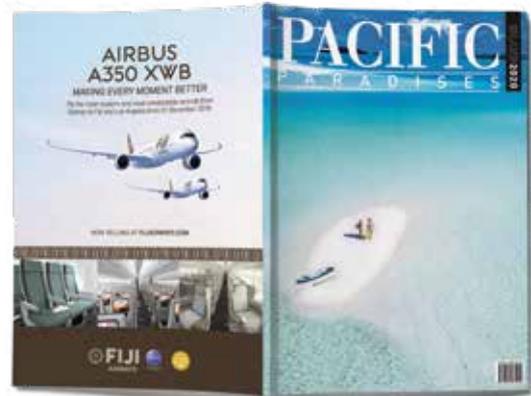
**ABOVE \$85,000**

**Children. Yes. Generation Y&Z children**

*Research shows that 68% of readers take more than 2 holidays each year*

# PACIFIC ISLAND PARADISES MAGAZINE

Pacific Islands Paradies is the ultimate guide to the Pacific Region for the discerning traveller featuring the best experiences, hotels, cultural and culinary delights, there's no better place to advertise your slice of Paradise.



## AD OPPORTUNITIES

### RATES AND DEADLINES

#### ADVERTISING RATES

AD SIZE	RATE
Double Page Spread	\$9,700
Full Page	\$6,400
Half Page	\$3,950
Quarter Page	\$2,500

#### DEADLINES

On Sale Date	18 January 2021
Booking Deadline	12 October 2020
Material Deadline	23 October 2020
Cancellations Deadline	12 October 2020

### ADVERTORIAL REQUIREMENTS

- Artwork must be submitted for approval prior to publication date.
- Double page advertorials require eight images with at least two at A5 landscape size (210mm x 148mm horizontal).
- Full page advertorials require four images with at least one at A5 landscape size (210mm x 148mm horizontal).
- Half page advertorials require three images. Minimum size 80mm x 60mm horizontal.
- Please supply high res images at 300dpi as JPG or TIFF.

### PAGE SPECIFICATIONS

#### FULL PAGE



#### HALF PAGE



# PARADISES.COM

Each advert includes magazine, digital magazine and website profile, with a hyperlink directing consumers to your website and social media posts on our most popular platforms.

Paradises.com website receives over 28,000 unique views per month from travellers from across the globe trying to decide on their next Pacific adventure. We have tailored packages for advertisers based on their magazine booking, which gives them prime space on the website ensuring that your messaging reaches audiences from around the world.

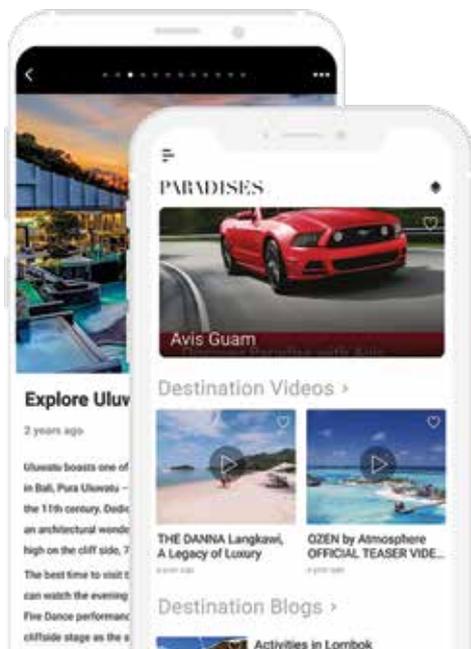
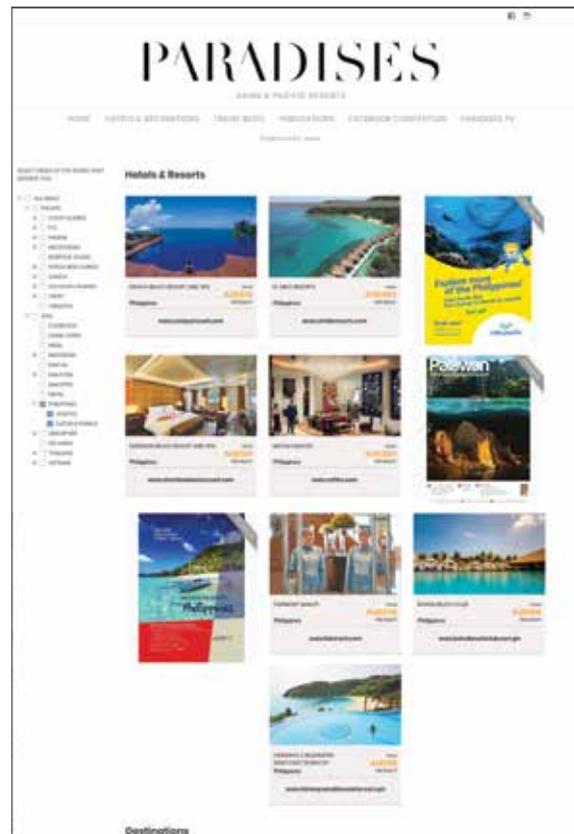


## PARADISES APP

Parades App is an exciting new Direct Marketing Channel that allows advertisers to reach the mobile apps market. It is created specifically to serve as a communication bridge between the traveller and the hotels, restaurants and tour operators.

Guests can also use the app to find out more details about the hotel, book restaurants, spa, and tours.

Hotels, airlines, tourism boards, restaurants and tour operators can send specials and promotion push notifications to the app to which users can respond to right away.



# PARADISES SOCIAL

Over the last few months our social channels have grown extensively and with the quality of the images and articles on display, it's easy to see why.

Each advertiser receives promotion support across our most prominent platforms offering the opportunity to reach over 200,000 engaged users.



## FACEBOOK

128K

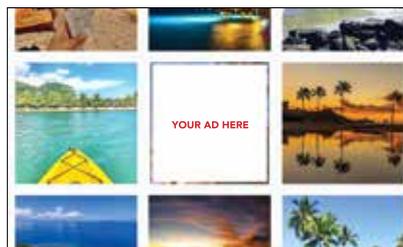
The biggest social media platform in the world, each of our carefully crafted articles and stunning images are carefully chosen to ensure that advertisers get maximum impact.



## INSTAGRAM

8200

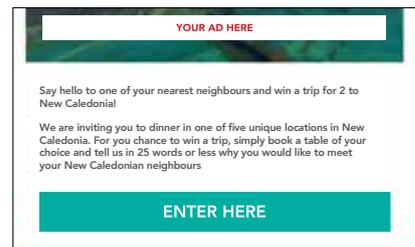
The Parades Instagram page is a veritable feast of stunning images that showcase the best the Asia and Pacific regions have to offer. A place of inspiration and wonder, the platform has a growing following of dedicated travel enthusiasts.



## EMAIL

100K+

With a database of more than 100,000 users who want the latest information of Pacific travel, our regular EDM's feature our top advertisers and articles. Talk to us about bespoke packages and competitions through this platform.



## FACEBOOK MARKETING

An effective way to reach our 120,000+ Facebook audience, by promoting your deals via our Facebook page.

## COMPETITIONS

As part of our new viral social media campaign we will be running a series of competitions giving away free nights to our members and their friends.

## EMAIL OPPORTUNITIES

Opt for either a custom eBlast that is dedicated entirely to your brand or sponsorship advertising in our editorial eNewsletter. Prices start from \$80 USD per 1,000 emails.

# PARADISES PINK

The Pacific is an incredibly tolerant society that treats travellers from all over the world as members of the family. We're proud to reflect that same forward thinking, inclusive attitude through our Parades Pink section of the website.

Guiding members of the LGBTQI community through the best that the Pacific has to offer, from bespoke accommodation to events and experiences, Parades Pink is a first for online travel and a great platform to reach out to this growing market.



# PARADISES MANDARIN

Over the last few years, we've seen an explosion in interest from Chinese travellers. To ensure that we're doing everything we can to converse with this rich demographic, we now provide Mandarin versions of our articles through our website free of charge.

Each article is translated by our in-house Mandarin expert to ensure the quality of the article is up to our exacting standards, and best reflects the interests of our advertisers.

Talk to us today about having your article translated for free and reaching our fastest growing market.



# PACIFIC

P A R A D I S E S

ISLAND 2020



# PACIFIC

P A R A D I S E S

ISLAND 2019



# PACIFIC

P A R A D I S E S

ISLAND 2018



# PACIFIC

P A R A D I S E S

ISLAND 2017

