

Escape

Magazine of the
Cook Islands



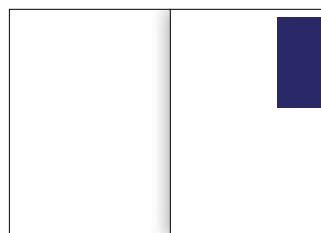
ADVERTISING RATE CARD

Escape - Magazine of the Cook Islands is an award winning bi-annual magazine distributed free of charge to accommodation properties, tourism operators, information centres, retailers and throughout the Cook Islands. **Escape** is also the inflight magazine on all regional Air Rarotonga flights. Of the 15 000 copies printed, over 4 000 remain in New Zealand for distribution through Cook Islands Tourism roadshows, Flight Centre Expos, Bride and Groom Shows, as well as appearing in Koru Lounges in Auckland Airport.

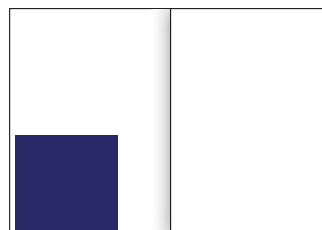
Escape's intended audience is every visitor to the Cook Islands. Many take this magazine off-shore as a souvenir to be read by family and friends back home and so encouraging future visitors. The magazine is now widely available throughout New Zealand it is there for the visitor to gain information not only about the Cook Islands, but what is available in terms of accommodation, activities and services. **Escape's** online social media presence also plays an important role in promoting future travellers to the islands.

The magazine features articles written to appeal to the interests of visitors to the country. Each issue is packed with stories about interesting places to visit, activities such as diving, fishing, hiking or just relaxing as well as profiles on local personalities, restaurants, music and art. **Escape** is designed to give readers an interesting knowledge of both the Cook Islands environment and the facilities at their disposal.

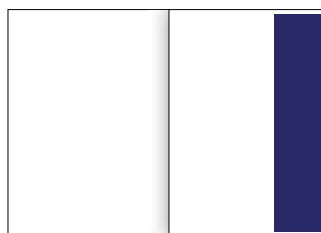
Escape - Magazine of the Cook Islands is the premier tourism publication for the Cook Islands – and with each issue being available for 6 months, your advertisement receives full exposure and not just occasional viewing.



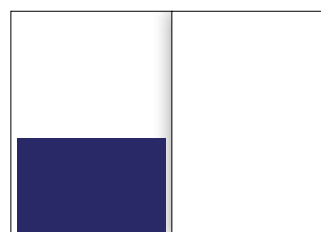
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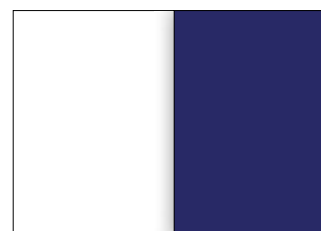
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All advertising material to be supplied digitally, press quality (300dpi) PDF files only.

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