



Jasons.co.nz

Let's get your  
business on  
the map!



# Why trust Jasons to put you on the map?

## Here are a few reasons...

**First**, we eat, sleep and breathe travel. Jasons has been a trusted brand for over 40 years, and we like nothing better than to see Kiwi businesses like yours thrive. We believe we have the products to help you do just that, and that's exciting.

**Second**, no other travel publisher has the depth, range and coverage Jasons can offer you.

- Our publications are the most widely read free guides in NZ
- Our distribution network is second to none (with 2800 outlets nationwide and targeted distribution strategies to maximise effectiveness)

- Jasons is among the largest and most active travel websites in the country – topping 16.77 million page views per year.\*

\*Google Analytics, January 2011

## More is more

With Jasons your business can be seen more times in more places. Better exposure means more guests will book with you.



## A three-pronged campaign – with all the extras

Exposure for your business comes via two successful channels: print advertising and web listings, and they're packaged with some very appealing extras.

We will also host your own website, and if you don't have one, we'll create one with you.

Marketing your business through print and web puts a wealth of mobile marketing options at your fingertips, such as TXT2Check™ and a smartphone application, so you can reach already mobile travellers.

*It's as easy as...*



Print



Web/  
mobile



Hosting

1

# Get your business picked up... in print

522,000 travellers each year read *Motels, Apartments & Motor Lodges* when they are planning their accommodation in New Zealand.

*Holiday Parks & Campgrounds* is the leading guide in its sector with over 700 campgrounds.



## Fresh new look dramatically increases visibility and pick-up appeal.

# 2

## Double whammy web listings

All of Jasons' advertisers now feature on both Jasons.co.nz and holidayguide.co.nz. Last year these delivered almost 60,000 bookings, and total bookings on Jasons have grown at an average 65% YOY over the past three years.

That double exposure maximises your booking potential.

### Take that with a Boost

Power Boost your basic listing and you can upgrade during peak and busy seasonal periods to either Premium Ranking or 30-Day Exclusive ranking.

Once your listing is Power Boosted, it will also appear as a text ad in dynamic content areas on editorial pages relevant to your location.

For maximum Power Boost listing value, you'll need to get your available rooms (live inventory) online. We'll be glad to help with that if you need it.

### List your Hot Deals

With a web listing, you can buy 'Hot Deals' to highlight special offers to attract customers. Your listing will be tagged in search results and will appear when anyone searches under the "Hot Deals" filter.



Exclusive Ranking

Premium Ranking

Hot Deals

Power Boost

# 3 We'll host your website

If your website is costing too much, or you don't have one at all, send us your custom images and text and we will work with you to design a website that includes photos of your property, contact info and enquiry form, instant booking tools, a reviews widget, a map and area info.



# Maximise your opportunities online

**Buy both print and online products, and accelerate your business with mobile marketing...**

## The ease of TXT2Check™

This new, dynamic call-to-action feature allows your guests to check rates and availability via text directly from the *Motels, Apartments & Motor Lodges* guide. It's so easy and streamlined, combining the convenience of mobile technology with the familiarity of the guide.



## Smartphone smarts

This smartphone application allows customers to search for accommodation based on their geographic location and gives them booking functionality. Once they download the app and search, your listing will be included in their search and they can book directly from the application.



So there it is – a route map to maximise your exposure and drive sales wherever your customers are – in print, online or on the move.

*shall we start now?*

## Contact Us

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