



# No matter how you look at it, the solution is simple!

Travel Today gets your message to the New Zealand travel industry more efficiently and more cost-effectively

An electronic flyer, complete with a “click here” call to action, can be distributed to 1,400 New Zealand retail-only e-mail addresses, at very short notice . . . or, if your message needs to go to the whole database, the total daily e-mail list is over 2,400.

Delivery can also be restricted by business activity, geographic region or retail chain, or any combination.

We understand that our comprehensive e-mail database is perhaps the only commercially available graded list of New Zealand retail e-mail addresses.



**All for just NZD165 per broadcast**  
Plus NZ GST if applicable.

Note: The Travel Today distribution database is solely to travel industry e-mail addresses, and does not include other irrelevant market sectors.

## Flyers can be delivered either as an html presentation or it can be sent as a pdf (like this one). Each delivery style has individual benefits:

- An html delivers your message when the e-mail is opened, without the recipient having to click anything to see your message. This file type can have limitations if it needs to be printed out, but is more easily forward to clients because there are no attachments.
- A pdf is more suitable if the flyer being distributed is to have an “after-life”, eg printed out or saved for future reference or on-forwarded to other consultants or clients as a stand-alone document.

● This document is the PDF version . . . [Click Here for the HTML version.](#)

**NOTE:** eDMs also available in the new FlipBrox format for multi-page electronic brox. [CLICK HERE](#)



Around 78% of Travel Today’s circulation has been to to paying subscribers — a rock-solid indication of Travel Today’s unequalled market penetration!

And a further indication of that was confirmed in a recent, independent survey where 67% of the surveyed agents said Travel Today was their preferred publication for trade news.

**CLICK HERE to request our Media Kit files, or contact Tony on +64-9-415 8111 or [tony@tabsontravel.co.nz](mailto:tony@tabsontravel.co.nz), for more information**