



MEDIA KIT

*dish*

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**PREMIUM FOOD AND  
LIFESTYLE BRAND**

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PEOPLE'S CHOICE MAGAZINE OF THE YEAR  
2020, 2021, 2022

BEST MAGAZINE OF THE YEAR IN HOME,  
FOOD AND LIFESTYLE CATEGORY

SUPREME MAGAZINE OF THE YEAR 2020

**SCG**Media



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## **DISH PROFILE**

**DISH** is a 360-degree brand with a robust print, digital, social and events footprint. *dish* offers inspiring yet achievable recipes using fresh, seasonal produce for every occasion – from entertaining friends to simple week-night meal solutions. Our audience is made up of passionate foodies, home cooks, enthusiastic beginners and experienced chefs.

**DISH** readers love finding out about food trends, up-and-coming producers, the hottest new places to eat and drink, innovative chefs, kitchen and home products, and exciting food and travel destinations both in New Zealand and overseas. They engage with *dish* in a meaningful way, keeping magazines and online recipes for future reference, consulting with the title in the way they would with a faithful friend – creating a trusted relationship with the brand.

### **MAGAZINE**

Readership: 218,000

Subscriptions: 13,000

Print run: 33,500

Over the last 12 months, *dish* has sold more than twice as many magazines in Countdown and FSNI than our closest competitor. That is 107% more and makes *dish* number one in the food category.

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### **CONTACT**

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## EDITORIAL PROFILE



### SARAH TUCK EDITOR

Sarah Tuck leapt at the opportunity to take on the role of *dish* editor in May 2019, a position she is singularly well-suited for. With a background in recipe development, food styling, blogging and photography, her ethos is based on the principle that food is at the centre of what binds us together. She believes that sharing delicious meals with friends and loved ones provides us with a critical opportunity to stay connected in an ever more fast-paced world. When it comes to the recipes, her focus is on food that is stylish, seasonal and simple to prepare, big on flavour and texture, put together with minimal fuss.

Sarah loves to share, as the author of two sell-out cookbooks (*Coming Unstuck* 2017 and *Stuck Together* 2019), she sees the role of *dish* as that of a favourite girlfriend/aunt or sister... the one who will invite you over, whip up a stunning feast at the drop of a hat – and then will show you how to do it! She believes that understanding our readers is critical in providing more of what they are looking for – so much so that she commissioned a bespoke readership survey within weeks of starting, and has followed up by attending *dish* club get-togethers, food shows and Dine with *dish* events, taking every opportunity to connect with readers and strengthen an already established relationship.

In addition to talking to our readers in person, Sarah has created relationships with TVNZ and Radio NZ which see her filling a regular morning *Breakfast* slot with Jenny-May, Chris, Anna, Matty and the team, and Afternoons with Jesse Mulligan on RNZ's National programme.

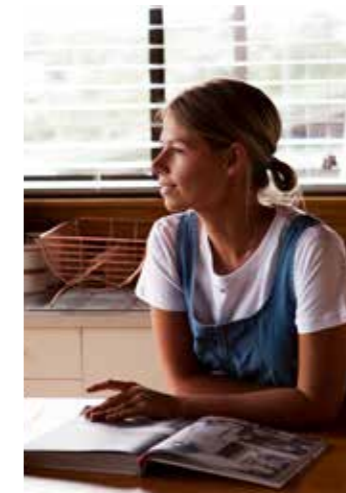


### CLAIRE ALDONS FOOD EDITOR

Food editor Claire is the mastermind behind recipes enjoyed by thousands of readers for more than 15 years, having been with *dish* since the very first issue. With a vast knowledge of ingredients and techniques, her constant innovation and imagination are an invaluable source of inspiration. Always generous and welcoming, she focuses on creating recipes that are neither fussy nor overly fancy, producing delicious dishes that delight her guests and fill the kitchen with gorgeous aromas.

“My favourite night of the week? Sunday. Having family and friends over for a casual, delicious dinner, usually followed by an indulgent dessert, encapsulates everything I love about cooking.”

@clairealdons



### OLIVIA GALLETLY FOOD CONTRIBUTOR

Olivia is a passionate and uber-talented home cook based north of Auckland, with a penchant for inexpensive, seasonal, feel-good food. Her talent for photography and styling sees her produce spreads that are so beautifully evocative, we could almost eat the pages.

“I love to see people happily chatting over dinner, knowing a part of that happiness is coming from something that I have cooked.”

thehungrycooknz@gmail.com



### KARRIN MACLEOD SALES MANAGER

It is easy selling something that you love and *dish* is very easy to love. Karrin thinks of her job selling advertising across the *dish* platforms as her dream job. She finds coming to work a pleasure – fast-paced and full of excitement. Her clients are hugely important to her, so doing her best by them is always top of mind. She knows that getting their brand in front of the *dish* audience will increase product or service revenue and is here to make that happen. She believes that if a brand isn't in *dish* it is missing out – Karrin knows our readers and understands the buying power they have – she is here to make sure they have the opportunity to do just that. She can talk about *dish* for hours (we know, we've heard her), after all she has known it from the very first issue and is still loving it all these years later...

karrin.macleod@scg.net.nz

## DISH CONTENT PILLARS



### RECIPES

Recipes are at the very heart of *dish* magazine. Our audience rely on us to provide exciting, successful, easy to prepare recipes to enjoy with friends and family – and that’s what we do. Every issue, every year, for over 18 years. That’s why our relationship with the audience is rock solid – based on trust, reliability, and authenticity.

### RESTAURANT REVIEWS

*dish* readers are an adventurous bunch and love to dine out when they’re not cooking up a storm at home. We serve them up the low-down on where to go to eat, the latest openings and hot-spots to try, with informative chef interviews as a side order.

### DRINKS

*dish* is lucky to have esteemed wine writer Yvonne Lorkin as drinks editor, delivering all the latest beverage news, and driving our successful Tasting Panel – a professionally judged round-up of wines, beers, or spirits in every issue. Winners display their *dish* medal stickers with enormous pride.

### TRAVEL

*dish* readers love to explore Australasia and the world. We help them out by featuring roundups of places to eat, drink and visit in different locations, taking all the stress out of trip-planning. From stunning lodges to hole-in-the-wall bars, we do the legwork.

### FOOD NEWS

There is always something happening in the world of food – we keep our *dish* audience up-to-date with new products, chefs, trends and producers, as well as highlighting how best to use produce in season.



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## THE *DISH* COMMITMENT



### INFORMATION & KNOWLEDGE

Content that informs and educates to guide people through their voyage of food and drinks discovery.

### INSPIRATION

Content that inspires people to discover new ways to expand their love of food, cooking, wine and beer.

### CURATION

Content that takes the best NZ and the world has to offer, contextualising it for the reader.

### CONNECTION

Content and events that connect with our audiences and generate shared experiences and conversations.

### PROVENANCE

Content that champions locally sourced and seasonal ingredients and methods.

### RECIPES

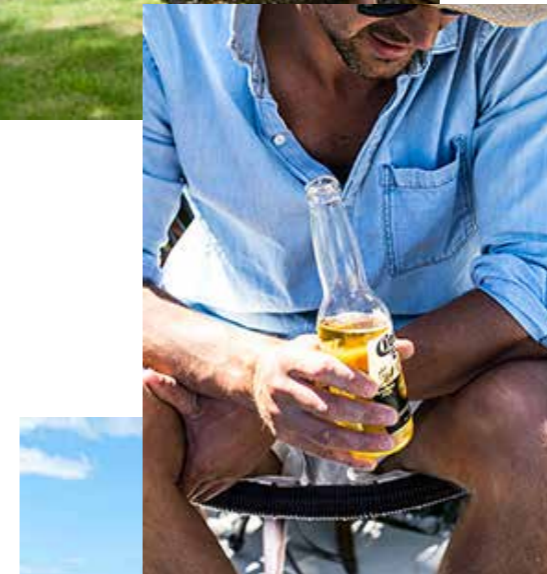
Proven recipes that celebrate the *dish* way.

### DISH LIFE

Content that extends the *dish*-led food and lifestyle voyage of discovery.

### DRINKS

Travel and drink hailed as *dish* reader's favourite content.



**PUBLISHED CHANNEL MIX**

**MAGAZINE**

**TOTAL READERSHIP**

**218,000**

**EDM**

**TOTAL SUBSCRIBERS**

**55,343**

AVERAGE OPEN RATE  
**54.5%**

**WEBSITE**

**TOTAL UNIQUE VISITORS  
IN PAST SIX MONTHS**

**637,000**

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<b>MALE</b>	<b>FEMALE</b>
<b>27%</b>	<b>73%</b>

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**AGE – LAST 6 MONTHS**

- 18-24 = 7.7%
- 25-34 = 17.7%
- 35-44 = 16.7%
- 45-54 = 19.9%
- 55-64 = 18.8%
- 65+ = 19.1%

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**TOTAL UNIQUE VISITORS  
IN THE LAST MONTH**

**124,000**

**FACEBOOK**

**TOTAL FOLLOWERS**

**481,567**

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<b>MALE</b>	<b>FEMALE</b>
<b>21.5%</b>	<b>78.5%</b>

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**AGE – LAST 6 MONTHS**

18-24 = 18.7%	45-54 = 17.8%
25-34 = 31%	55-64 = 10.5%
35-44 = 25.2%	65+ = 6.6%

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**NZ ONLY FOLLOWERS**

**183,000**

**INSTAGRAM**

**TOTAL FOLLOWERS**

**69,275**

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<b>MALE</b>	<b>FEMALE</b>
<b>15.7%</b>	<b>84.2%</b>

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**AGE – LAST 6 MONTHS**

- 18-24 = 8%
- 25-34 = 25.2%
- 35-44 = 28.2%
- 45-54 = 21.9%
- 55-64 = 13.9%
- 65+ = 6.2%



## PRINT MAGAZINE RATES

### RATECARD

Size	Frequency
	<b>Casual</b>
Double page	\$12,900
Single page	\$7,250
1/2 page	\$4,000
1/3 page	\$3,000
1/4 page	\$2,000
Inside front cover, double page	\$15,500
Outside back cover	\$7,500

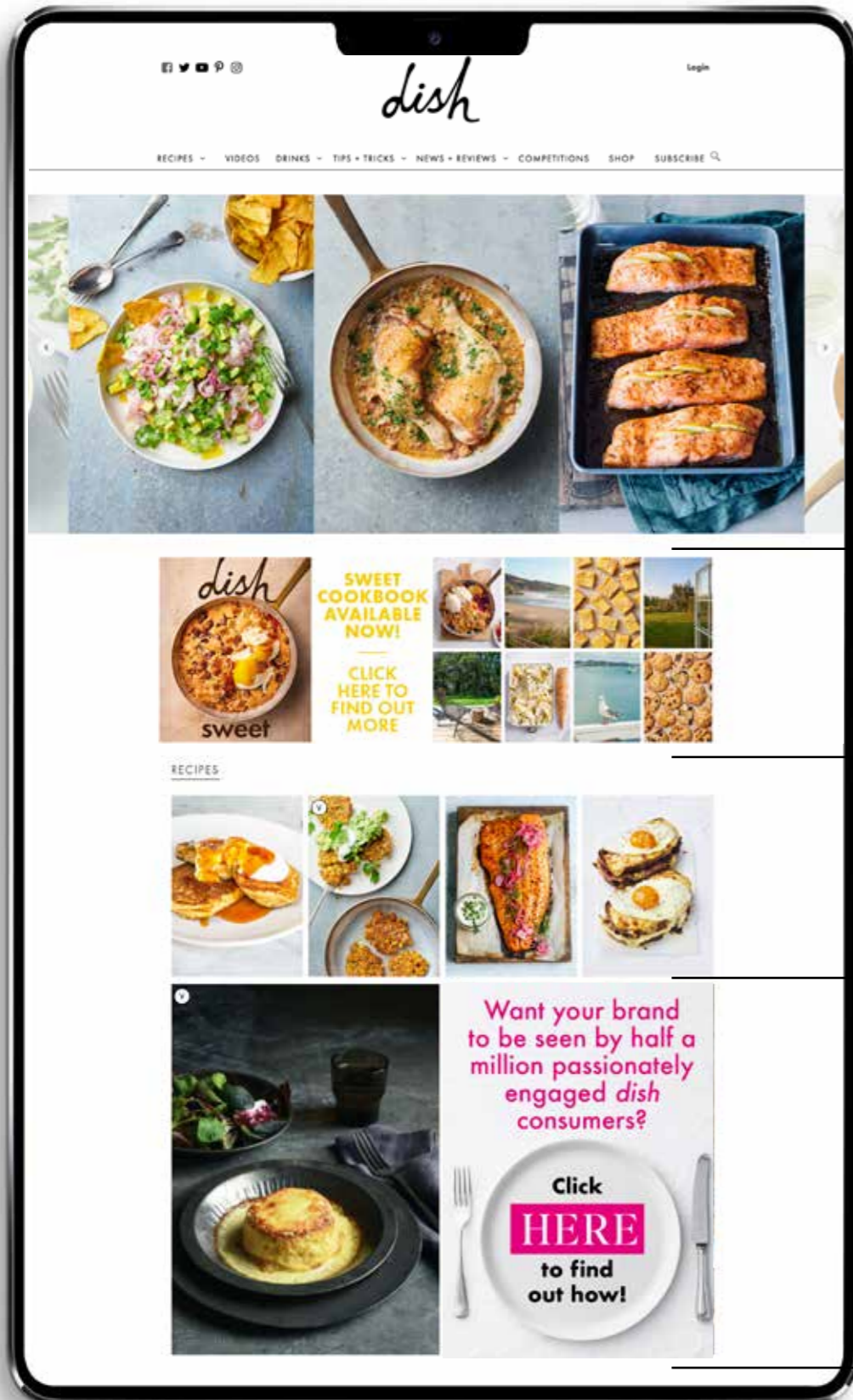
*The above rates are exclusive of GST.*

## DEADLINES

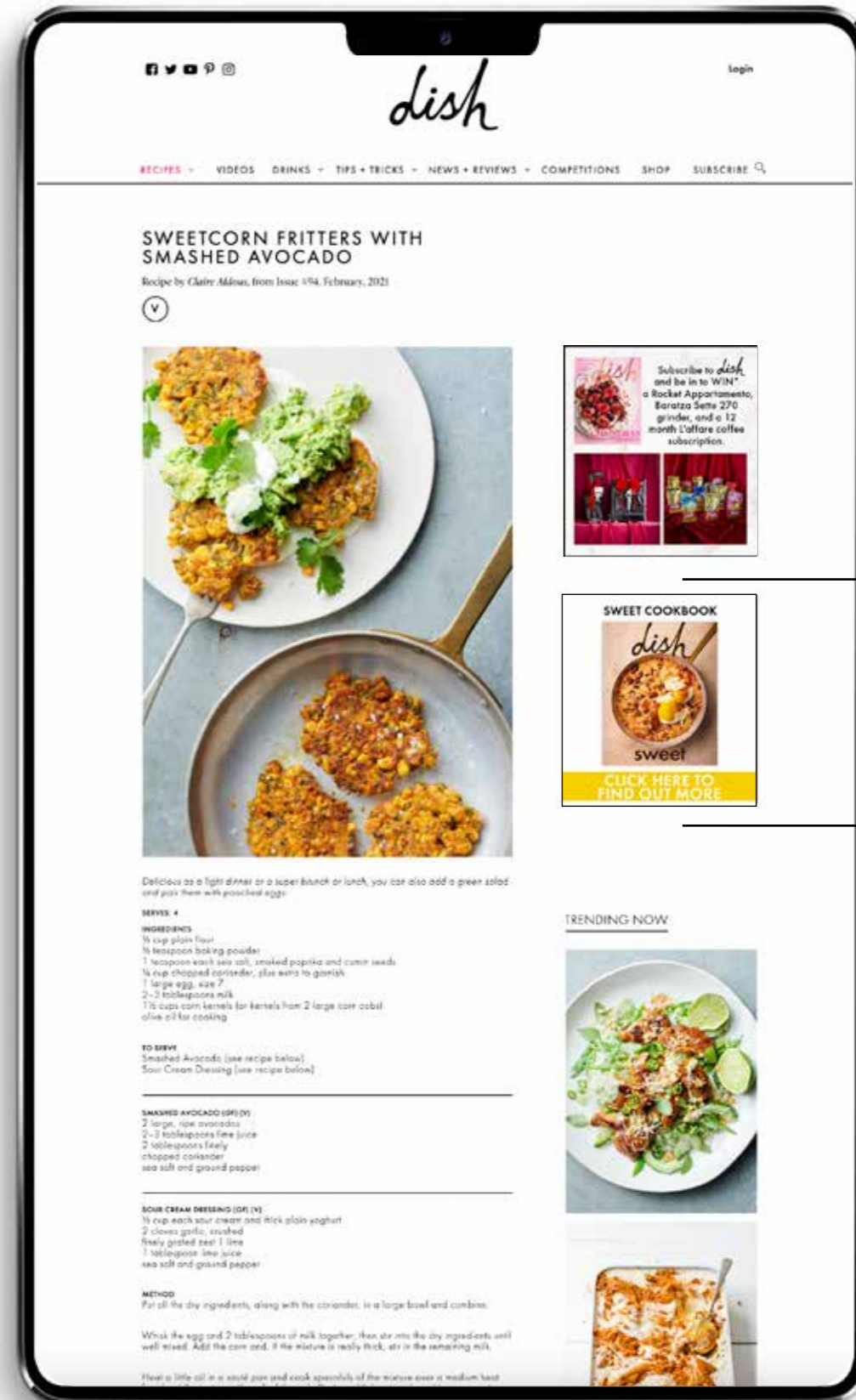
Issue	Booking deadline	Material deadline	On-sale
115	3 April 2024	17 April 2024	13 May 2024
<b>20th Birthday Celebrations issue</b>			
116	5 June 2024	19 June 2024	15 July 2024
117	7 August 2024	21 August 2024	16 September 2024
118	25 September 2024	9 October 2024	4 November 2024

# WEBSITE RATES (1 MONTH)

## HOME PAGE



## RECIPE PAGE





EDM RATES

*dish*

**HEADING**  
brought to you by

YOUR LOGO

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The latest

Sub heading here      Sub heading here

What we're loving

Sub heading here      Sub heading here      Sub heading here

**Sponsor recipe collection – gif**  
\$ 3 000

**Second tier tile digital and social feature**  
\$2 000

**What we're loving**  
\$1 000

**Drink and dine**  
**QUEENSLAND**

YOUR LOGO

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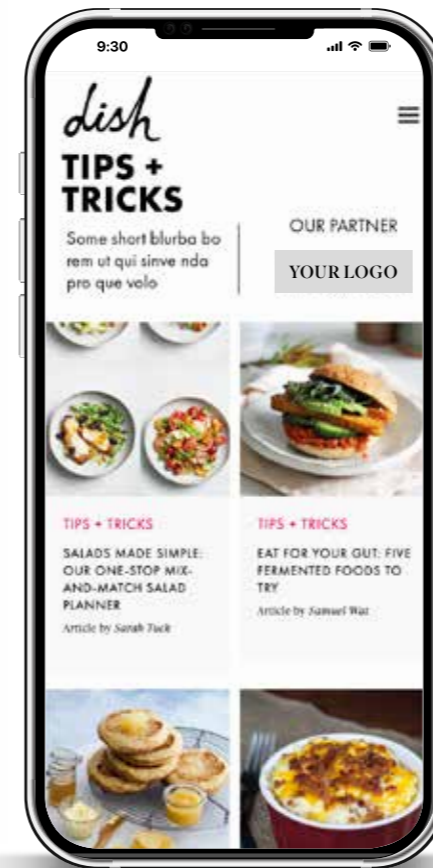
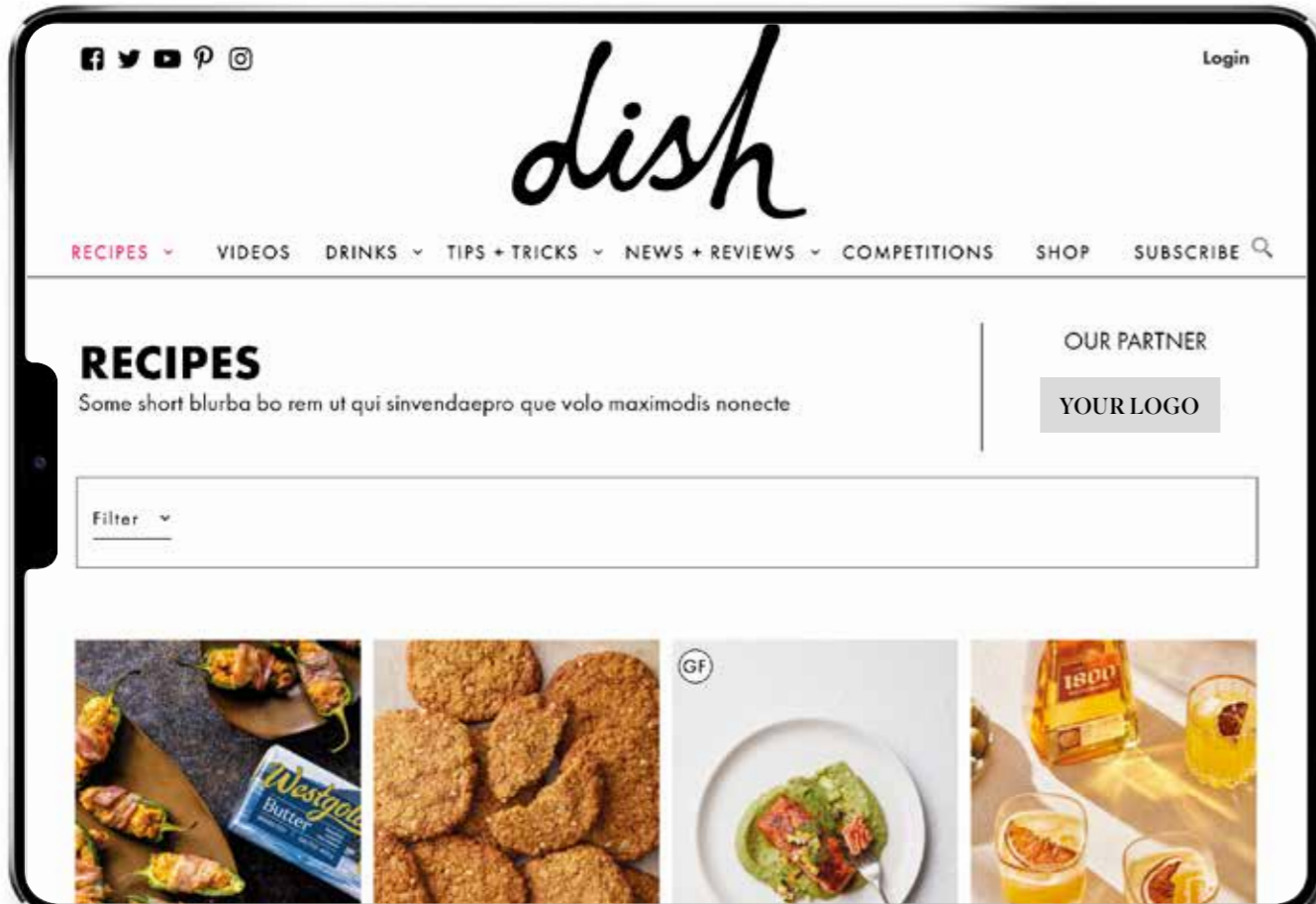
Discover Queensland

Sub heading here      Sub heading here

Not to be missed

Sub heading here      Sub heading here      Sub heading here

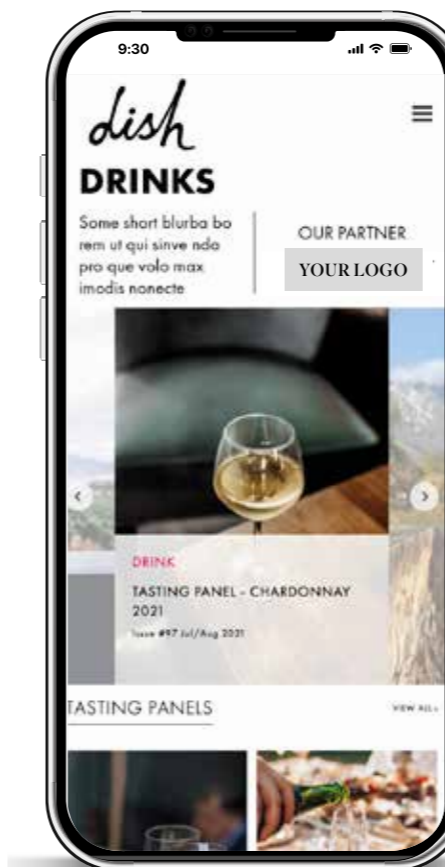
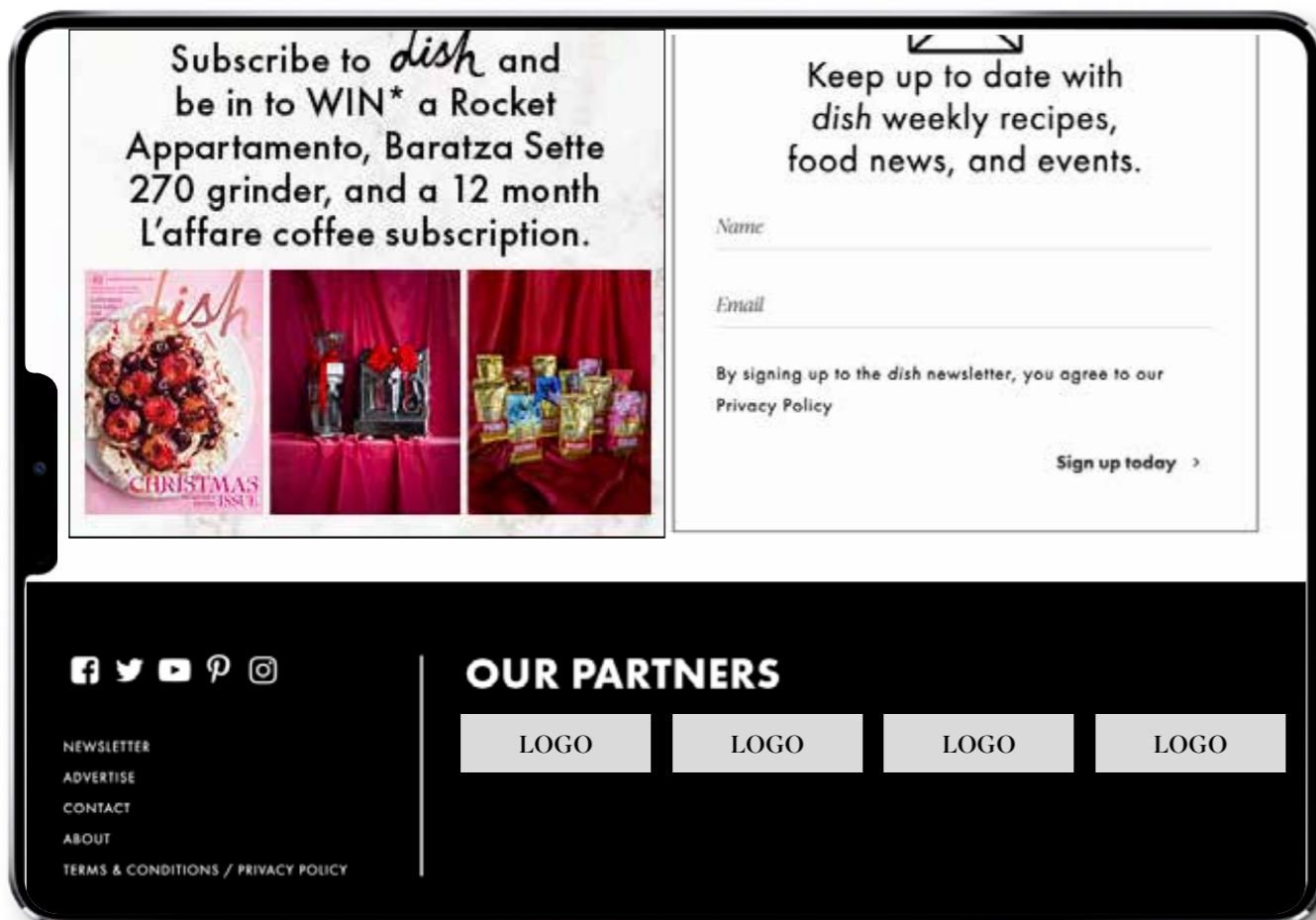
**Solus EDM**  
\$ 5 000



## DISH WEBSITE

*dish* is delighted to be able to now offer sponsorship opportunities across our core content areas as per the top-level website navigation. Sponsor logos will be prominent on the top right-hand side of the page across desktop and mobile. The sponsorship also includes all sub-categories within the content areas for maximum exposure. These exclusive partnership opportunities are offered on an annual basis.

**SPOA**





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## WAYS TO ENGAGE

### BRAND ADVERTISING

Simple and effective  
– deploy across *dish*  
platforms print  
and digital.

### CREATED CONTENT

Working together to tell  
your story. Print, video,  
photography, deployed  
across the *dish* platforms –  
print, digital and social.

### CREATING CONTENT FOR YOUR USE

Recipe creation, video  
– from how-tos right  
through to TVCs, we can  
work with you to create  
your brand advertising.  
This content would belong  
to you to deploy where  
you would like.

### EVENTS

*dish* creates, designs and  
produces a wide variety  
of events – from our well  
known Dine with *dish*,  
through to one-off bespoke  
events. No idea is too  
ambitious.

### BENEFITS

Direct engagement with an audience that loves everything  
to do with food, drink and travel.

**DISH** readers stay ahead of the trends.

**DISH** is an authority on food, drink and travel. Our readers trust  
in the content they read.

**DISH** inspires the consumer to purchase.

**DISH** magazine lives in the homes of the readers  
for many years – longevity.

**DISH** can amplify marketing messages across print, digital,  
social and events.

### DISH READERS TAKE ACTION AS A RESULT OF SEEING SOMETHING IN A MAGAZINE:

71% have visited a website

72% have purchased products reviewed

85% talk to someone about what they have seen

# CUSTOM CONTENT INTEGRATION

Working closely with our clients, **dish** creates bespoke branded content that can be amplified across all our platforms. Claire Aldous, our talented food editor, is renowned for working with clients and their brands to create easy seasonal recipes. These recipes can also be deployed by our clients across their own platforms. We take care of everything to make your life easy – recipe creation, art direction, styling, design, copywriting and photography with the ultimate outcome of driving our readers to purchase.



- Single page**
- dish** feature/ focus produced by **dish** team, provide material and hi-res imagery
  - + Site-owned content page on [dish.co.nz](http://dish.co.nz)
  - + EDM feature that links to site
  - + Social share and link



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Prices available on request or demand

## SUPPLIED AD SPECIFICATIONS

### PRINT



**Double page spread**  
460mm (w) x 300mm (h)  
+ 3mm bleed



**Full page single**  
230mm (w) x 300mm (h)  
+ 3mm bleed



**Half page vertical**  
105.5mm (w) x 288mm (h)  
+ 3mm bleed



**Half page horizontal**  
218mm (w) x 141mm (h)  
+ 3mm bleed



**Third of a page vertical**  
66mm (w) x 288mm (h)  
+ 3mm bleed

## PRINT AD NOTES

### Mechanical

Size: 230mm (w) x 300mm (h)  
Binding: Perfect bound  
Colour: CMYK

### Sizes

*Full page*  
Trim: 230mm (w) x 300mm (h)  
Bleed: 236mm (w) x 306mm (h)

*Double page spread*  
Trim: 460mm (w) x 300mm (h)  
Bleed: 466mm (w) x 306mm (h)

### Inside front cover (IFC), inside back cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

### Single page image area

Trim: 224mm (w) x 300mm (h)  
Bleed: 230mm (w) x 306mm (h)

### Back cover

Full page portrait

### Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

### Using Acrobat Distiller

- 1 Print document to file by selecting PostScript® File printer option in the print dialogue window
- 2 Select Adobe PDF or Acrobat Distiller PPD
- 3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- 4 Select crop marks
- 5 Select composite CMYK output
- 6 Include all fonts
- 7 Set transparency flattening options to high resolution
- 8 Save to create the PostScript® file
- 9 Launch Adobe Acrobat Distiller
- 10 Select PDF/X1a as the default job options
- 11 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

### Exporting from InDesign

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

### Quality

300 dpi

### Proofs

A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.



## RECIPE

### Beef Ragù with White Beans and Burrata

*I love cooking for my sons, and recently put this together for my eldest for a warming weekend dinner.*

3 tablespoons olive oil	2 tablespoons tomato paste
120 grams pancetta, chopped	2 tablespoons plain flour
1.2-kilograms Wagyu brisket or stewing steak	400-gram tin cannellini beans, drained and rinsed
1 onion, finely chopped	<b>GREMOLATA</b>
1 carrot, finely chopped	1/3 cup finely chopped parsley
1 stick celery, finely chopped	finely grated zest of 1 lemon
sea salt and black pepper	2 tablespoons extra-virgin olive oil
3 cloves garlic, crushed	1 tablespoon lemon juice
finely grated zest of 1 lemon	1 large clove garlic, crushed
1/2 teaspoon chilli flakes	sea salt and black pepper
large sprig of thyme	<b>TO SERVE</b>
2 bay leaves	125 grams burrata, drained and patted dry on a paper towel
2 cups beef stock	300 grams pappardelle, cooked according to packet instructions, until al dente
1 1/2 cups red wine	

Heat the oil in a large heavy-based pot or casserole dish and fry the pancetta for 4-5 minutes until it is crispy, then remove and set aside. Chop the beef into 4cm pieces, add to the pan and sear the beef on all sides, in batches, for a few minutes to brown, then set aside. Add the onion, carrot and celery to the pot, season well with salt and pepper, lower the heat, and cook for 10 minutes. Add the garlic, lemon zest and chilli flakes and cook for 2 more minutes, then add the thyme, bay leaves, beef stock, wine and tomato paste. Bring to a boil, then add the beef, reduce to a simmer, (*move the lid so it is just slightly ajar*) and cook over a gentle heat for 3 1/2 hours. Remove 1/2 cup of the cooking liquid from the ragù and whisk it with the flour in a small jug, stir back into the ragù and increase the heat, stirring until the sauce thickens. Cook a further 30 minutes, then add the beans and cook a further 5 minutes until the meat is tender and everything is heated through.

**GREMOLATA:** Mix all the ingredients together in a small bowl.

**TO SERVE:** Serve the ragù with the pasta, topped with torn burrata and a good dollop of gremolata. **SERVES 4-6**



## CONTACTS



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