

dish

MEDIA KIT

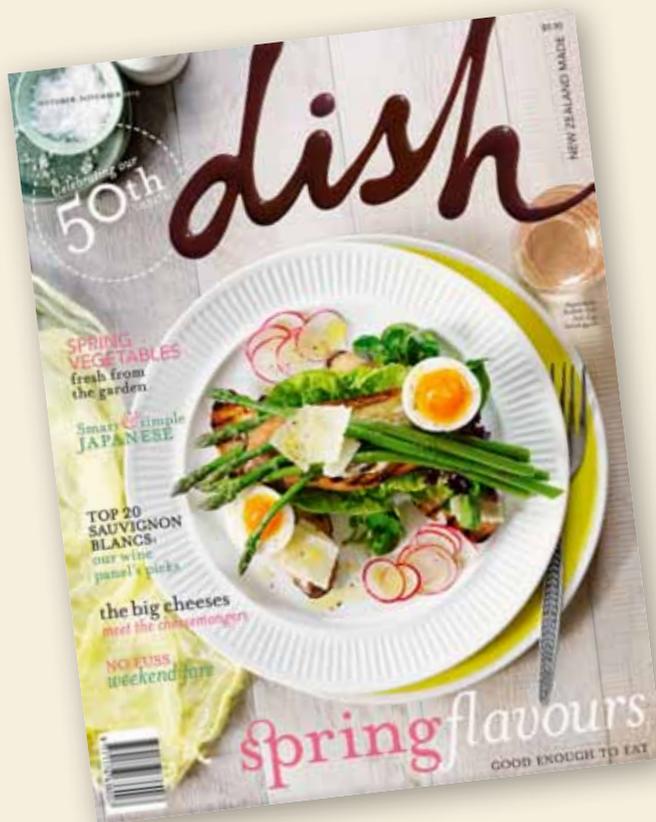


tangible 

New Zealand's stories

*good enough
to eat*

Dish is a magazine for people who enjoy cooking and reading about good food.



Something for everyone

Published every two months, **Dish** offers inspiring yet achievable recipes using fresh, seasonal produce for every occasion - from entertaining friends to simple weeknight meal solutions. With a mixture of readers that includes experienced cooks and enthusiastic beginners, **Dish** offers a practical, down to earth approach in its recipes with useful glossary notes and explanations for techniques and ingredients.

Deliciously inspiring

Dish is renowned for its design and presentation - beautifully photographed feature stories take readers behind the scenes with innovative and interesting food producers and showcase ingredients, techniques, the latest in kitchen products, trends, chefs and food destinations both in New Zealand and overseas.

Dish is designed to be:

- a magazine readers look forward to receiving
- a magazine readers keep because it is too beautiful, interesting and useful to discard
- a magazine kept close at hand in the kitchen that inspires them to cook and eat great food.

The Dish Reader

Who are they?: Dish readers are predominantly female (77%) with an average age of 43. They enjoy cooking and entertaining at home and are happy to spend more on quality products.

What do they earn?: Primary readers of Dish have an average household income of \$149,522 - that's 81% above the national average.

Dish readers also have higher average personal and household incomes (\$48,480 and \$119,722 respectively) when compared with competitor titles *Cuisine*, *Home NZ*, *Kia Ora*, *NZ House & Garden*, *NZ Life & Leisure*, *Taste*, *Simply You Living and Your Home and Garden*.

Where do they live?: 70% of Dish readers live in metropolitan areas (Auckland, Hamilton, Wellington, Christchurch, Dunedin).

Dish readers are more likely than the average New Zealander to agree that:

- They put quality ahead of cost
- They love reading and trying recipes - are avid cooks
- They are food connoisseurs
- Went to a dinner party with friend and hosted at home
- Did some home baking

The data is drawn from the early release Nielsen CMI Q2 12 - Q1 13 and the Nielsen CMI Q1 - Q4 12 databases

Dish Numbers

Dish readership is growing continuously, with a 5% increase in each of the last two quarterly readership releases. **Dish** has also had steady growth in paid circulation over the last two years and is now selling more copies than ever before.

Circulation: 24,428*

Readership: 151,000*

Subscribers: 14,600

E-Newsletter (monthly): 10,000+ subscribers

Frequency: Bi-monthly

Cover price: \$9.90

*ANC to 30/06/2013, Nielsen CMI Q3 12-Q2 13



Dish is focused on making food an enjoyable experience and something everyone can take pleasure in reading and learning about.

It is the perfect magazine for those who love to cook, those who aspire to new heights in their cooking and those who simply love to read about good food.

Ratecard

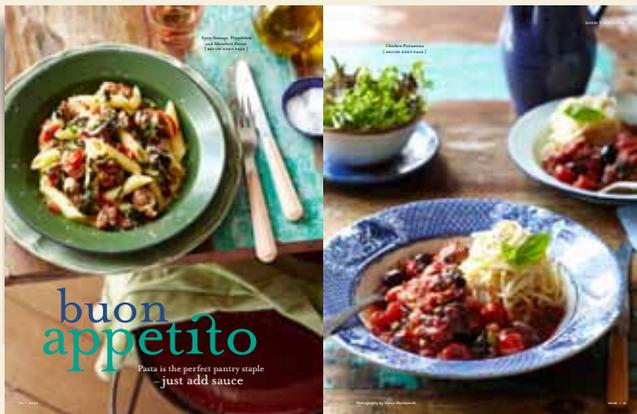
Size	Frequency
	Casual
Double page	\$10,345
Single page	\$5,445
1/2 page	\$3,375
1/3 page	\$2,395
1/4 page	\$1,851
Inside front cover, double page	\$12,400
Outside back cover	\$6,050

The above rates are exclusive of GST.

Deadlines

Issues are published bi-monthly

Issue	Booking	Material	On sale
Aug/Sept 2013	21 Jun	28 Jun	22 Jul
Oct/Nov 2013	16 Aug	26 Aug	23 Sep
Dec 2013/Jan 2014	03 Oct	11 Oct	11 Nov
Feb/Mar 2014	22 Nov	02 Dec	06 Jan
Apr/May 2014	14 Feb	24 Feb	24 March
Jun/Jul 2014	18 April	25 April	26 May
Aug/Sept 2014	20 June	27 June	28 July



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