

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 (76%) with an average age of 44. They enjoy cooking and entertaining at home and are happy to spend more on quality products*.

Our readers are concentrated into the top two quintiles of annual household spend on groceries, alcohol, restaurant meals and international air travel.

When it comes to food and entertaining, *Dish* readers are active followers of new things and seekers of quality. They consider themselves to be a food connoisseur, to agree that they love reading and trying new recipes and to pay more for top quality food. They are 74% more likely to have visited a Gourmet Food Store in the last month. Half of them have been to a dinner party in the last month and 60% have entertained at home.

***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 or make their own bread

The data is drawn from the Nielsen CMI Q1-Q4 14 databases

*What do they earn?: Primary readers of *Dish* have an average household income of \$129,646 – that's 50% above the national average and amongst the highest average household income of all New Zealand magazines. Our readers are concentrated into the top two quintiles of annual spend on groceries, alcohol, restaurant meals and international air travel.

Where do they live?: 64% of *Dish* readers live in metropolitan areas (Auckland, Hamilton, Wellington, Christchurch, Dunedin).

***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: 23,974*

Readership: 144,000*

Subscribers: 16,106

Frequency: Bi-monthly

Cover price: \$9.90

E-Newsletter (weekly): 23,800+ subscribers

*ANC to March 16, Nielsen CMI Q2 15 – Q2 16



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
Feb/Mar 2016	27 Nov	7 Dec	04 Jan
Apr/May 2016	12 Feb	22 Feb	21 Mar
Jun/Jul 2016	14 April	26 April	23 May
Aug/Sep 2016	09 June	20 June	18 July
Oct/Nov 2016	11 Aug	22 Aug	19 Sept
Dec 2016/Jan 2017	29 Sep	10 Oct	07 Nov



Contact

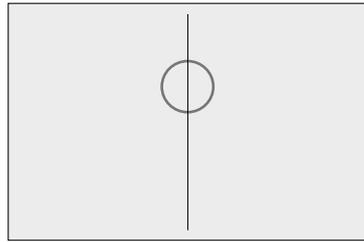
Karrin McLeod
Business Development Manager

T: 09 361 2847 M: 021 606 886
karrin@dish.co.nz

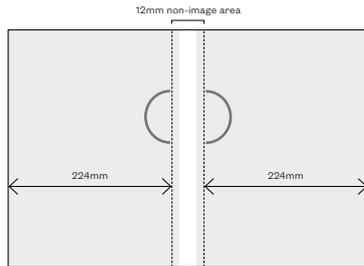
Lisa Morton
Editor/Associate Publisher

T: 09 361 2847 M: 021 606 886
lisa@dish.co.nz

Advertisement sizes, shapes and technical data



Double page spread
460 x 300 (deep)* – no allowance for gutters



Inside covers
224 x 300 (deep)*
The IFC and IBC are a different size due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



Full page
230 x 300 (deep)*



Half page vertical
105.5 x 288 (deep)

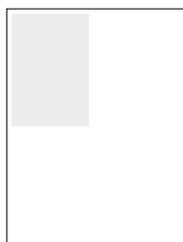


Third of a page vertical
66 x 288 (deep)



Half page horizontal
218 x 141 (deep)

*Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.



Quarter page square
105.5 x 141 (deep)

MECHANICAL

Size: 230 x 300 (deep)
Binding: Perfect bound
Colour: CMYK

SIZES

Full page

Trim: 230 x 300 (deep)
Bleed: 236 x 306 (deep)

Double page spread

Trim: 460 x 300 (deep)
Bleed: 466 x 306 (deep)

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: 224 x 300 (deep)
Bleed: 230 x 306 (deep)

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

SCREEN

175 lpi (screen ruling)

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.

Terms and conditions

CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Tangible Media Ltd.

CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

POSTPONEMENT OR CANCELLATION OF SPACE

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

RATE PROTECTION

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

TERMS

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

GENERAL

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

TERMS OF ACCEPTANCE OF ADVERTISING COPY

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

dish

Digital rate card



1.0 Reach a growing audience of discerning food lovers

Over the past year, traffic to Dish's online properties has increased dramatically. In September 2015 Dish launched a new-look website, and for the first time, included over 3000 recipes from previous issues of the magazine. In the past six months our readership has more than doubled, and we currently receive an average of 40,000 unique visitors to the site a month (and rapidly growing).

We are a nimble platform for brand partnerships, and can tailor imaginative digital packages to suit a variety of advertising and marketing goals. In the past we have successfully partnered with a number of clients to create integrated campaigns featuring video, syndicated content, recipe commissions, photography and content marketing pieces. We have the ability to deliver a significant reach to a highly engaged community of passionate food lovers.

2.0 Display Advertising Options

WEBSITE

We have the capability to offer display advertising that runs across the whole site, or can specifically target pages that offer the most value for your brand.

Megaheader: \$4000 a month. This is a premium homepage advertising space that takes over the Dish header position.

Hero Homepage: \$3500 a month. Middle of the homepage, this is a prime position for visibility amongst engaged readers.

Recipe Leaderboard: \$4000 a month. Integrated within the top of recipe pages, this space gives clients the ability to present horizontal display ads in an obvious, eye-catching location.

Medium Rectangle: \$3000 a month. Run of site in the right hand column, this prime position offers the most visibility across all features, articles, recipes and events.

Leaderboard: \$2500 a month. Integrated within the recipes, features and events above the comments, key placement of horizontal material for engaged readers.

QUICK STATS:

- **www.dish.co.nz** visitors are 86% female, and 67% are aged 45+
- **Average monthly unique browsers:** 40,000*
- **Average monthly sessions:** 85,000* (*Google Analytics, January-June 2016)
- **Our average page duration** is 1:07 minutes (**Nielsen Market Intelligence Report, Website Data, June 2016)
- **Average session duration:** 2:06 minutes (**)
- **EDM:** 23,800 subscribers
- **Facebook followers:** 540,000. Posts routinely have a reach of 50,000 with over 1.5K likes, comments and shares.
- **Instagram:** 16,300 followers



3.0 Tailored Content Options

We are able to create original copy, recipes and photography to deliver your brand's message, as well as host pre-written advertorial and high-res imagery, presented in an editorial environment.*

RATE:

Copy and photography created by Dish: requirements and price to be discussed

Food News – hosted copy and photography (high res and approved by Dish in advance of booking): \$1000

Each feature is promoted on the Dish Home page. There are also EDM and social media promotion opportunities available that can be discussed.

**In the interest of transparency, we do highlight when content is sponsored in an elegant manner.*

EDM:

Our weekly newsletter has a reach of 23,00 unique subscribers. It features at least three recipes per week, and as such has an incredibly high open rate of 40%.

We are able to host both display ads and advertorial copy on the newsletter.

Editor's note side bar: \$2000 per week. This space is custom built to run alongside the Dish Online Editor's weekly Editor's Note.

Top rectangles: \$750 per week. There are two rectangular ad spaces that run in-between latest recipes and the news section. This is a prime location near the top of the EDM, sandwiched between highly viewed content.

Middle rectangles: \$400 per week. These are slightly lower spaces that are still sandwiched between popular content – the news and 'win!' section.

Promotional box: \$750 per week. A semi-flexible section which allows clients to provide us with an image and short paragraph of copy which can link directly to a website relevant to the brand campaign.

SOCIAL MEDIA OPTIONS

Dish's social media platforms outperform our competitors by a huge margin. We have a rapidly expanding Facebook following of over 540,000 likes, and increasing engagement on Instagram, Twitter, and Pinterest.

We value the trust our Facebook followers place in us and are keen to align with sponsor messages relevant to our followers.

Facebook post with 6 photos + audience targeting: \$1000 per post.**
Instagram post: \$1000 per post.**

We are also able to tailor social media packages to suit your needs – from Instagram takeovers to hashtag campaigns.

***Supplied content to be curated by the Dish team.*

SPONSORED COLUMNS

Sponsorship of regular editorial features such as recipe columns and our café features is also possible. Contact karrin@dish.co.nz to discuss.

Sponsored Collections

Sponsored collections are the perfect opportunity to be involved in showcasing highly popular relevant content, in the form of a themed recipe collection on the Dish website. Featuring homepage presence, a dedicated introduction page, inclusion in the Dish weekly newsletter, social posting and sponsorship branding. Monthly: \$5,000.



DIGITAL RATE CARD

Ad positions on the Dish weekly e-newsletter

28 October 2015

dish

RECIPES DRINKS PEOPLE & PLACES **SUBSCRIBE**

LATEST NEWS | this weeks top stories from dish.co.nz



FRIDAY BAKING
Lamington Cake

I love individual lamingtons but they're quite time-consuming to assemble. An easier but equally delicious option is a generous slice of this beautiful, moist lamington cake.

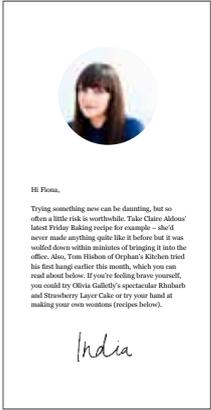
[Read more](#)



PEOPLE & PLACES
Digging in

Tom Hishon of Orphans Kitchen recently held a spring feast at Kilmarna Gardens to help keep the inner-city oasis on its feet.

[Read more](#)



Hi Fiona,

Trying something new can be daunting, but so often a little risk is worthwhile. Take Claire Aldous' latest Friday Baking recipe for example - she'd never made anything quite like it before but it was wadded down within minutes of bringing it into the office. Also, Tom Hishon of Orphans Kitchen tried his first bang out for this month, which you can read about below. If you're feeling brave yourself, you could try Olivia Gabbey's spectacular Rhubarb and Strawberry Layer Cake or try your hand at making your own waffles (recipe below).

India

Editor's note ad
300 x 600

LATEST RECIPES | our favourite recipes from this week



White Pizza with Asparagus and Green Olives



Sarah Tuck's Lemon Chessecake Tart with Lemon Curd



Salmon with Caramelised Shallot and Mango Salsa

300 x 250

300 x 250

NEWS | Latest stories from dish.co.nz

FOOD NEWS

Experience Meets Experimentation: Chef Francky Godinho Celebrates His Life's Work

With a wealth of experience behind him, Francky Godinho of St George's Restaurant is set to spice up the Hawkes Bay as he hosts a series of sought-after events during F.A.W.C.'s Summer Series.

[Read more](#)



RECIPES

Beef and Smoked Cheddar Burger

The two most important tips for a great burger: use really good quality beef mince with a decent fat content, and don't work the mixture too much otherwise you'll end up with a dense, hard burger instead of a big juicy one!

[Read more](#)



SPONSORED COLLECTION | In association with Bosch Home Appliances



DISH PROMOTION

Brighten Your Morning Ritual with Sunbeam

The new Sunbeam Torino espresso machine combines design flair, retro styling and modern technology.

[Read more](#)



It's in the bag

Fisher & Paykel has kicked off a delicious new collaboration with My Food Bag. Spend \$4000 on 'Designed to Match' Fisher & Paykel Kitchen appliances at participating retailers before 29 February, 2016 and you can claim a \$500 My Food Bag gift (determined by your delivery location).

[Read more](#)



READER COMPETITION

Win \$200 to spend at Maldito Méndez and tickets to Taste of Auckland

Taste of Auckland have announced that a key part of this year's festival will see top chefs create a weekend hang.

ENTER NOW



READER COMPETITION

Win a pack of Honeywraps gorgeous food covers

Thanks to Honeywraps, we have three packs of their new-friendly food clubs to give away.

ENTER NOW



Subscribe to Dish print magazine & save 35% off the cover price. Plus options now available to access our digital back catalogue of recipes.

SUBSCRIBE TODAY



FORWARD TO A FRIEND

WWW.DISH.CO.NZ

If you no longer wish to receive any more communications from us then please feel free to [unsubscribe](#).
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5.0 Advertisement sizes, shapes and technical data

Technical Specifications:

- Max file size 40kb / 150kb for 1920x480 ads.
- Creative with a white background must have a border.

Specifications for advertising in EDMS:

- Resolution should be 72 dpi.
- We recommend animated .gifs use a start frame that delivers the key advertising message as in some browsers .gifs will rotate once and then remain on the first slide.

Specifications for advertising on dish.co.nz:

- We accept .gif, .png, .jpg and HTML5 (upon consultation)
- Third party HTML banners are acceptable. Creative files must be included with third party tags. You must use {clickurl} and {random} as your place holders if you are not using a known third party redirect listed below. You will need to use the relevant method when creating your banner html.

Terms and Conditions:

- Effective 1 December 2015.
- All rates are direct and non-agency commission bearing.
- All creative due 5 working days before live date
- Rates are in New Zealand dollars and exclusive of GST.
- Rates do not include and third party ad serving charges.
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats.
- Advertisers are responsible for the creation of their own ads.
- Unique visitor and page impression numbers are estimates sourced from Google Analytics data.
- 'Run of site' may exclude sponsored 'columns' such as Friday Baking.

All website rates are for one month

Ad Type	Size (pixels)	Monthly Rate
Megaheader Homepage	1920x480 (with compulsory 728x90 fallback and 320x100 mobile version)	\$4000
Hero Homepage	1920x480 (with compulsory 320x100 mobile version)	\$3500
Recipe Leaderboard	728x90 (with compulsory 320x100 mobile version)	\$4000
Rectangle (run of site)	300 x 250	\$3000
Leaderboard (run of site)	728x90 (with compulsory 320x100 mobile version)	\$2500

All EDM Rates are for one week

Ad Type	Size	Weekly Rate
EDM Editor's Note	300x600	\$2000
Feature Story	Within the text	\$1000
EDM Top Rectangle	300x250	\$750
EDM Mid Rectangle	300 x 250	\$400
EDM promotion box	Selection of images and 100-200 words of copy	\$750
Solus EDM	Email blast to 20,000 subscribers	\$3000

6.0 Contacts

ADVERTISING ENQUIRIES:

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India Essuah

Online Editor

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