dish

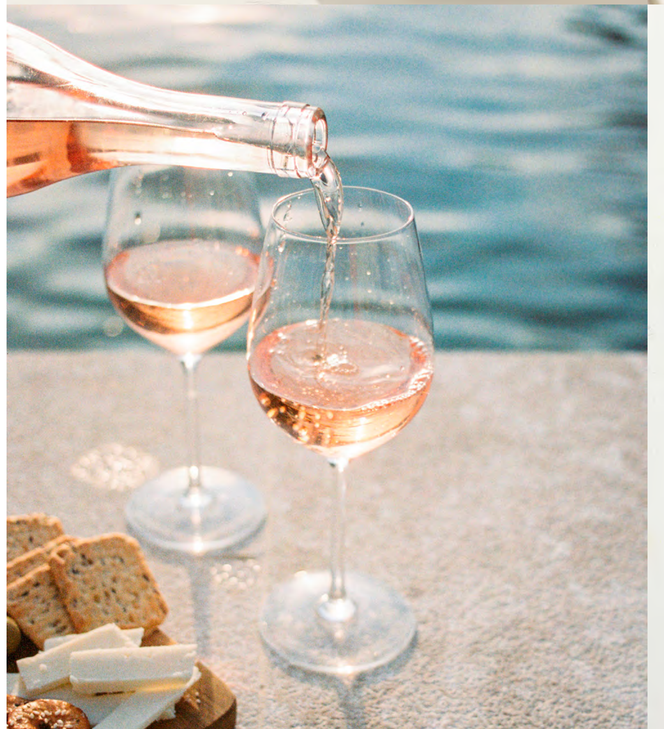
PRINT & DIGITAL OPPORTUNITIES

December 2026

dish is the highest-selling food & lifestyle magazine in New Zealand, and we have an expansive, highly engaged digital audience. Each year, our retail sales, digital reach and engagement are at their peak over November and December. If your brand is looking to do a final awareness push before the end of 2026, *dish* is the ideal media partner!

Our summer **Holiday Edition, on sale Dec 14**, features easy, throw-together summer recipes and drinks inspiration. This Edition debuted in 2024 and sold out in both 2024 and 2025. It has become a highly anticipated fixture on the *dish* calendar; our readers are spending longer than usual reading our magazines while on holiday, and are referring back to previous Editions each summer. We still have some brand ad and advertorial placements available in this special issue.

dish's digital platforms see a 35% uptick in traffic over November-December, as a massive cohort of Kiwis seek recipes, drinks and lifestyle inspiration for festive and summer entertaining. We have limited options left for December, but still have some avails across our **Christmas Gift Guides and web display advertising placements.**



BEL.BONNOR@SCG.NET.NZ

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MAGAZINE OFFERS

HOLIDAY - 3RD EDITION

On sale 14 December | Material deadline 12 November

BRAND AD PACKAGES

Inside Front Cover DPS ad
+ feature in Freshly Picked section
Rate card value: $17,000
Offer: $10,250

Full page ad
+ feature in Freshly Picked section
Rate card value: $9,250
Offer: $6,750

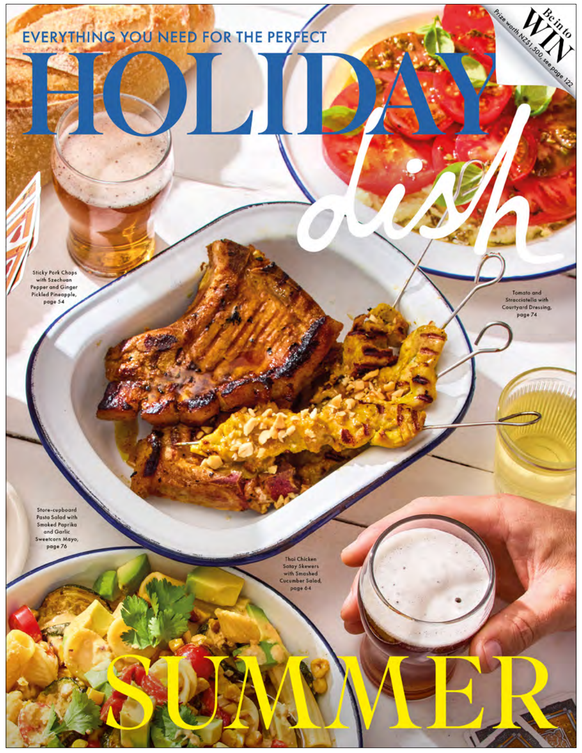
Half page ad
+ feature in Freshly Picked section
Rate card value: $6,500
Offer: $4,000

ADVERTORIAL PACKAGES

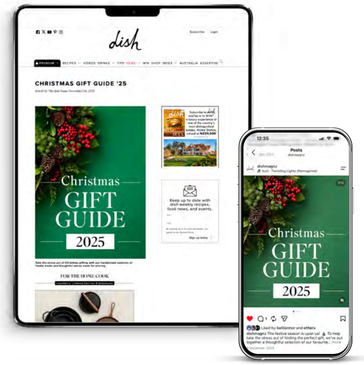
Double-page advertorial
Written by dish based on brief and supplied imagery
+ feature in Freshly Picked section
Rate card value: $14,580
Offer: $9,250

Full-page advertorial
Written by dish based on brief and supplied imagery
+ feature in Freshly Picked section
Rate card value: $9,780
Offer: $6,950

If you would like to add a basic digital package to any of these offers, reach out to Bel to discuss



DIGITAL OFFERS



DIGITAL CHRISTMAS GIFT GUIDE

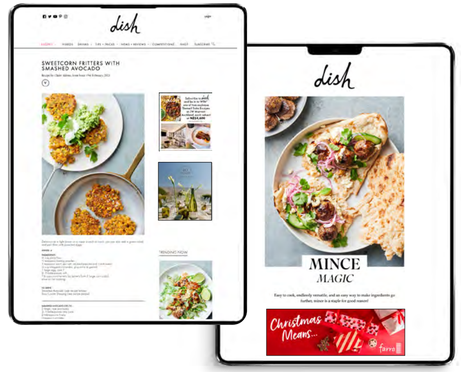
Go live 3 December
Material deadline 23 November

Your editorial-style feature appears in:

- Web guide on dish.co.nz
- EDM guide
- Social guide (Instagram & Facebook)

Rate: $650 per feature

Full details and examples here.



DISPLAY ADVERTS

Recipe page tile ad - December 1-31

Rate card value: $7,000
Offer: $5,500

EDM banner ad - December 1-18

Rate card value: $3,500
Offer: $3,000

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WE LOOK FORWARD TO WORKING WITH YOU!

Get in touch to discuss a collaboration with *dish* , or to learn more about what we offer.

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Linked for reference:
Full Media Kit | Brand ad specs