



Lish

Premium food and
lifestyle community

**Cross-platform
media kit**

Spring, Christmas
and Summer 2026-27

NZ'S #1 FOOD &
LIFESTYLE TITLE



WELCOME TO *dish*

dish is a multi-award-winning magazine and New Zealand's biggest selling lifestyle title. We are our audience's go-to for recipes, reviews, drinks, travel, and lifestyle inspiration. We are also steadily increasing our presence in Australia!

Our continued growth and cross-platform success across print and digital is thanks to the powerful connections and credibility we have spent 20 years fostering with our audience - our community!

The *dish* community gets value from our high-quality, low fuss recipes, our dedication to excellent editorial and sponsored content, and our unparalleled insights on cooking, wine and beverage, hospitality, travel and lifestyle.

Whether we're working on a full lifestyle feature, recipe creation package, a homewares showcase or a well-timed digital promotion, **we partner with brands we know our community will love, buy and engage with.**



OUR CROSS-PLATFORM AUDIENCE

#1

Highest cross-platform audience of all food & lifestyle magazines in NZ*

#2

Highest cross-platform audience of all magazines in NZ*

3-4X

more sales compared to our closest competitor**

MAGAZINE

#1

Food & drink magazine on iSubscribe

39K

Print Run

14.5K

Subscribers

80-93%

Sell-through rate

(industry standard in NZ: 51%)

Sources: *Roy Morgan, *dish* Audience Survey 2025, Google Analytics, Meta Business Suite, Campaign Monitor Analytics.

** Sales comparison: Over the last 6 issues, *dish* has sold more than three times as many magazines in Woolworths, Foodstuffs North Island, Relay & Whitcoulls compared to our closest competitor. We are also ranked number one in the food & wine category across all of these outlets. Are Media Retail Scan Data 2026

OUR CROSS- PLATFORM AUDIENCE

WEBSITE

1.1M

Monthly website
page views

1m 49s

Avg. website
page dwell time

168K

Unique monthly
website visitors

SOCIAL MEDIA

75.4K

Instagram
followers

474K

Facebook
followers

1.5M

Pinterest
monthly views

EDM

56.6K

Database

53%

Open rate

11%

Click-through rate

Sources: Roy Morgan, *dish* Audience Survey 2025, Google Analytics, Meta Business Suite, Campaign Monitor Analytics

dish

BEL.BONNOR@SCG.NET.NZ



GET TO KNOW OUR COMMUNITY

MAGAZINE AUDIENCE

High socio

85%

aged 35-64

90%

female

30%

Auckland-based

85%

read each issue of *dish*
for 30 mins - 3+ hours

DIGITAL AUDIENCE

Mid-high socio

50%

aged 25-44

84%

female

50%

Visit our website at
least once per week

Sources: *dish* Audience Survey 2025, Meta Business Suite

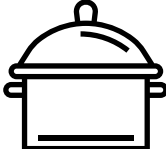
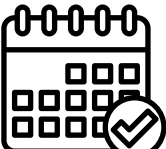
For more insights, contact our Commercial Manager (details on p1 & p23)

dish

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GET TO KNOW OUR COMMUNITY

 68% Cook every day	 49% Visit the <i>dish</i> website at least once per week	 99% Engage with our recipes at least once per week	 73% Drink wine twice per week or more
 76% drink coffee every day	 54% Travel overseas at least once per year	 70% Travel within NZ on holiday twice per year or more	 55% indicated interest in cruise vacations
 75% Consider attending events & experiences advertised in <i>dish</i>	 68% Regularly engage with our restaurant/hospo reviews		

For more insights, contact our Commercial Manager (details on p1 & p23)

Sources: *dish* Audience Survey 2025, Meta Business Suite

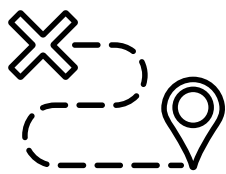
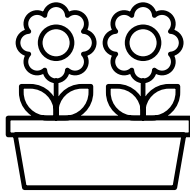
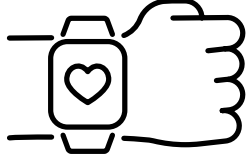
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POTENTIAL BEYOND FOOD

Our audience doesn't just engage with us on food and beverage content; our credibility and their interests encompass home and lifestyle brands, hospitality, travel, health and wellness, gardening, fitness, finance, real estate, beauty and skincare.

 75% indicated interest in travel content	 70% indicated interest in gardening	 75% indicated interest in home & interiors content
 68% indicated interest in health & wellness content	 45% indicated interest in beauty & skincare content	



For more insights, contact our Commercial Manager (details on p1 & p23)

Sources: *dish* Audience Survey 2025

WHY ALIGN WITH *dish*?

TANGIBLE RESULTS

Our community actively seeks out brands and products that have our nod of approval!

74%
have visited
a website

75%
have purchased
reviewed products

85%
talk to someone about
what they have seen/read

RELEVANCE AND LONGEVITY

Our print and digital content and recipe themes are aligned with seasonal produce, the latest food trends and the current interests of our community. We ensure that our sponsored content remains on theme and on brand; advertising in contextually relevant environments achieves up to 8x more attention!*

Unlike most publications, our content gets engagement long after publishing. Many *dish* readers are still cooking from issues from 3 or more years ago!

SOMETHING DIFFERENT

Go beyond the standard ad package! More than 75% of our sponsored print content in each issue is 'advertorial'; our team loves to get creative with your products and collaborate on recipes, or create editorial-style content for your brand to maximum engagement.

We will take the time to understand your brand objectives and strategise the best ways to create beautiful, usable content assets that you and our audience will love.

BRAND POSITIONING

A partnership with *dish* is a long-term investment in the credibility of your brand.

Our audience cares about quality and value, and our exposure and authority in the food & beverage industry makes *dish* the publication to align yourself with.

We choose you too - maintaining our authenticity and curated standard means brands enjoy more trust and authenticity from our audience.

WAYS TO ENGAGE

1 BRAND ADVERTISING

Simple and effective! Deploy your brand collateral to our highly engaged audience across our print & digital platforms.

2 ADVERTORIAL - supplied assets

Want a little more *dish* flavour? We can use your brand assets and copy (with a little tweaking from us) to create beautiful magazine spreads and digital features.

4 GIVEAWAYS & COMPETITIONS

- Our 2-monthly subscriber prize is a high-value premium offering that provides great exposure for new product launches or campaigns.
- We also regularly run competitions/giveaways with our partner brands on our digital platforms, which receive excellent engagement.

3 ADVERTORIAL - *dish* content creation

We work together to tell your story!

Our team collaborates with brands to deliver:

- Recipe creation, with your products front and centre
- Styling, photography and video for food and lifestyle
- How-to guides
- Editorial-style features, product reviews and interviews
- We don't just create content for food brands; we get just as excited about beverages, kitchenware, homeware, hospitality, travel content and more! Our writers, recipe creators, stylists and photographers will work with you to create content for your brand that resonates with our audience.

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BEL.BONNOR@SCG.NET.NZ





dish 129

BANG FOR YOUR BUCK

Phew – we’ve almost made it to the end of the year and a well-deserved Christmas break ...but it’s not here yet. So, while we wistfully look forward to the end of the year, we console ourselves with an issue packed with easy, budget-friendly, flavour-packed recipes to see us through the last stretch. Think pizzas and burgers, fried chicken, gourmet sandos and dumplings – casual fuss done right.

Our September issue has broken retail sales records over the past few years; it’s a favourite with our audience and advertisers alike!

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
7 September 2026	3 August 2026	4 August 2026	10 August 2026

dish 130 CHRISTMAS

Christmas comes but once a year, and when it does, it sells out in a couple of weeks! Of all our issues, this is the most highly anticipated, packed as it is with festive inspiration and recipes for miles. From turkey to ham and pavlova to trifle we go full 'jingle bells' creating over 100 dishes designed to take the stress out of Christmas, replacing it with nothing but festive feasting! Each year, we increase our standard print run by over 20% to accommodate demand for this special issue. We sold out so quickly last year that for 2026, we are going bigger than ever!

Advertising in this issue in particular is a long-term brand awareness investment, because many of our readers come back to their favourite *dish* Christmas recipes every year.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
2 November 2026	25 September 2026	28 September 2026	5 October 2026

dish HOLIDAY

What began as a one-off trial edition in 2024 is now an official fixture in the *dish* calendar. After Christmas, our audience is left waiting (and wanting) while on holiday – no one wants to be thinking about turkey, roast potatoes and trifle after a day at the beach! To fill this gap, we have created a summery HOLIDAY Edition of *dish*, distributed at retail only.

HOLIDAY features everything *dish* readers could possibly want for their summer vacation, including sauces and mayos, throw-together salads and barbecue recipes, picnic-fare, easy baking and holiday-themed lifestyle content, along with crosswords and puzzles for seaside entertainment.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
14 December 2026	10 November 2026	12 November 2026	16 November 2026

OUR RATES

MAGAZINE

Advert placement	Rate*
Double page	\$12,500
Single page	\$7,250
1/2 page	\$4,250
1/3 page	\$3,000
Inside front cover (double page)	\$15,500
Inside back cover	\$7,750
Outside back cover	\$8,500

Multi-issue rates are available. Get in touch directly to discuss a tailored package.

Advertorial content pricing is based on these advert rates plus production costs.

**These rates are exclusive of GST.*

DIGITAL

Display ads	Rate per month*
Home page banner ad	\$5,000
Home page tile	\$3,750
Recipe page tile	\$6,000
EDM banner ad	\$5,000

EDM	Rate*
‘The latest’ feature	\$1,250

Each EDM feature is linked to an included sponsored article on the *dish* website.

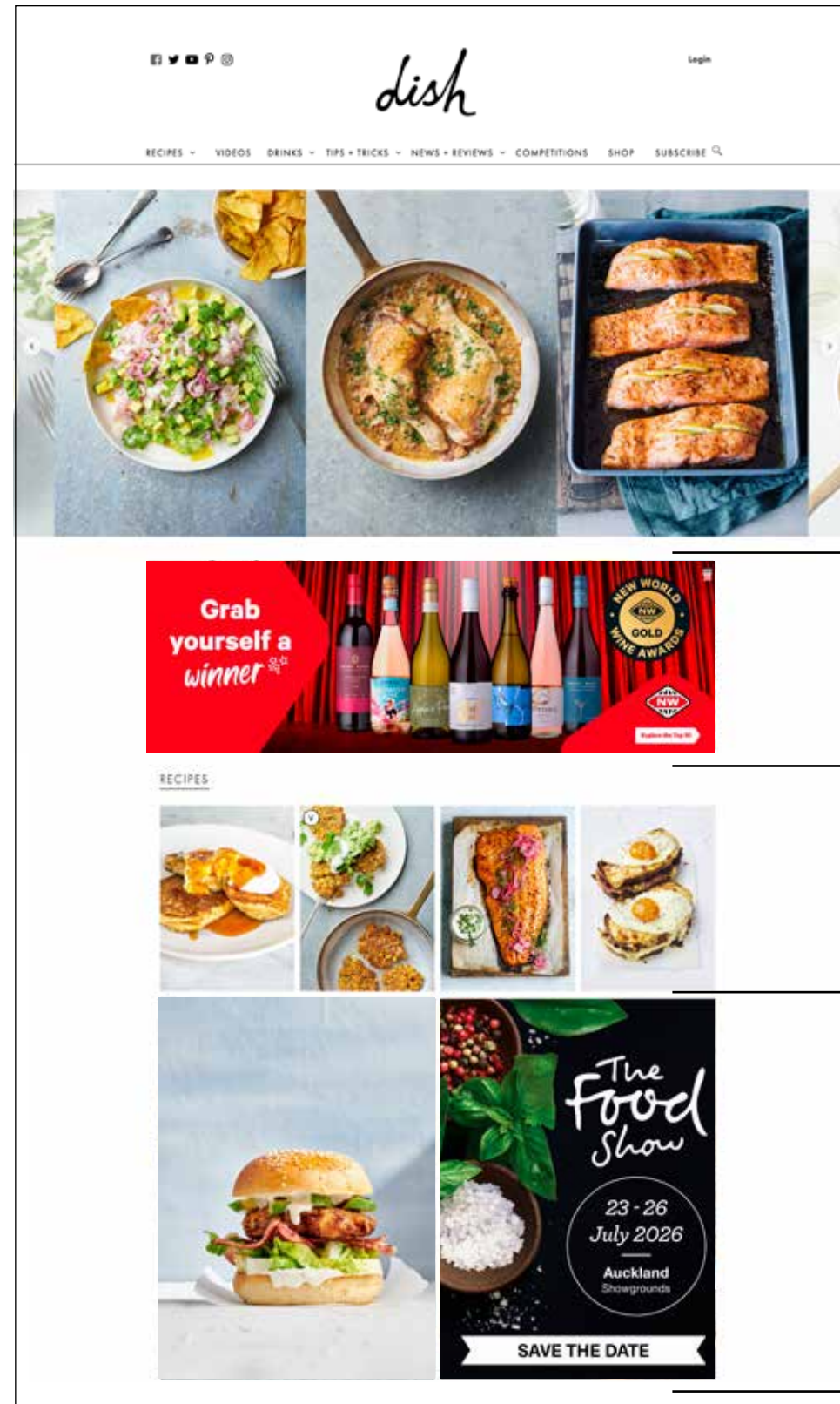
Social post	Rate*
Sponsored post on Instagram & Facebook	\$750

Want to combine our print and digital opportunities? Explore our *dish* packages on p17, or get in touch to discuss a bespoke package.

Contact bel.bonnor@scg.net.nz to discuss advertising options further.

dish DIGITAL PLACEMENTS

HOME PAGE



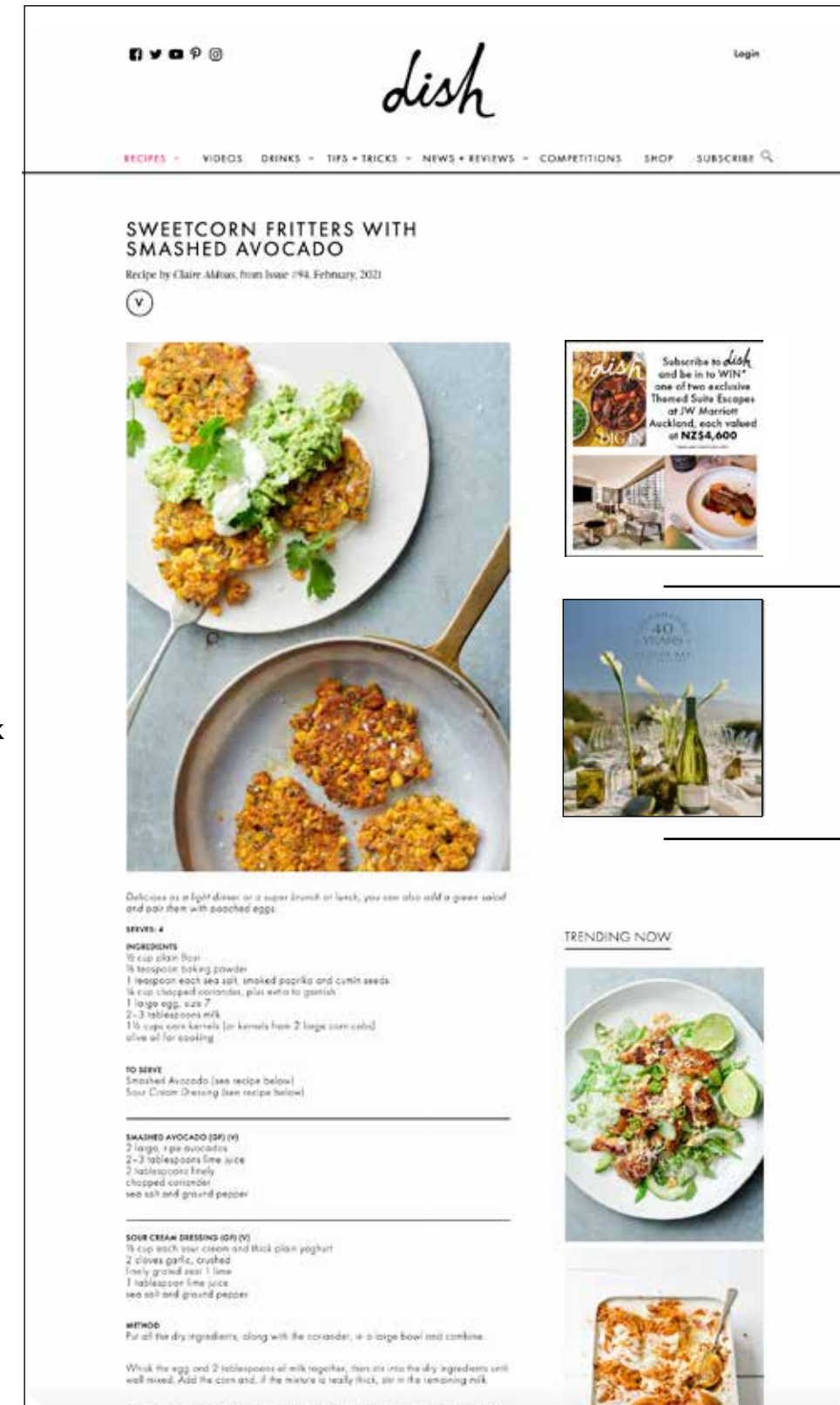
Home page
banner ad
\$5,000

Size
1200x500px

Home
page tile
\$3,750

Size
850x1174px

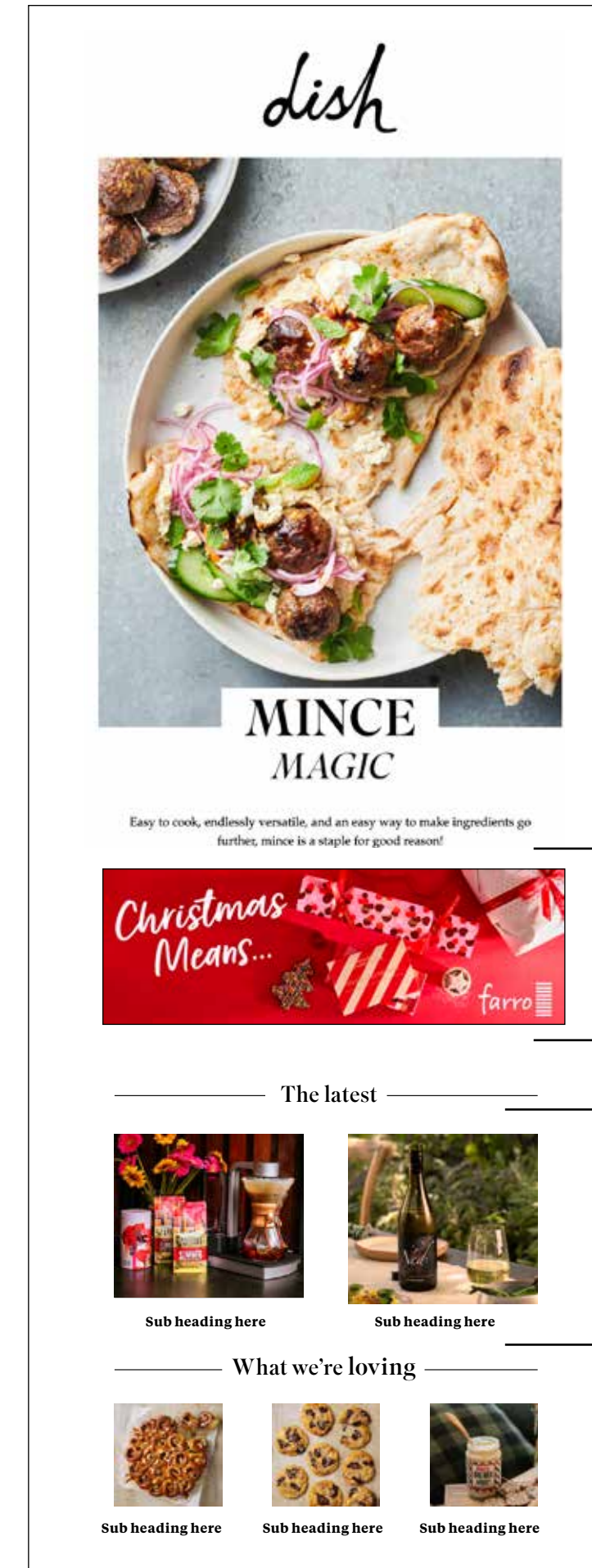
RECIPE PAGE



Recipe
page tile
\$6,000

Size
550x600px

TWICE-WEEKLY EDITORIAL EDM



Banner ad
\$5,000
Size
850x315px

'The latest'
feature
\$1,250

SOLUS EDM



Solus package
\$ 6,500

BESPOKE CONTENT CREATION

Our recipe creators, editorial writers, photographers and stylists can craft bespoke branded content that can be amplified across *dish* platforms and utilised independently. We have worked with clients on everything from one-off seasonal recipes and lifestyle features tailored to our audience, to 20+ recipe packages.

Options available:

- Recipe development
- Recipe styling, photography and video
- Lifestyle styling, photography and video
- Advertorial writing: food, drinks, lifestyle, travel, auto, tech and more

POA



CONTENT INTEGRATION EXAMPLES

MAGAZINE

in association with **NEW WORLD WINE AWARDS**

Go for Gold!

Here's to the New World Wine Awards — judging the best, yet surprisingly affordable, wines in Aotearoa for 22 years!

Shine the spotlight on bubbles this Christmas with category winners, Lindauer, who were awarded for both their Lindauer Special Reserve Rosé NV (Bubbles Champion) and Lindauer Special Reserve Blanc de Blancs NV. Who knew Lindauer produced such first class sparkling? New World! This is the third time in five years Lindauer have nabbed a coveted spot in the Top 50, as well as being recognised internationally, and closer to home in *dish*'s current Tasting Panel!

In their commitment to ensuring customers find and choose top quality yet affordable wines, the New World Wine Awards are focused on entries under \$25, and each is rigorously sniffed, swirled, sipped and assessed by an independent panel of expert judges. More than 1,280 wines were judged to find the Top 50, all of which are available at New World stores nationwide.

Lindauer Special Reserve Rosé NV (Bubbles Champion)
The champion sparkling wine, with delightful flavours and great smooth texture, this sparkling rosé is a consistently fantastic wine. A stunning salmon pink colour with sweet strawberry, baked bread and almond aromas. Textural and creamy with great weight and finesse. This sunny afternoon sparkler can be enjoyed with fresh fruit and soft cheeses.

Lindauer Special Reserve Blanc de Blancs NV
Complex and creamy, a top-notch bubbles for any occasion. Made from Gisborne chardonnay grapes, this Blanc de Blancs is a favourite of the incredibly talented winemaker Jane De Witt. Slightly off-dry, with lovely brioche and ripe citrus notes with a velvety undertone and great persistence. A world-class wine at an exceptional price. Share with great friends and tasty platters.

Find winning wines at New World
newworld.co.nz



126 DISH | dish.co.nz

EDM



Brand-sponsored



MEET THE TOP 50 WINNERS

It's official – we have your exclusive look at the Top 50 Gold medal winners from the New World Wine Awards!

We've made sure to cover everything you dishies would want, so along with the epic winners list, we've got tasting notes to keep you in the know! AND we've provided links to *dish* recipes that pair perfectly with the Champions.

All of this information and more has been added to our online hub!

[EXPLORE THE HUB](#)

WEBSITE



LOG OUT

RECIPES • VIDEOS **DRINKS** • TIPS • TRICKS • NEWS • REVIEWS • COMPETITIONS SHOP INDEX • SUBSCRIBE MY DISH

NEW WORLD WINE AWARDS HUB

October 10, 2024



NEW WORLD WINE AWARDS HUB

The New World Wine Awards Winners have JUST been announced and we're here to make sure you're in the loop for all there is to know about the best (and affordable) wines and how they were judged!

The award selection was run to the same standards as other trusted wine shows, but with one big difference: the Top 50 wines are all under \$25 and available in New World stores nationwide.

With a following that has grown each year since 2003, the New World Wine Awards have honed a trusted judging and ranking system.

The winners list is simple: the top-ranked, Gold medal-winning wines under \$25 make up the New World Wine Awards Top 50.

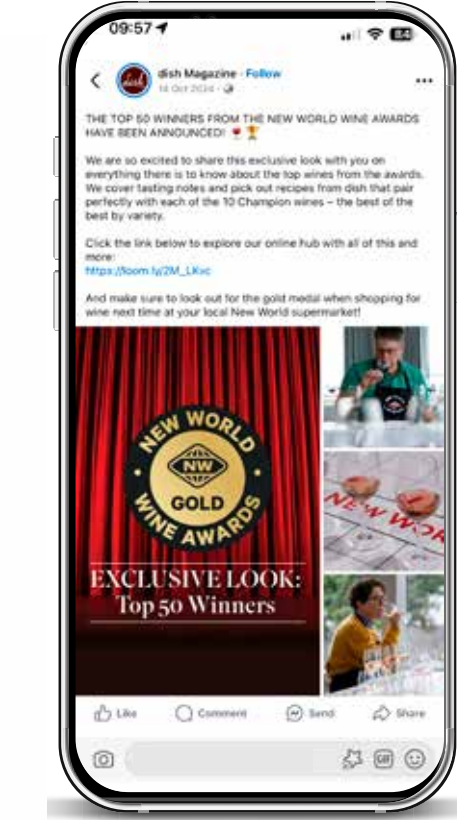
[EXPLORE THE TOP 50 WINNERS](#)

[Click here](#)



Subscribe to *dish* and be in to WIN* a wine-lover's trip for two to Adelaide and the Barossa, valued at \$6,000

[Sign up today](#)



INSTAGRAM



FACEBOOK

the paint the professionals use

PACKAGE EXAMPLES

LET US MIX AND MATCH TO CREATE YOUR PERFECT PACKAGE

1

- Full-page brand ad
- Mention in magazine Freshly Picked section

\$8,250



SUPPLIED BRAND AD

+



FRESHLY PICKED

2

- Full-page brand ad
- Freshly Picked feature
- Sponsored recipe or article on *dish* website
- EDM Feature
- Social post

\$9,250



SUPPLIED BRAND AD

+



FRESHLY PICKED

+



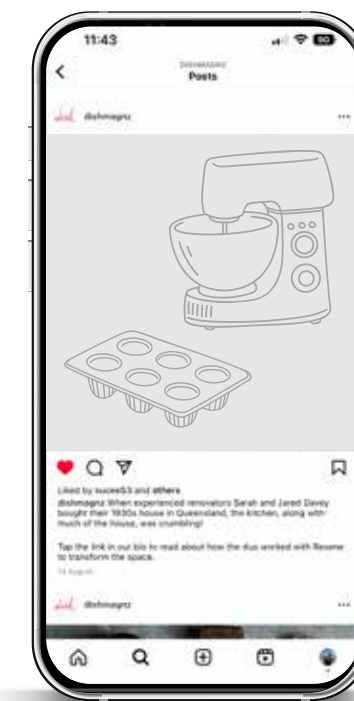
RECIPE OR ARTICLE ON
dish WEBSITE

+



EDM FEATURE

+



SOCIAL

PACKAGE EXAMPLES

3

- Recipe creation
- Styling & photography
- Full page advertorial (written and designed by *dish*)
- Freshly Picked feature
- Recipe published on *dish* site
- EDM feature
- Social post

\$10,000



RECIPE
DEVELOPMENT AND
PHOTOGRAPHY

+



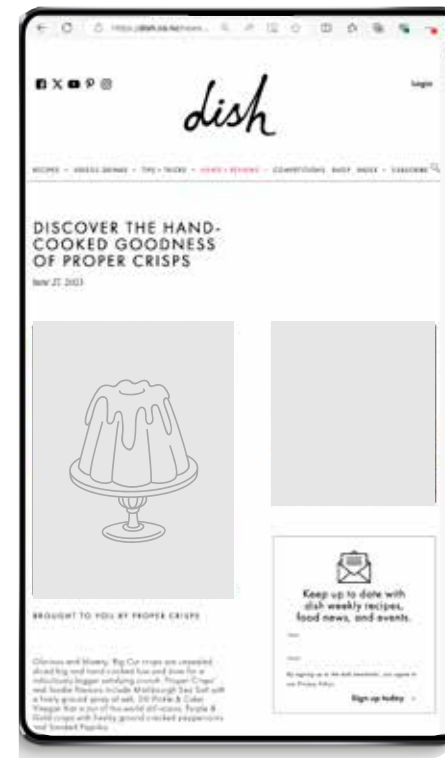
MAGAZINE FULL PAGE
ADVERTORIAL: INCLUDES
WRITING AND DESIGN

+



FRESHLY PICKED

+



RECIPE OR ARTICLE
ON *dish* WEBSITE

+



EDM

+



SOCIAL

4

- Creation of multiple recipes
- Styling & photography
- Multiple page advertorial (written and designed by *dish*)
- Freshly Picked feature
- Recipe published on *dish* site
- EDM feature
- Social post

POA



SERIES OF RECIPES
AND PHOTOGRAPHY

+



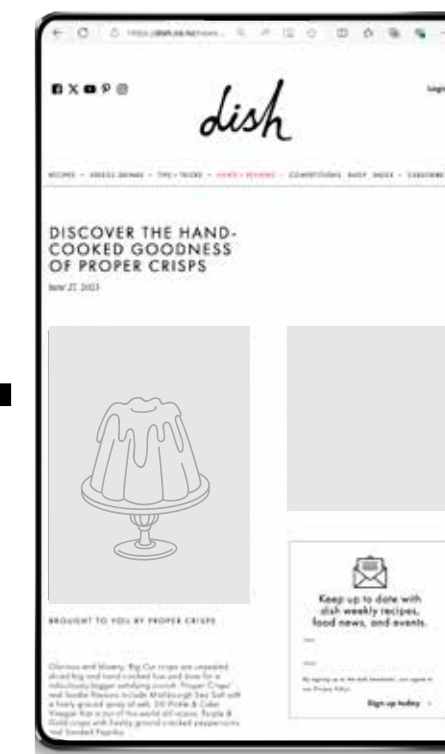
MULTIPLE PAGES
IN MAGAZINE

+



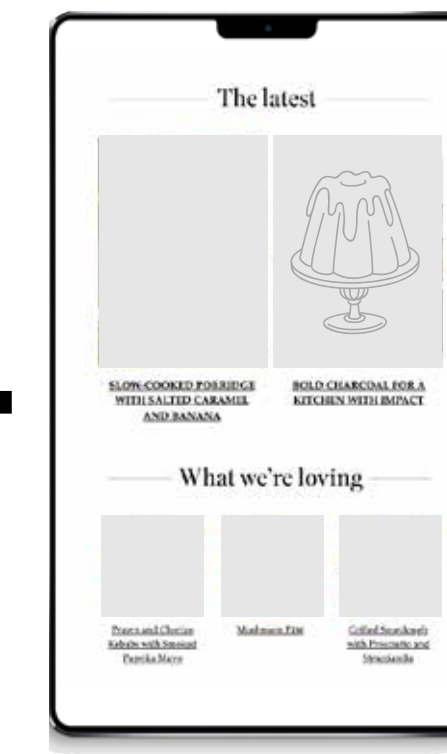
FRESHLY PICKED

+



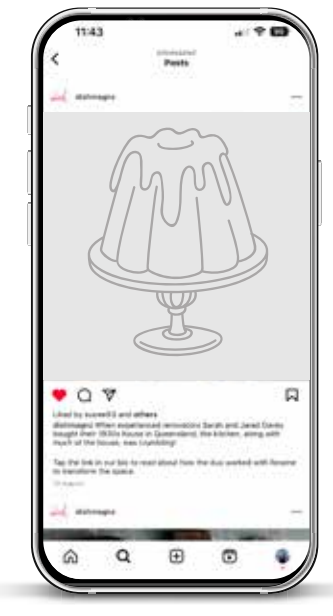
RECIPE OR ARTICLE
ON *dish* WEBSITE

+



EDM

+



SOCIAL

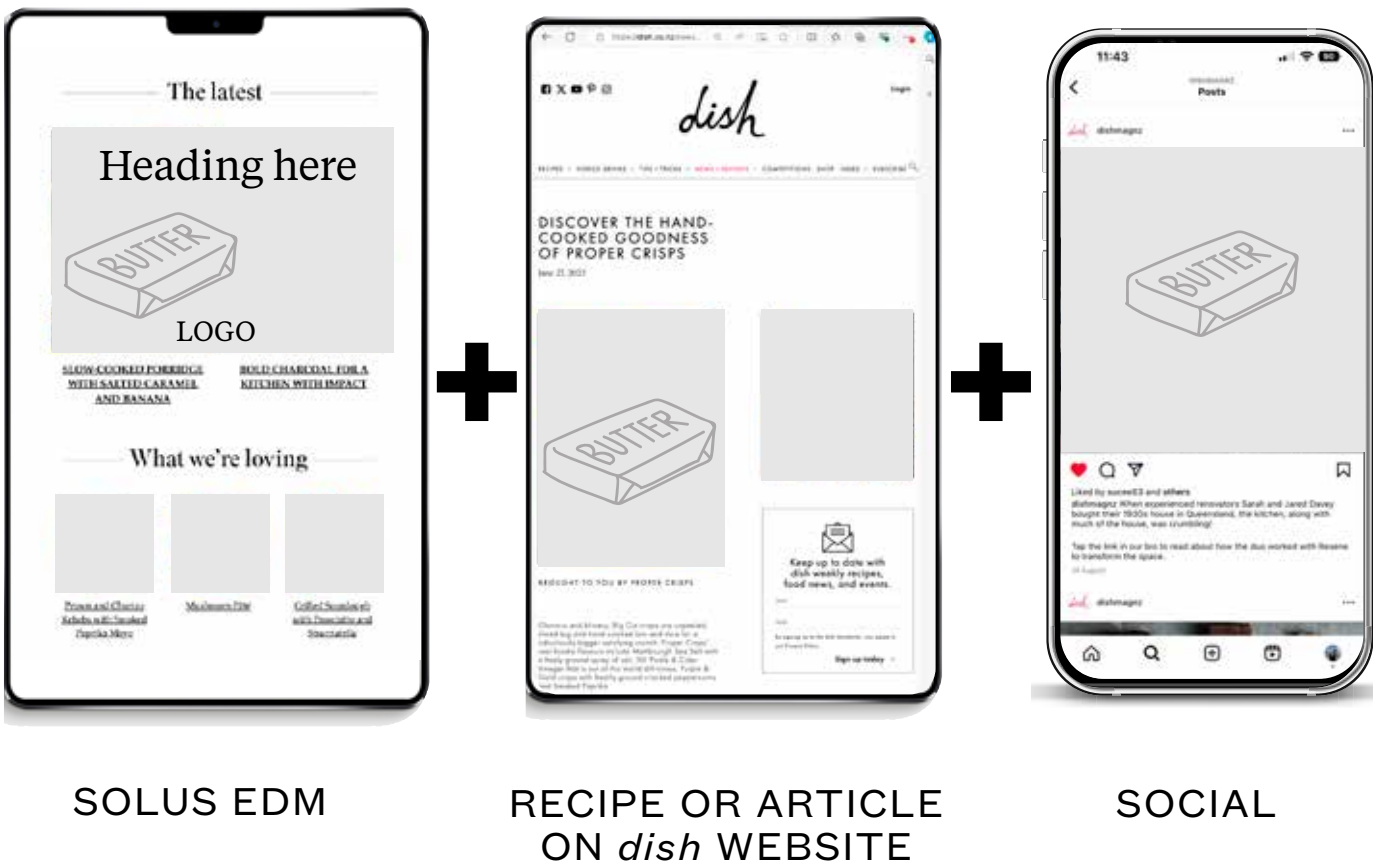
DIGITAL PACKAGE EXAMPLES

5

Solus package

- Full takeover of *dish* EDM to our highly engaged database. Flexible template, designed by our Digital Editor
- 1x article or up to 3 recipes on *dish* site
- Social post

\$6,500



6

Basic digital package

- 1x article on *dish* site
- EDM feature
- social post

\$1,500

RECIPE OR ARTICLE ON *dish* WEBSITE

EDM

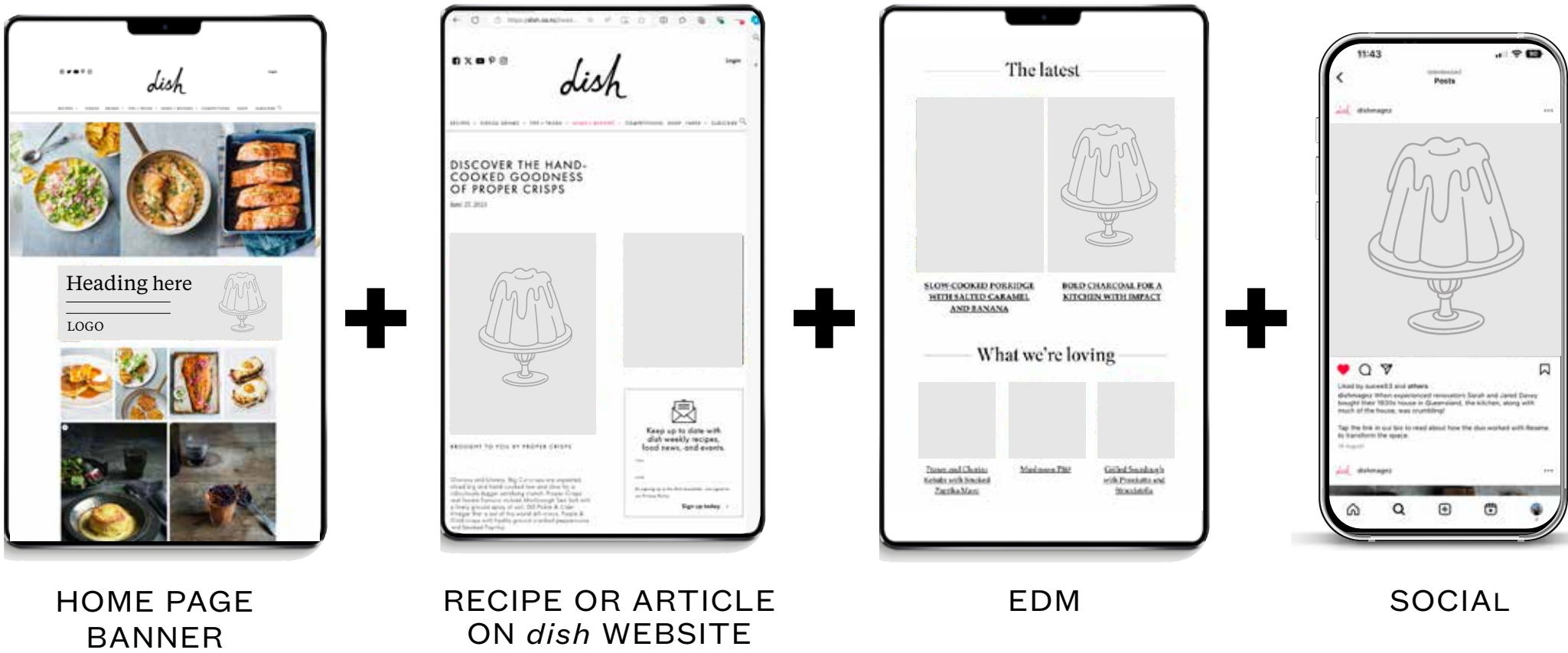
SOCIAL

7

Digital sponsor package

- Home page banner ad - 1 month tenancy
- 1x article or recipe on *dish* site
- EDM feature
- Social post

\$6,000



PRINT AND DIGITAL AD SPECIFICATIONS

Supplied print ads:

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.

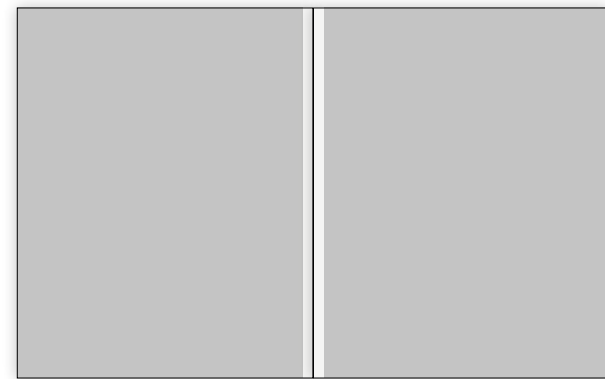
Single page image area

Trim: 224mm (w) x 300mm (h)

Bleed: 230mm (w) x 306mm (h)

Back cover

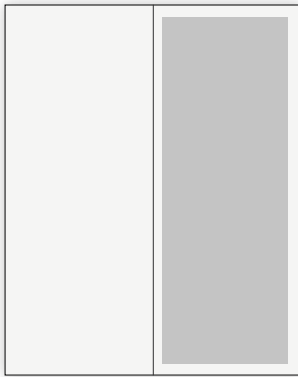
Full page portrait



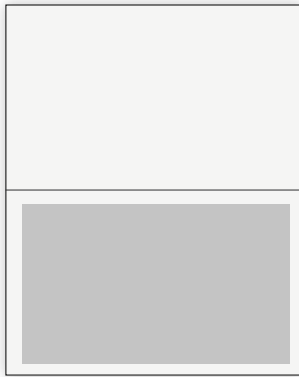
Double page spread
460mm (w) x 300mm (h)
+ 3mm bleed



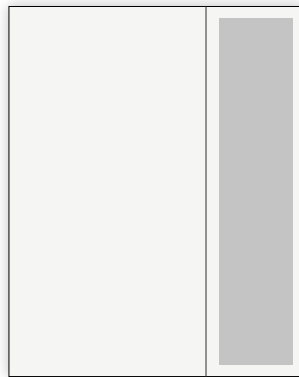
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



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

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.

Magazine advertorials

- Completed briefing form (provided by *dish*)
- Brand logo
- Recipe / copy (if not written by *dish*)
- High-res imagery (if not shot by *dish*)
- High-res clear cut product shots (if relevant)
- URL to direct digi/print audience

Digital:

dish website features & EDM features

- Portrait hero photo (.jpg or .png)- 850x1174px
- Up to 500 words of copy
- Other images for web feature - your preferred dimensions
- All relevant URLs/tags

Maximum web/EDM image file size 2MB.

Supplied copy may be slightly altered to align with the style guidelines of *dish*. Web feature mockups will be sent to clients for feedback & approval before publishing.

Social posts

- Images 1080x1080px (jpg or .png)
- All relevant URLs/tags

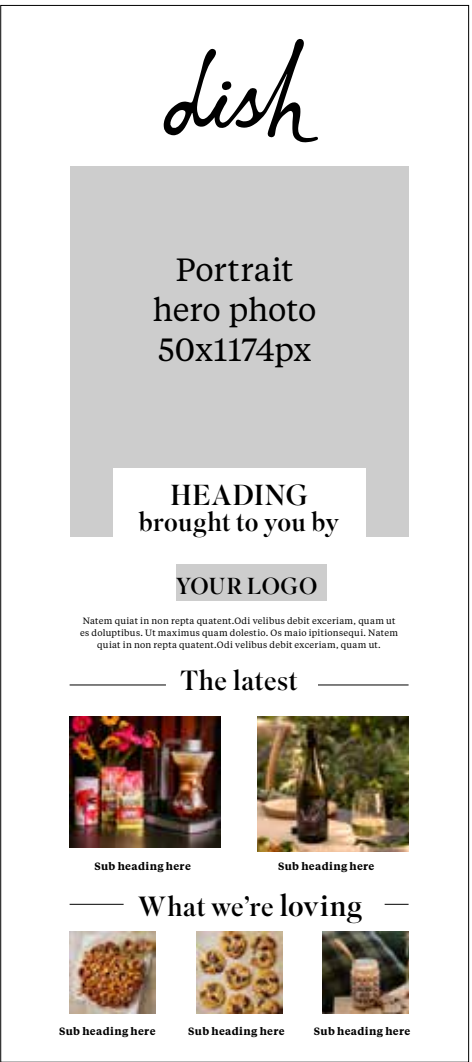
Website advertisements

Ads for the *dish* website can be supplied as .jpg, .png or .gif files. Please also provide the URL for your ad to direct to, if not linking to content on the *dish* website.

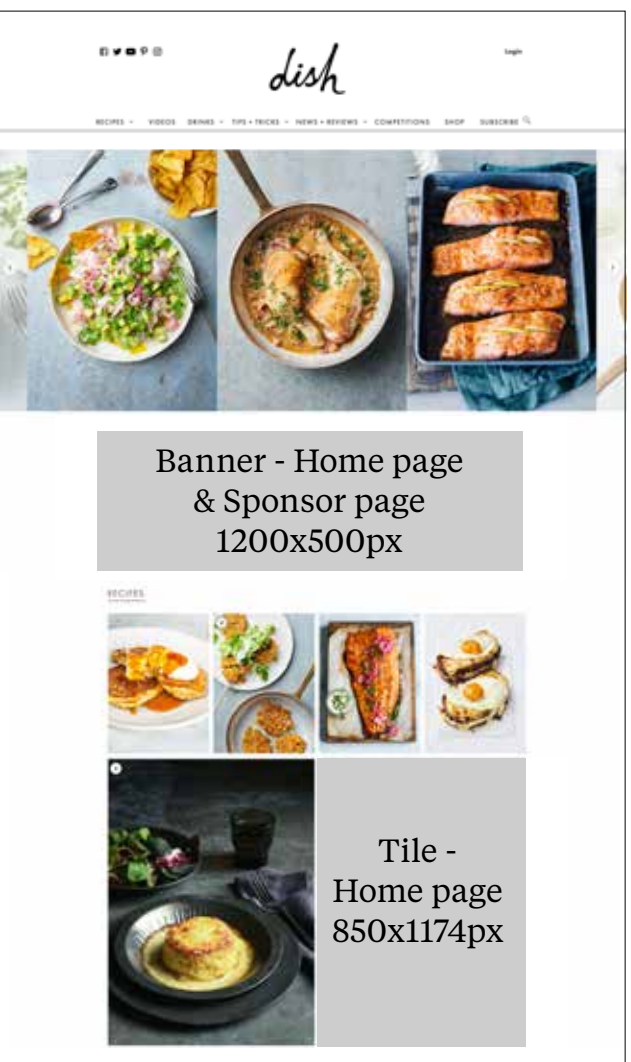
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

EDM



home page *dish* website



Recipe page *dish* website



KEY DATES & DEADLINES FY27

ISSUES IN PRODUCTION :

Issue	On-sale NZ*	Booking deadline	Advertorial material deadline	Supplied ad material deadline
129	7 September 2026	3 August 2026	4 August 2026	10 August 2026
130 (Christmas edition)	2 November 2026	25 September 2026	28 September 2026	5 October 2026

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
HOLIDAY 3 (Special edition)	14 December 2026	10 November 2026	12 November 2026	16 November 2026
131	8 February 2027	8 January 2027	8 January 2027	12 January 2027
132	29 March 2027	17 February 2027	22 February 2027	25 February 2027

* On-sale dates for *dish* in Australia are currently 4 weeks after on-sale in NZ. This timing may be subject to change.



WE LOOK FORWARD TO WORKING WITH YOU!

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

Bel Bonnor

Commercial Manager

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bel.bonnor@scg.net.nz