



*dish*

Premium food and  
lifestyle community

**Cross-platform  
media kit**



2026

NEW ZEALAND'S #1 FOOD &  
LIFESTYLE TITLE



# WELCOME TO *dish*

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*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

16K

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. Are Media Retail Scan Data 2025

# 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

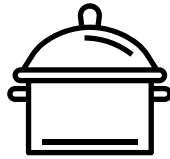









Sources: *dish* Audience Survey 2025, Meta Business Suite  
For more insights, contact our Commercial Manager (details on p1 & p23)

*dish*

BEL.BONNOR@SCG.NET.NZ



# GET TO KNOW OUR COMMUNITY

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

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

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

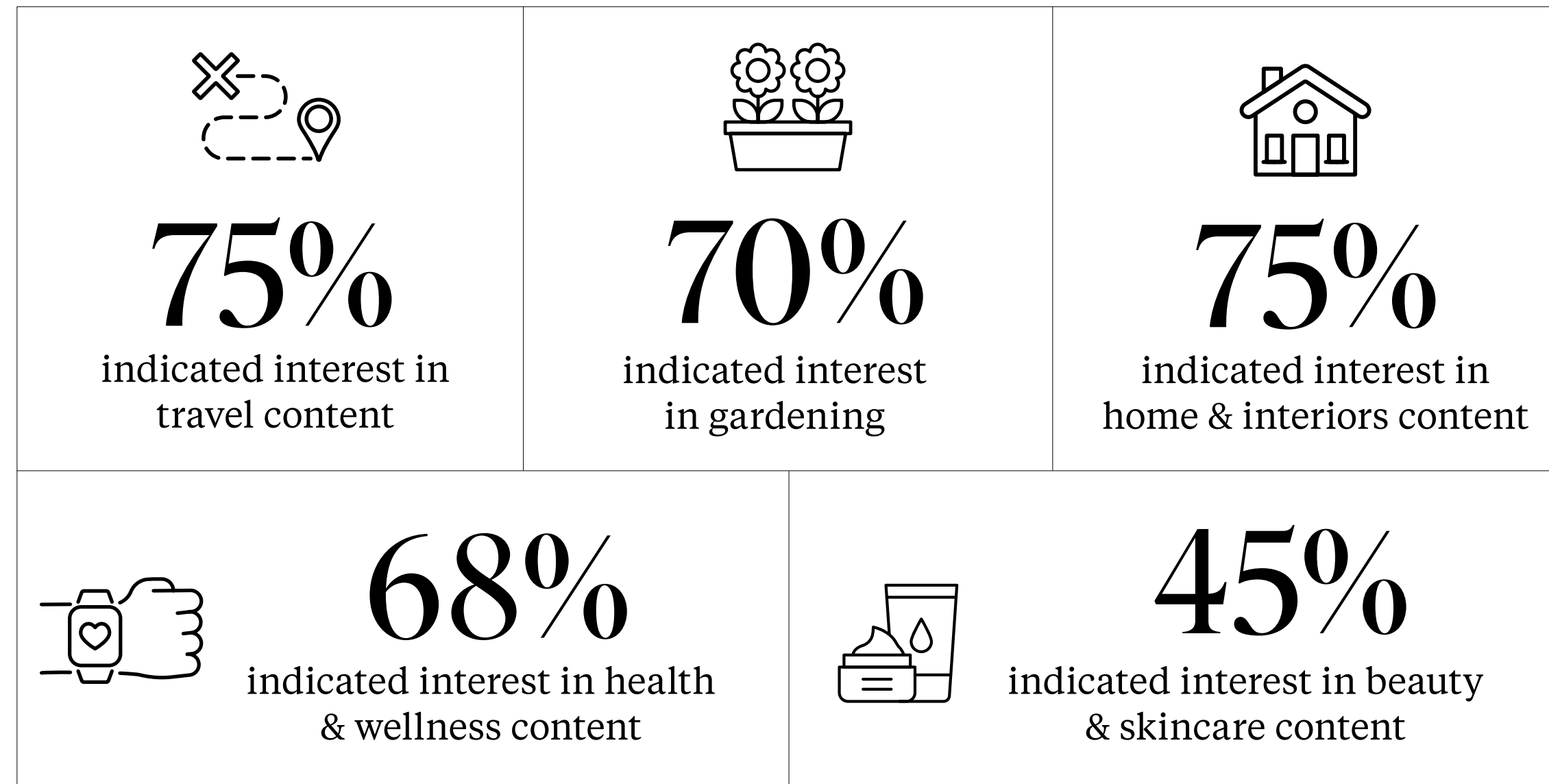
*dish*

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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.



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

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## 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.





# *dish* 128

## LOCAL PROVENANCE NZ & AUSTRALIA

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We've always been great mates with our Aussie neighbours, and in this issue we celebrate our similarities with recipes that our two countries love, from lamingtons to lamb, and custard squares to chicken pies. Mid-winter doesn't stand a chance against this level of comfort! We also celebrate our outstanding local producers, bringing international-quality produce to our doorsteps.

### KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
13 July 2026	8 June 2026	9 June 2026	15 June 2026



# *dish* 129

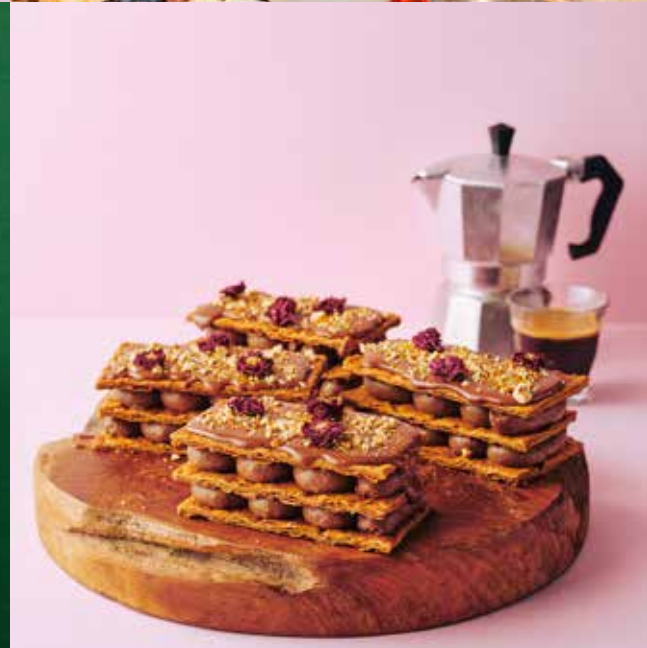
## FUN AND AFFORDABLE

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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.

### KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
7 September 2026	29 July 2026	31 July 2026	6 August 2026



# *dish* 130

## CHRISTMAS

### COLLECTOR'S EDITION

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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!

### 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 COLLECTORS EDITION

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Each year our Christmas issue sells out and 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 very unique annual edition of *dish* that is distributed at retail only. HOLIDAY features everything you could possibly want for your summer vacation, including sauces and mayos, salads and barbecue recipes, picnic-fare, baking, crosswords and puzzles for seaside entertainment – and even the few essential kitchen items to take with you to take your holiday meals from ‘meh’ to ‘mmmmm’!

## 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

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## MAGAZINE

<b>Advert placement</b>	<b>Rate*</b>
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	\$8,000
Outside back cover	\$8,500

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

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

*\*These rates are exclusive of GST.*

## DIGITAL

<b>Website ad placement</b>	<b>Rate per month*</b>
Home page banner ad	\$5,000
Home page tile	\$3,750
Recipe page tile	\$5,000

<b>EDM</b>	<b>Rate*</b>
'The latest' feature	\$2,250
'What we're loving' feature	\$1,250
Banner ad	\$5,000

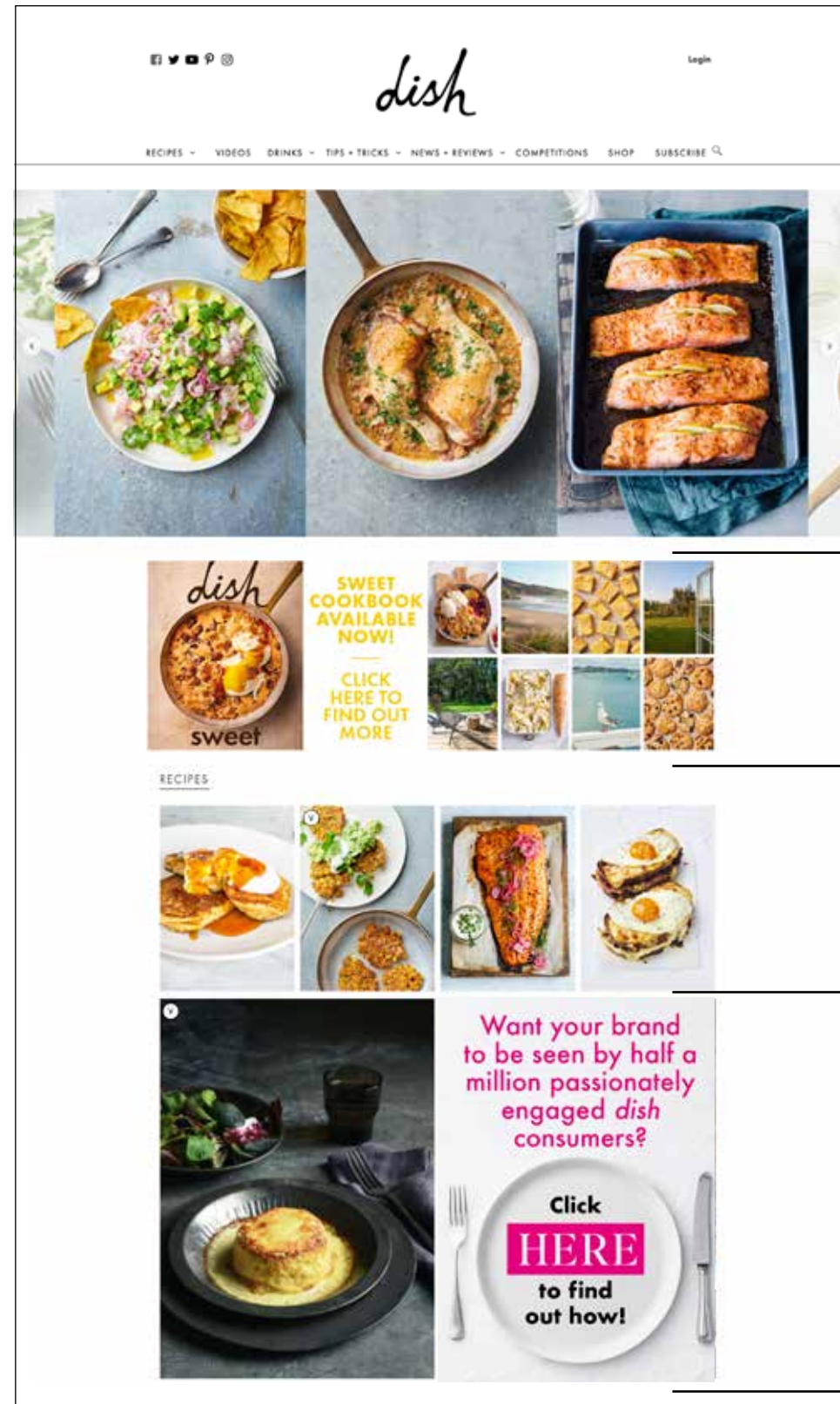
Each EDM feature is linked to an included sponsored article on the *dish* website. Sponsored recipe collections can include up to 4 recipes.

<b>Social post</b>	<b>Rate*</b>
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.**

# dish DIGITAL PLACEMENTS

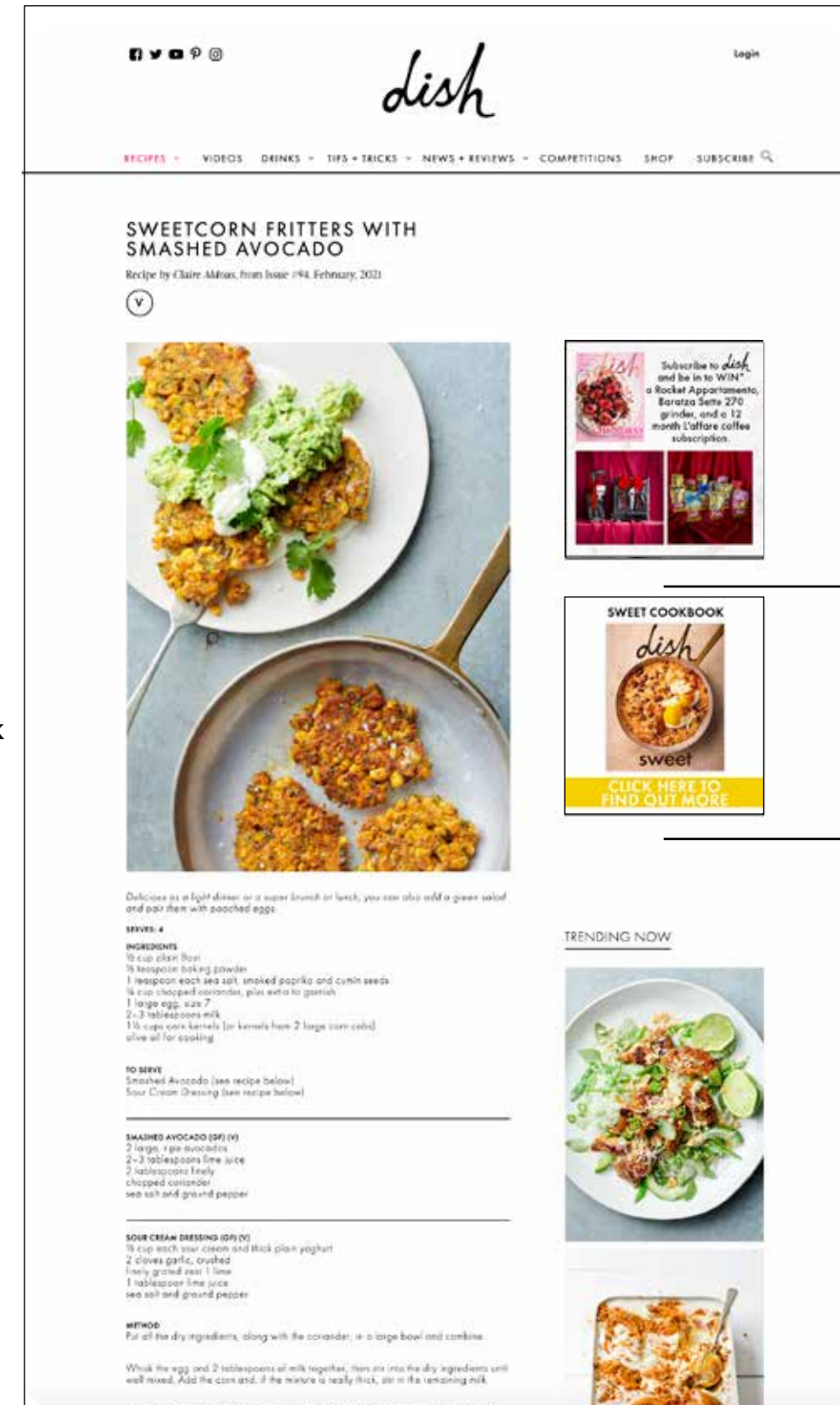
## HOME PAGE



Home page banner ad  
\$5,000  
Size 1200x500px

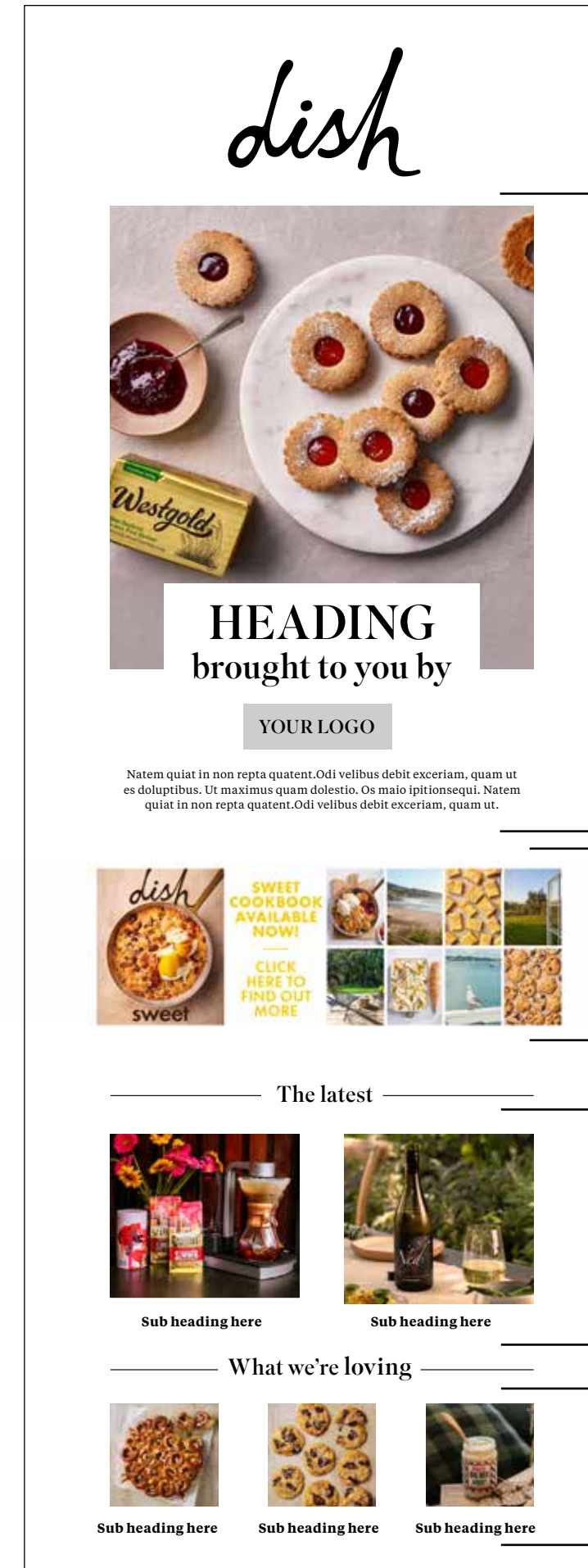
Home page tile  
\$3,750  
Size 850x1174px

## RECIPE PAGE



Recipe page tile  
\$3,750  
Size 550x600px

## EDM



Sponsor recipe collection - gif  
\$3,500

Banner ad  
\$5,000  
Size 850x315px

'The latest' feature  
\$2,250

'What we're loving' feature  
\$1,250

## SOLUS EDM



Solus package  
\$ 6,500

# BESPOKE CONTENT CREATION

Our recipe creators, photographers and writers 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 to 20+ recipe packages.

## Options available:

- Recipe creation
- Recipe development, styling and photography
- Recipe development, styling, photography and video
- Bulk costing available

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.

**Simple Summer Bruschetta**  
*Make entertaining a breeze by pairing these award-winning bubbles with this easy to prepare appetiser.*

150 grams bruschetta	honey, to drizzle
110 grams goat's cheese	¼ cup chopped roasted pinenuts
60 grams prosciutto	1 tablespoon chives

Spread the baked bruschetta with soft goat's cheese and top with a ruffled piece of prosciutto. Add a drizzle of honey, chopped roasted pinenuts and a pinch of chopped chives.

Find winning wines at New World  
newworld.co.nz

## EDM

*dish* 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

*dish* 100 OUT

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

### NEW WORLD WINE AWARDS HUB

October 10, 2024

**EXPLORE THE TOP 50 WINNERS**  
[Click here](#)

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.

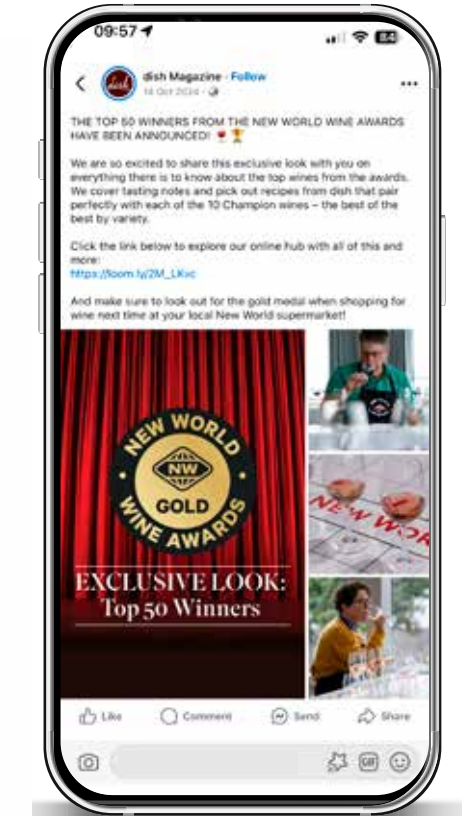
With a following that has grown each year since 2003, the New World Wine Awards have honed a trusted judging and ranking system.

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

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

Keep up to date with *dish* weekly recipes, food news, and events.

[Sign up today](#)



## INSTAGRAM



## FACEBOOK

# CONTENT INTEGRATION EXAMPLES

**Resene**  
the paint the professionals use

## MAGAZINE



Paired with Resene Half Wan White and Resene Wan White, the dark charcoal Resene Double Foundry brings a richness to the kitchen.

Resene Half Wan White  
Resene Wan White  
Resene Double Foundry

### Bold charcoal for a kitchen with impact

When experienced renovators Sarah and Jared Davey bought their 1930s house in Queensland, the kitchen, along with much of the house, was crumbling

As part of a full renovation of the former worker's cottage, the couple added 170sqm that became an open-plan kitchen and dining space connected to an alfresco area.

With cabinetry painted in bold Resene Double Foundry against walls in Resene Wan White and a ceiling in Resene Half Wan White, the new kitchen is a bold and sophisticated-looking space. But top of the wish list for Sarah when it came to designing the space, was function rather than form.

"The kitchen needed to be large to manage our bustling, ever-growing family of five. That includes three boys who are always in the pantry, in the fridge, or in the cupboards rummaging for food."

"We needed space for all of us to move around fluidly without feeling cramped," says Sarah.

Key to that was the island bench which has become not just a focal point for the kitchen, but an important gathering point for the family.

"We wanted an island bench which had ample seating for the three boys to sit at, so we could all communicate together while I was cooking dinner or making breakfast."

Ample storage was also essential, so the spacious kitchen includes a butler's pantry and plenty of functional cupboard and drawer space.

When it came to choosing a kitchen colour scheme, Sarah and Jared opted for the bold Resene charcoal they'd used in other areas of the house, including the garage and exterior weatherboards, as part of the renovation.

"We committed to bringing the colour into the house as well. It is a powerful, rich colour and we wanted to really make an impact in the kitchen."

"The deep charcoal really makes the other colours sing."

**TOP TIP:** *If you're painting cabinetry, use Resene Lustacryl semi-gloss or Resene Enamacryl gloss for a hard-wearing, durable finish. Or ask your kitchen supplier to use Environmental Choice approved Resene AqualAQ, a fast-drying lacquer system for cabinetry, so you get the authentic Resene colour and quality finish.*

**IN SARAH'S WORDS**  
Describe your cooking style.  
*Sarah:* It varies on the time of the week and how I am feeling about cooking. Sometimes I am uber-inspired by food and want to be creative in the kitchen. With three fussy boys though, I am often trying to make something that actually pleases the whole family. What is your favourite part of this kitchen?  
*Sarah:* The island bench. It's such a huge focal point for our space. There's so much room for prepping food and it's the hub for where we all gather in a more casual manner. What recipe from this issue of *dish* would you like to cook and why?  
*Sarah:* Fragrant Red Curry Salmon because I absolutely love salmon and red curry is one of my favourites too. So put these together and you have the ultimate dish for me.


**Resene**  
the paint the professionals use  
For more decorating inspiration visit your Resene ColorShop, [resene.com/colorshops](http://resene.com/colorshops)

PHOTOGRAPHY: ANNE BEAVER


dish.co.nz | DISH 9

## EDM

The latest




**SLOW-COOKED PORRIDGE WITH SALTED CARAMEL AND BANANA**




**BOLD CHARCOAL FOR A KITCHEN WITH IMPACT**


What we're loving



**Prawn and Chorizo Kebabs with Smoked Paprika Mayo**



**Mushroom Pâté**



**Grilled Sourdough with Prosciutto and Stracciatella**


## WEBSITE

**dish** LOG OUT

RECIPES - VIDEOS DRINKS - TIPS + TRICKS - NEWS + REVIEWS - COMPETITIONS SHOP SUBSCRIBE MY DISH

### BOLD CHARCOAL FOR A KITCHEN WITH IMPACT

From issue #110, August 11, 2023



**Resene** BROUGHT TO YOU BY RESENE

When experienced renovators Sarah and Jared Davey bought their 1930s house in Queensland, the kitchen, along with much of the house, was crumbling.

As part of a full renovation of the former worker's cottage, the couple added 170sqm that became an open-plan kitchen and dining space connected to an alfresco area.

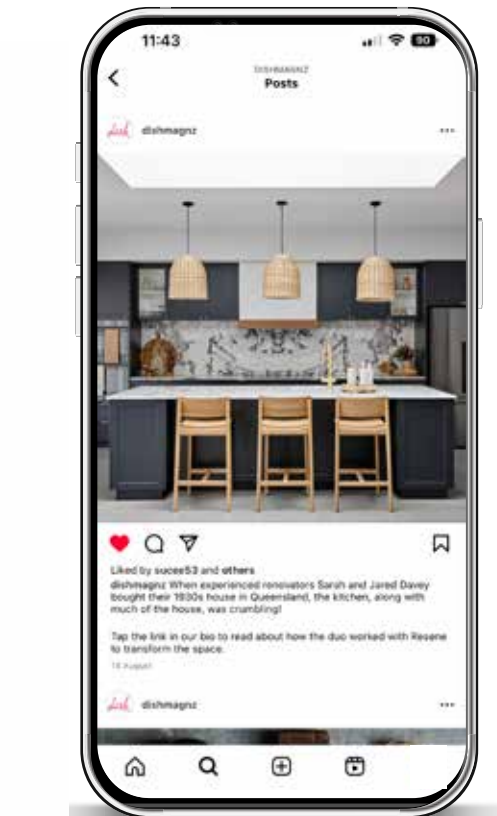
With cabinetry painted in bold Resene Double Foundry against walls in Resene Wan White and a ceiling in Resene Half Wan White, the new kitchen is a bold and sophisticated-looking space. But top of the wish list for Sarah when it came to designing the space, was function rather than form.

Subscribe to *dish* and be in to WIN a Rocket Appartamento, Baratta Sette 270 grinder, and a 12 month L'Espresso coffee subscription. **\$35**

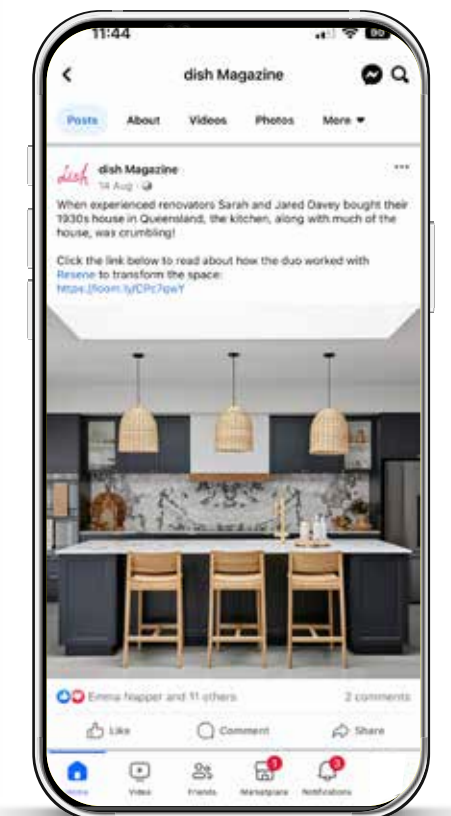
Keep up to date with *dish* weekly recipes, food news, and events.

By signing up to the *dish* newsletter, you agree to our Privacy Policy

Sign up today



## INSTAGRAM



## FACEBOOK

# 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

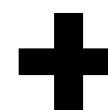
# 2

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

# \$9,500



SUPPLIED BRAND AD



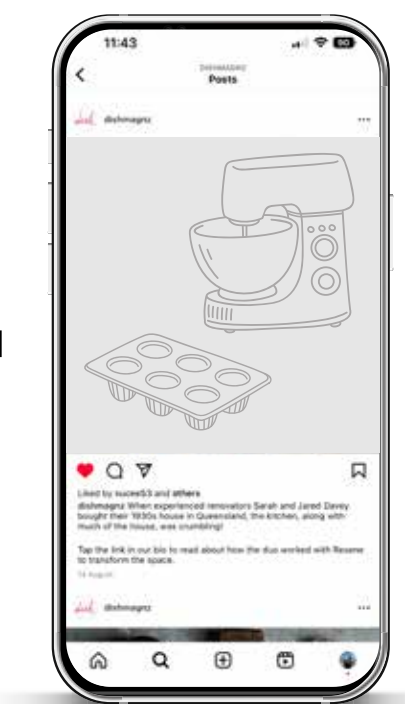
FRESHLY PICKED



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

# \$12,250



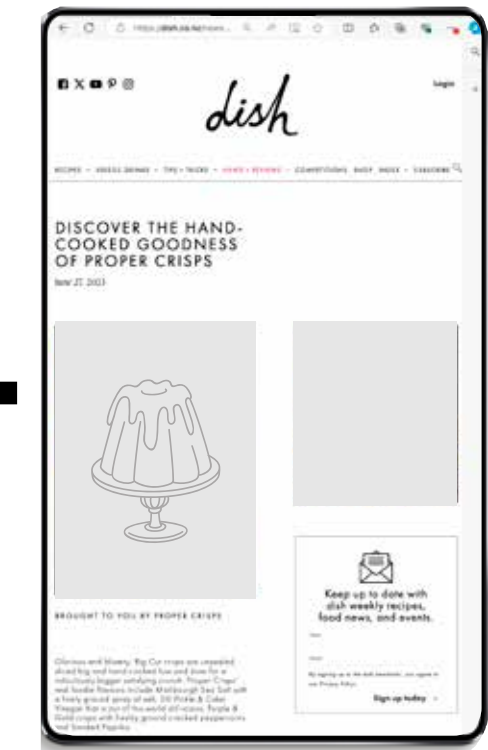
RECIPE DEVELOPMENT AND PHOTOGRAPHY



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



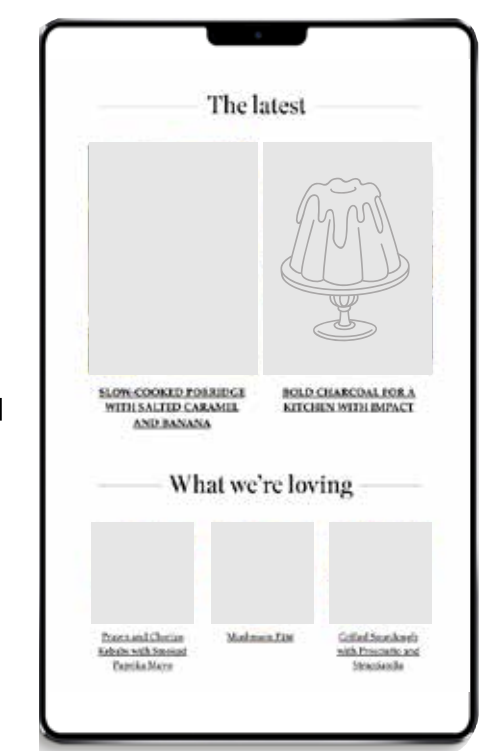
MULTIPLE PAGES IN MAGAZINE



FRESHLY PICKED



RECIPE OR ARTICLE ON *dish* WEBSITE



EDM



SOCIAL

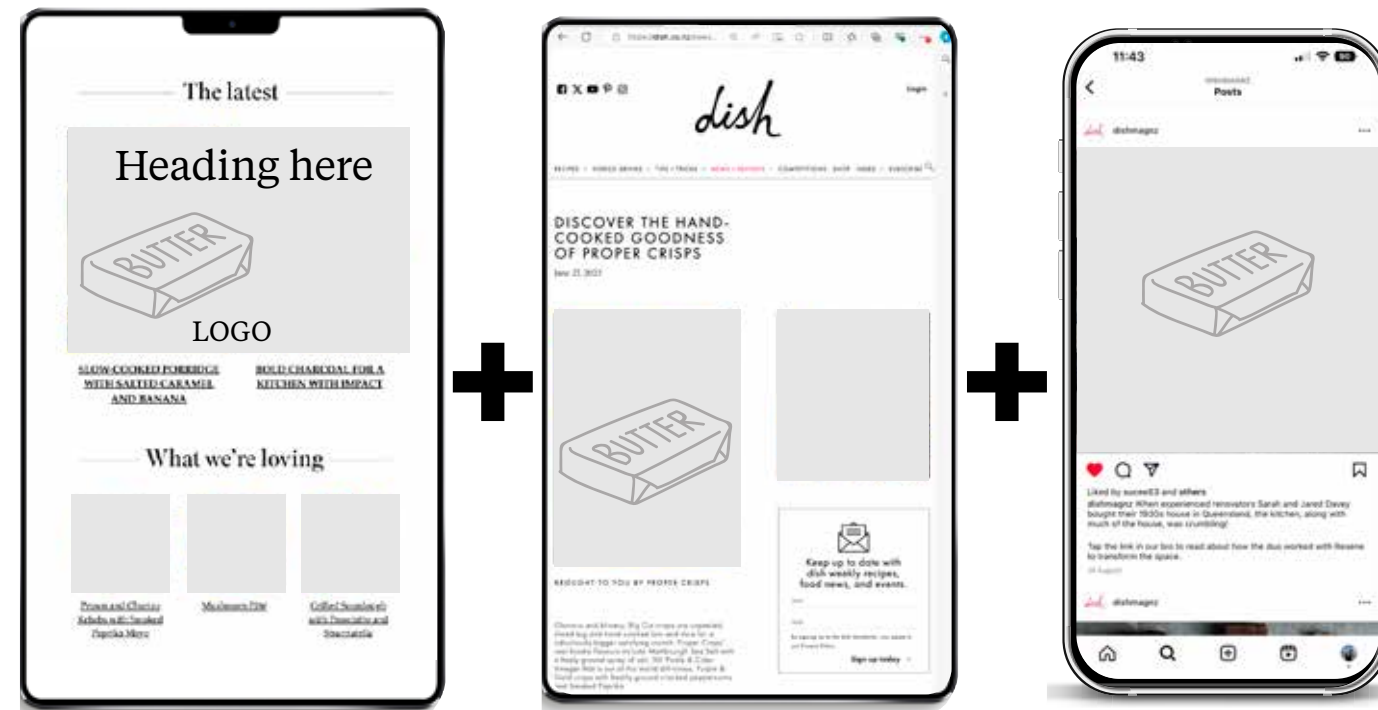
# DIGITAL PACKAGE EXAMPLES

# 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



SOLUS EDM

RECIPE OR ARTICLE ON *dish* WEBSITE

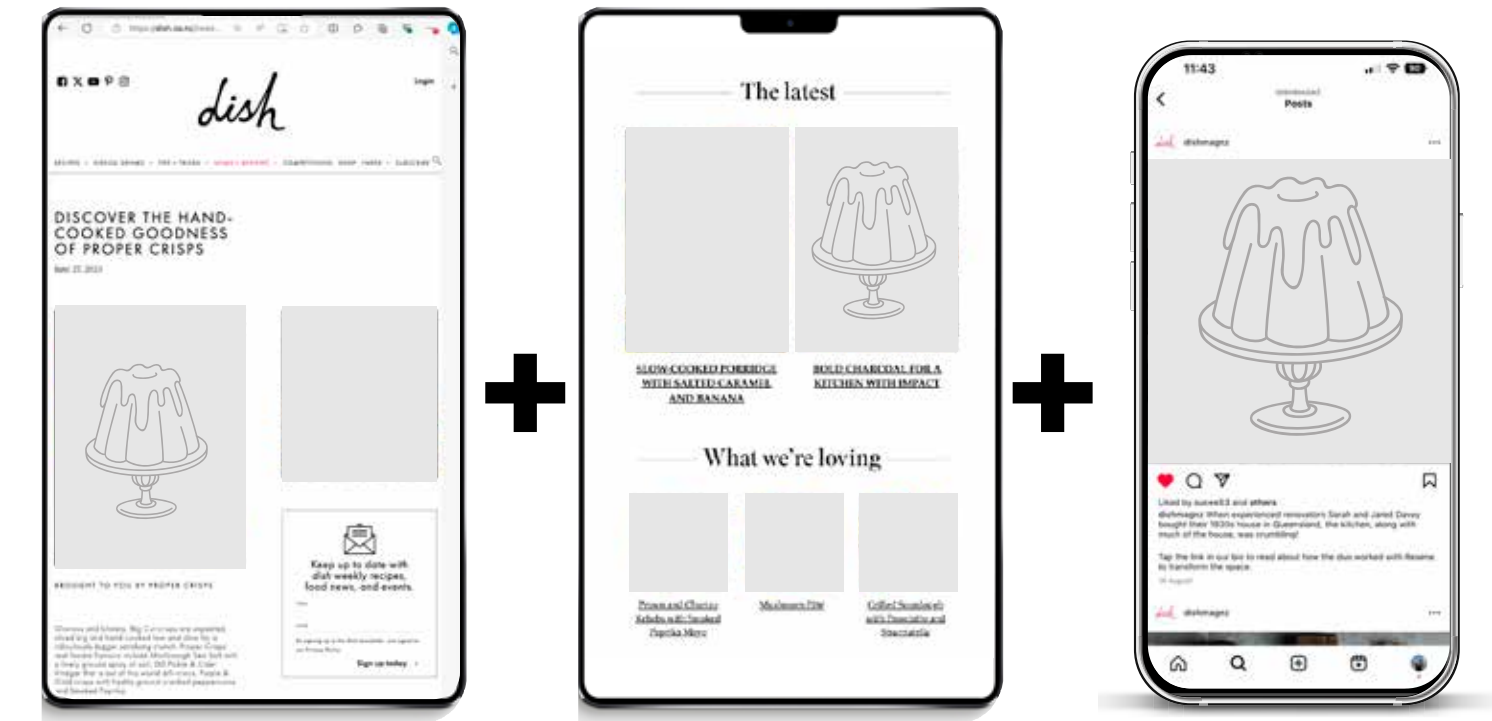
SOCIAL

# 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



HOME PAGE BANNER

RECIPE OR ARTICLE ON *dish* WEBSITE

EDM

SOCIAL

# 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.

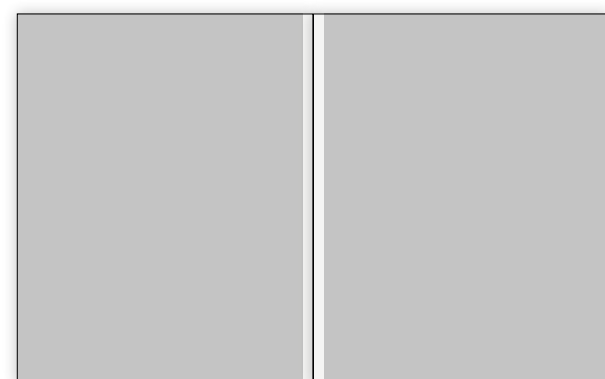
Single page image area

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

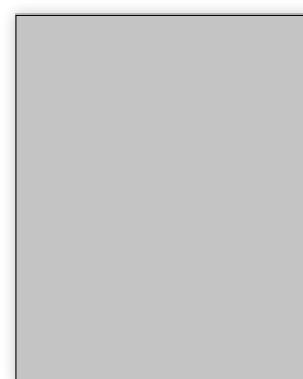
Bleed: 230mm (w) x 306mm (h)

Back cover

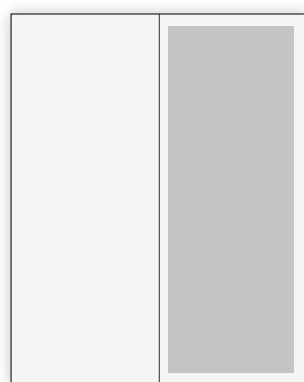
Full page portrait



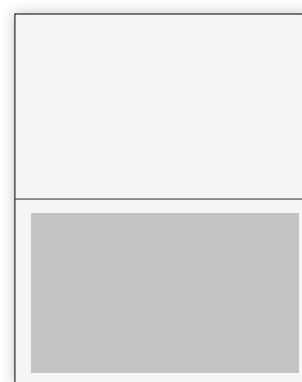
**Double page spread**  
460mm (w) x 300mm (h)  
+ 3mm bleed



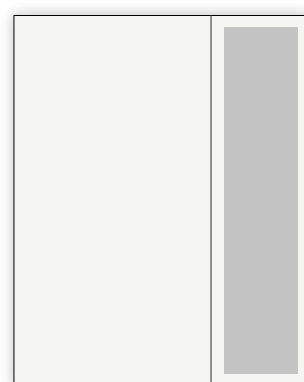
**Full page single**  
230mm (w) x 300mm (h)  
+ 3mm bleed



**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

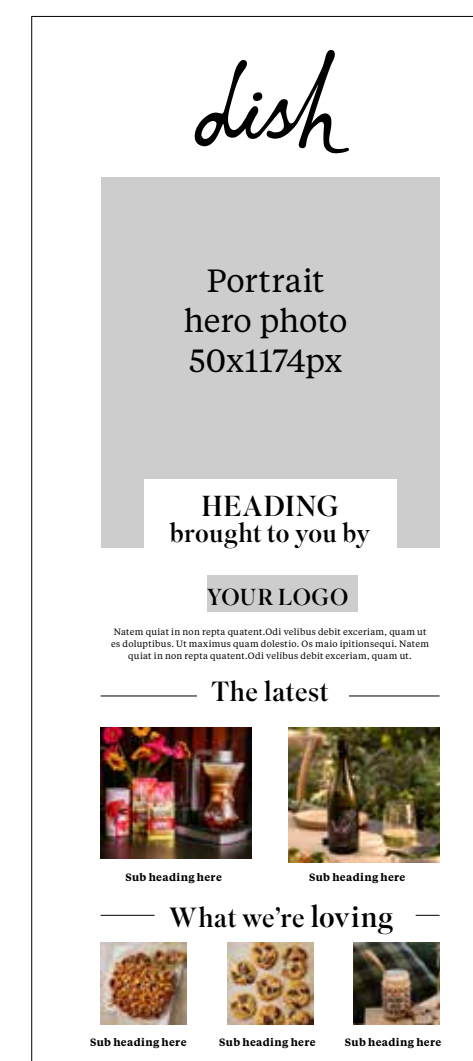
### Website advertisements

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.

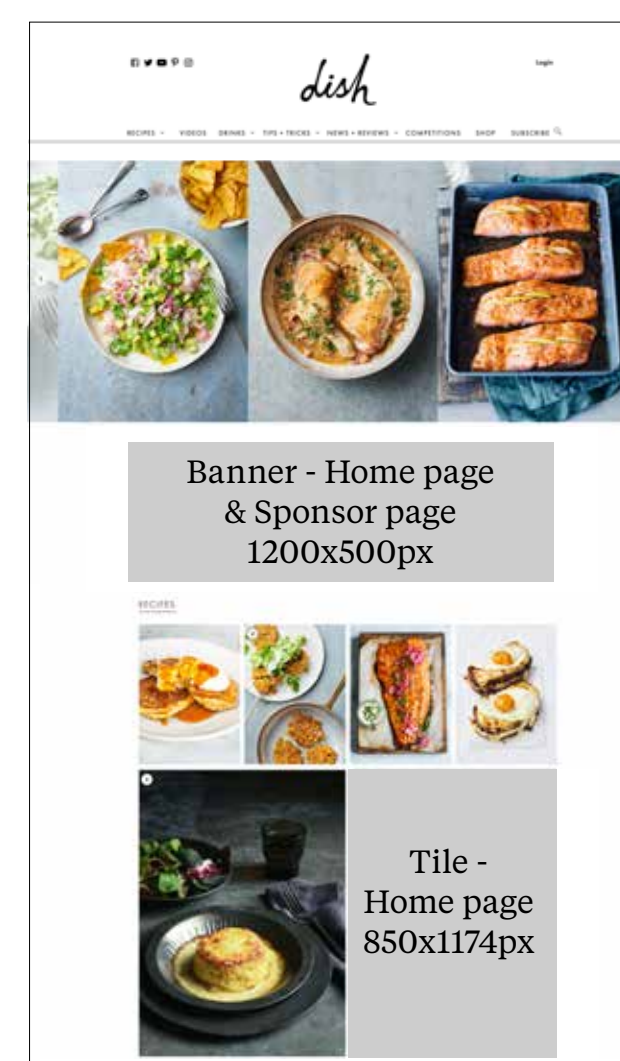
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

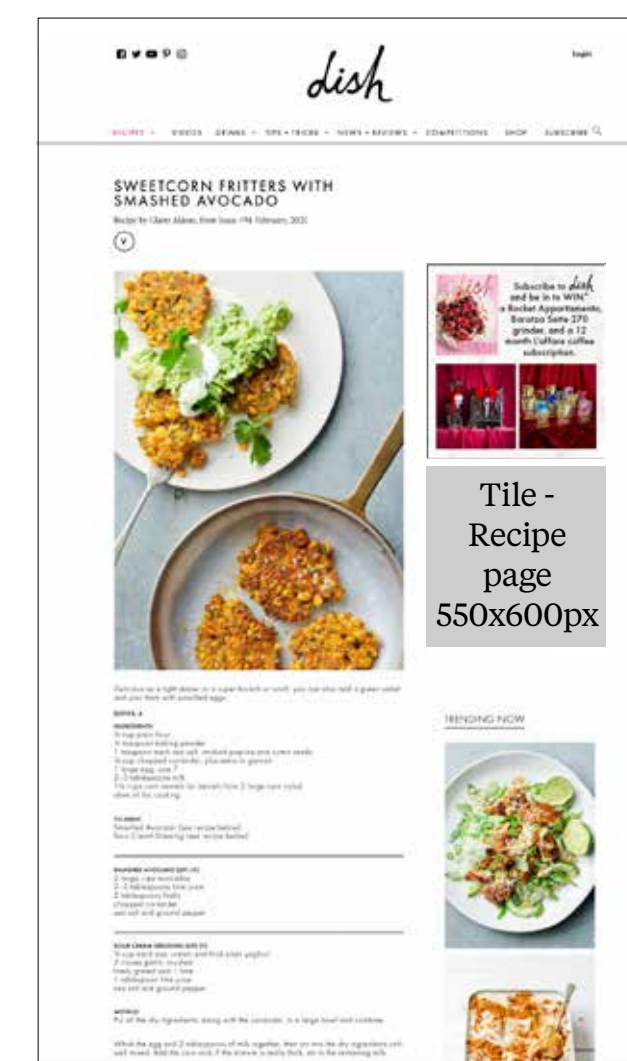
### EDM



### 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
<b>128</b>	<b>13 July 2026</b>	8 June 2026	9 June 2026	15 June 2026
<b>129</b>	<b>7 September 2026</b>	29 July 2026	31 July 2026	6 August 2026
<b>130</b> (Christmas edition)	<b>2 November 2026</b>	25 September 2026	28 September 2026	5 October 2026

## UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
<b>HOLIDAY 3</b> (Special edition)	<b>14 December 2026</b>	10 November 2026	12 November 2026	16 November 2026
<b>131</b>	<b>8 February 2027</b>	8 January 2027	8 January 2027	12 January 2027
<b>132</b>	<b>29 March 2027</b>	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!

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

**Bel Bonnor**

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