



Lish

Premium food and
lifestyle community

**Cross-platform
media kit**

Summer 2026-27

ENZ'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 21 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 lifestyle magazines in NZ*

#3

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 for standard issues

14.5K

Subscribers

89%

Average sell-through rate
(industry standard in NZ: 51%)

Sources: *Roy Morgan, *dish* Audience Survey 2026, 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

57K

Database

50%

Open rate

11%

Click-through rate

Sources: Roy Morgan, *dish* Audience Survey 2026, 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

29%

Auckland-based

90%

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 2026, Meta Business Suite

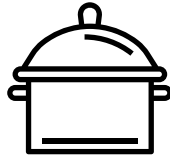
For more audience insights, contact our Commercial Manager (details on p1 & p23)

dish

BEL.BONNOR@SCG.NET.NZ



GET TO KNOW OUR COMMUNITY

 68% Cook every day	 99% Engage with our recipes at least once per week	 73% Drink wine twice per week or more	 78% have a pet
 76% drink coffee every day	 54% Travel overseas at least once per year	 90% 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 2026, Meta Business Suite

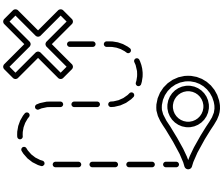
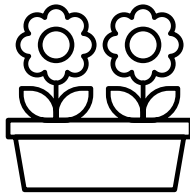
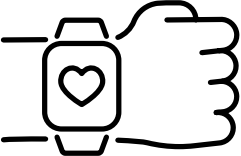
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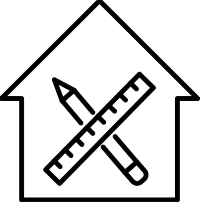
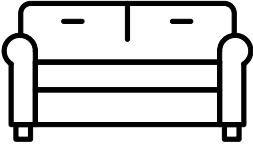
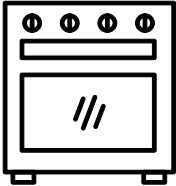
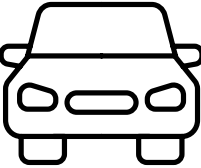


POTENTIAL BEYOND FOOD

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.

 78% indicated interest in travel content	 77% 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	

MAJOR PURCHASES

54% of our audience is considering making one of these significant purchases over the next 6-12 months	 renovations & home improvements	 major homewares, decor & furniture
	 large kitchen appliances & whiteware	 car/auto purchase

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

Sources: *dish* Audience Survey 2026



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 subscribers prize is a high-value premium offering that provides large-scale coverage for new product launches or campaigns.
- We also regularly run competitions/giveaways with our partner brands on our digital platforms, which receive excellent engagement. Media investment is negotiated case by case.

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.





COLLECTOR'S
EDITION

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.

Advertising opportunities beyond our regular food & drink partners:

- Tourism brands and experiences
- Summer drinks, beers, wines and cocktails
- Outdoor furniture
- BBQs and BBQ accessories
- Picnic and beach equipment
- Ice cream brands
- SUVs and family vehicles
- Sunscreen and suncare products

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
14 December 2026	4 November 2026	6 November 2026	12 November 2026



dish 131

SUMMER

Packed with quick, fresh, delicious dishes to throw together after work (or a late afternoon swim), Issue 131 is all about making the most of summer’s most abundant fresh produce and starting the year off well. With barbecue fare, salads, seafood and quick throw-together ideas, this issue ensures readers will be eating great food, without slaving over a hot stove. Drinks-wise, the spotlight will be on Sauvignon Blanc.

We’re also working on a ‘long weekend entertaining’ spread, perfect for 2027’s relatively early Easter!

Advertising opportunities beyond our regular food & drink partners:

- Easter promotions and products
- Convenience/mid-week food solutions
- Gyms and fitness brands
- Health and wellness supplements and cosmetics
- Summer drinks, beers, wines and cocktails
- Tableware and serveware for entertaining
- Outdoor furniture

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
8 February 2027	23 December 2027	8 January 2027	12 January 2027



dish 132 FAMILY

What a gorgeous time of year for this issue! With a whisper of crispness in the air and leaves just starting to change colour we celebrate not just autumn, but our families, and even more importantly our mums and the mother figures in our lives.

This issue will be packed with nostalgic faves – featuring some of our most fool-proof recipes for offspring just leaving the nest, baking to do with kids and grandkids, and celebration lunches to show Mums and our chosen families just how much we appreciate them. Think soups and easy pastas, cookies and cakes, the ultimate hotcakes, tarts, veggie bakes and more – as always, achievable yet stylish, and utterly delicious!

Advertising opportunities beyond our regular food & drink partners:

- Legacy baking brands, bakeware and and cookware
- Tableware and serveware for entertaining
- Personal banking and insurance providers (aligned with EOFY)
- Legacy home decor and design brands
- Pet food and pet care products
- Mother's Day gifting

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
29 March 2027	17 February 2027	19 February 2027	25 February 2027



OUR RATES

MAGAZINE

Advert placement	Rate*
Double page	\$12,500
Single page	\$7,750
1/2 page	\$5,000
1/3 page	\$3,750
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 directly to discuss a tailored package.

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

DIGITAL

Display ads	Rate per month*
Home page banner ad	\$6,000
Home page tile	\$4,750
Recipe page tile	\$7,000
EDM banner ad	\$6,000

Weekly Editorial EDM	Rate*
‘The latest’ feature	\$1,800
<i>Each EDM feature is linked to an included sponsored article on the dish website.</i>	

Social post	Rate*
Sponsored post on Instagram & Facebook	\$1,500

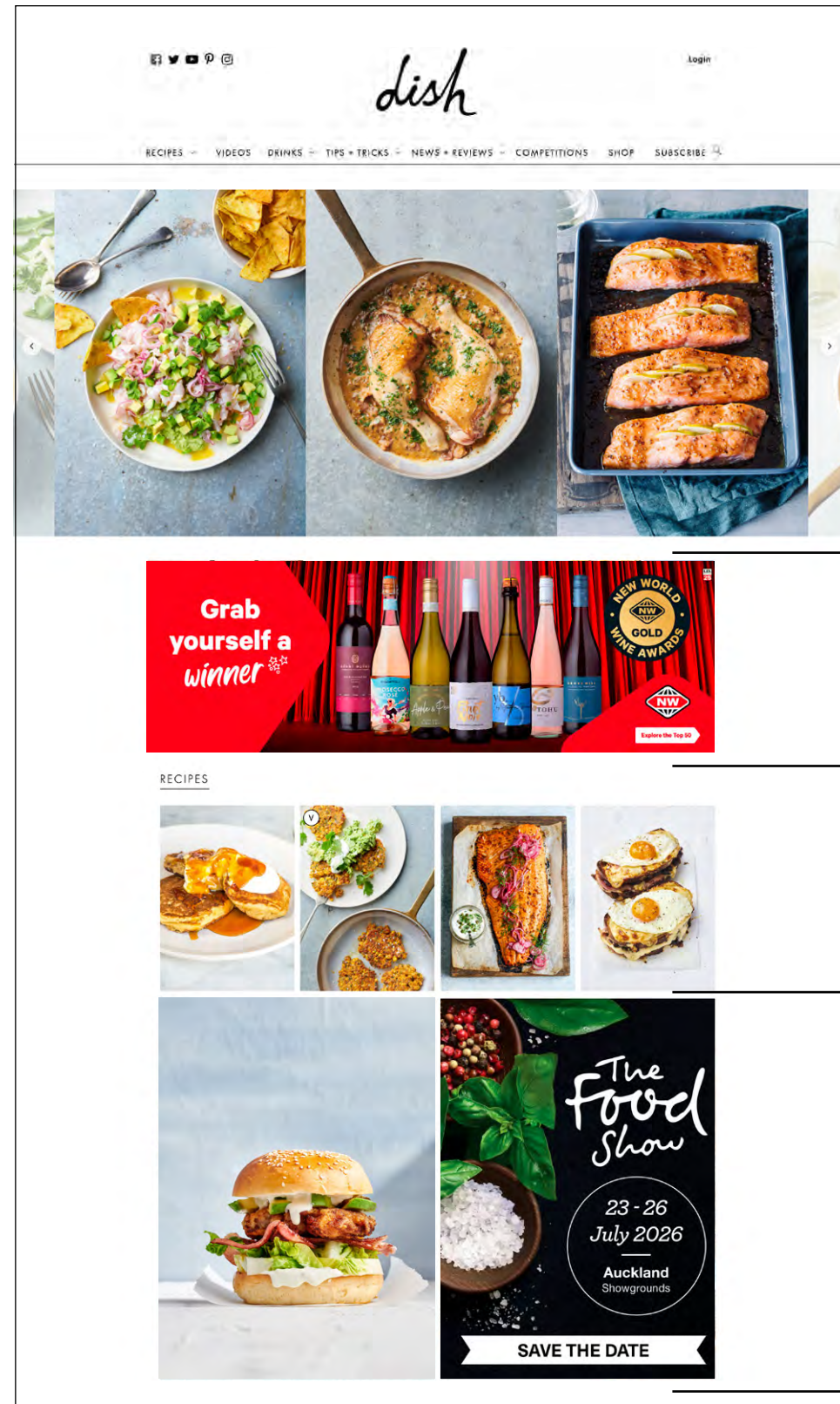
Want to combine our print and digital opportunities? Explore our *dish* packages on p17, or get in touch to discuss a bespoke package.

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

**These rates are exclusive of GST.*

dish DIGITAL PLACEMENTS

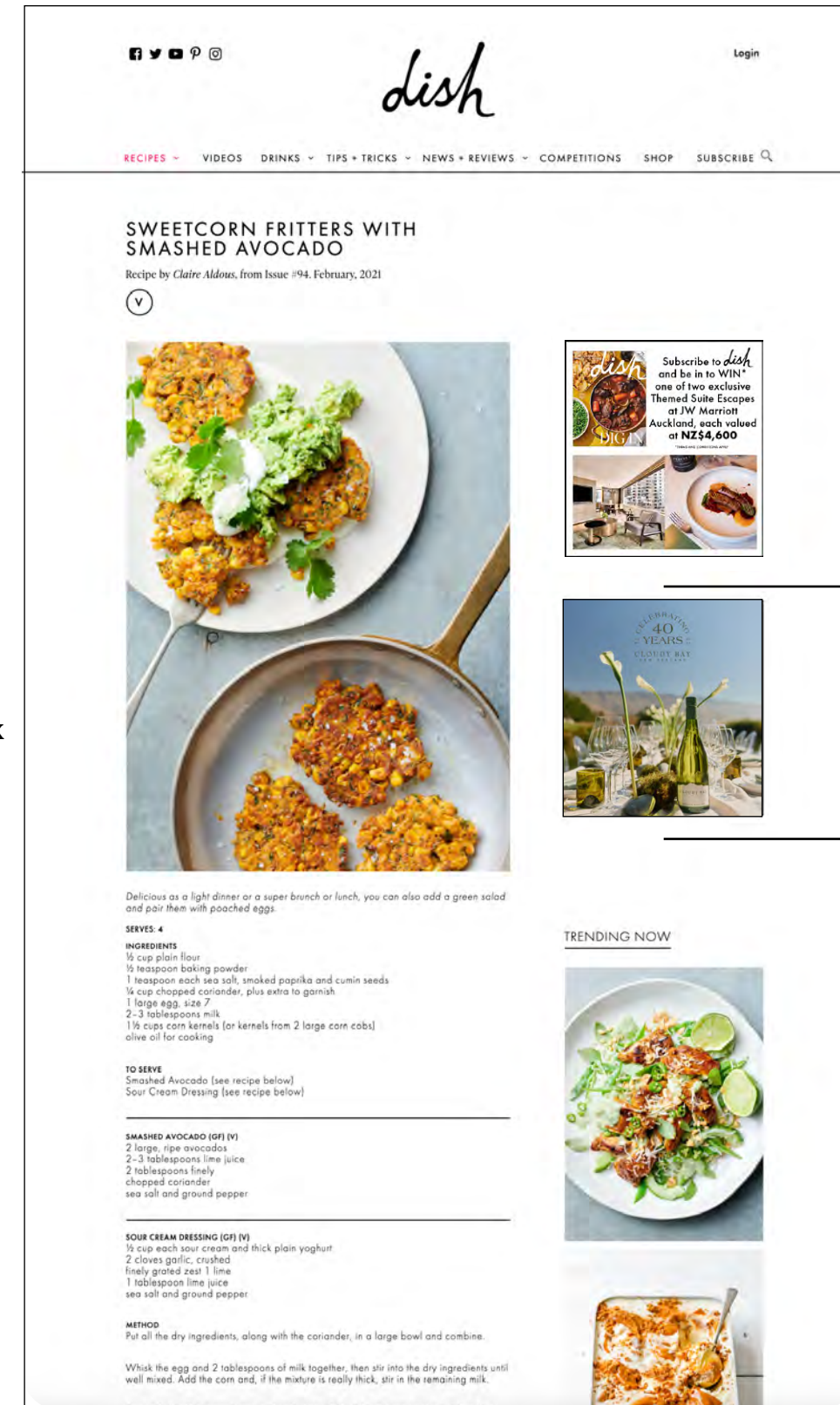
HOME PAGE



Home page banner ad
\$6,000
Size
1200x500px

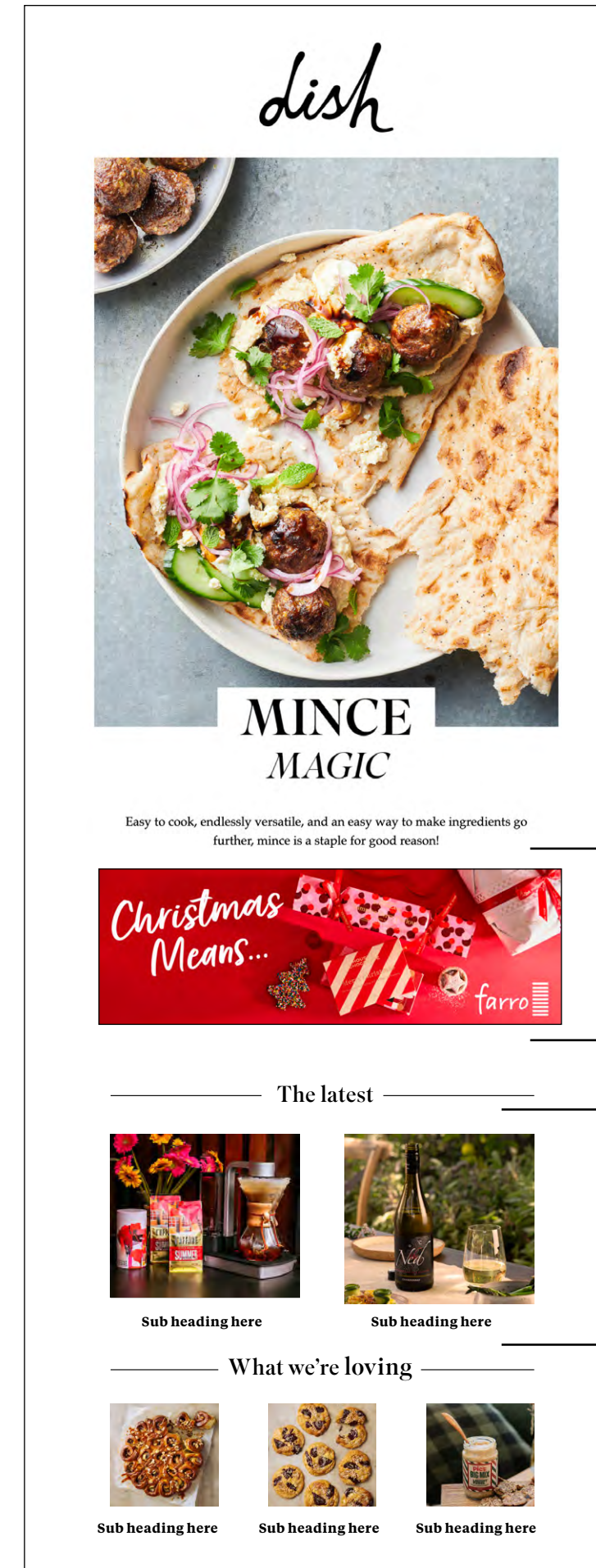
Home page tile
\$4,750
Size
850x1174px

RECIPE PAGE



Recipe page tile
\$7,000
Size
550x600px

TWICE-WEEKLY EDITORIAL EDM



Banner ad
\$6,000
Size
850x315px

'The latest' feature
\$1,500

SOLUS EDM



Solus package
\$ 8,500

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

Platter Perfection

Christmas is the time for gathering friends and family for festive fun - make hosting (or gifting), a breeze with 180 Degrees crackers and biscuits - providing a beautiful base for a myriad of toppings.

Pomegranate Roasted Grapes (gf) (v)

500 grams red grapes
2 tablespoons olive oil
Salt and pepper

Garlic and Cumin Whipped Feta (gf) (v)

100 grams feta cheese
40 grams cream cheese
2 tablespoons olive oil
1 teaspoon ground cumin
Salt and pepper

Roasted Walnut and Yogurt Dip (gf) (v)

1 cup natural yogurt
1 teaspoon olive oil
1 teaspoon ground cumin
Salt and pepper

Baked Feta with Maple, Cranberries and Pecans (gf) (v)

200 grams feta cheese
20 grams maple syrup
100 grams pecans
100 grams cranberries
100 grams walnuts

Lemon Posset (gf)

100 grams lemon juice
100 grams cream
100 grams sugar

180 Degrees

Discover your next special occasion with a 180-degree recipe.

Shake it up!

Bring a touch of class to cocktail hour at home with Baileys - it works especially well in an espresso martini, bringing a decadent, velvety creaminess to that caffeine kick!

Baileys Espresso Martini Cocktail (gf)

200g Baileys
100g Espresso
100g Vodka
100g Sugar

Baileys Espresso Martini

Shake your cocktail shaker, fill it with ice cubes, then add everything but the coffee beans.

Baileys Espresso Martini

Shake into a martini glass and serve the coffee beans on top. **Baileys**

Flavour Feast

Make summer entertaining stress-free yet fabulous with Aoraki's sensational limited-edition Pohutukawa Smoked Salmon Fillet.

ADRAKI POHUTUKAWA HOT SMOKED SALMON FILLET

1kg Salmon Fillet
1kg Salmon Fillet
1kg Salmon Fillet

FENNEL, WALNUT AND OLIVE SALAD (gf) (v)

100g fennel
100g walnut
100g olive

BEEHIVE AND TAHINI DIP (gf) (v)

100g tahini
100g tahini
100g tahini

HORSESHOE AND SOUR CREAM SAUCE (gf)

100g horseshoe
100g sour cream
100g sour cream

Aoraki

Glass act

Elevate your entertaining with RIEDEL's perfectly engineered glassware

RIEDEL

Discover your next special occasion with a 180-degree recipe.

Discovering Local

A weekend of inspiration

landreco.co.nz

Moreish Moments

From bringing a hit of flavour to living up a dish to being the hero ingredient, Mainland makes summer mouth-watering!

MAINLAND

Haloumi and Zucchini Shakes with Tomato Panzanella Salad (v)

100g haloumi
100g zucchini
100g tomato

Chicken Shawarma Bowl with Whipped Feta and Yogurt Sauce (gf)

100g chicken
100g shawarma
100g yogurt

Haloumi and Zucchini Shakes

Shake your shaker, fill it with ice cubes, then add everything but the coffee beans.

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

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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



dishmagaz



EXCLUSIVE LOOK: Top 50 Winners

Liked by christianne_kie and others

dishmagaz THE TOP 50 WINNERS FROM THE NEW WORLD WINE AWARDS HAVE BEEN ANNOUNCED • 12

14 October 2024

FACEBOOK



dish Magazine • Follow

THE TOP 50 WINNERS FROM THE NEW WORLD WINE AWARDS HAVE BEEN ANNOUNCED • 12

We are so excited to share this exclusive look with you on everything there is to know about the top wines from the awards. We cover tasting notes and pick out recipes from *dish* that pair perfectly with each of the 10 Champion wines – the best of the best by variety.

Click the link below to explore our online hub with all of this and more:
https://loom.ly/DW_Lkvc

And make sure to look out for the gold medal when shopping for wine next time at your local New World supermarket!



EXCLUSIVE LOOK: Top 50 Winners

Like Comment Send Share

CONTENT INTEGRATION EXAMPLES

Resene

the paint the professionals use

MAGAZINE

EDM

WEBSITE



in association with **RESENE**

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.*

Resene
the paint the professionals use
For more decorating inspiration visit your Resene ColorShop, resene.com/colorshops

dish.co.nz | DISH 9

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

dish

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.

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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

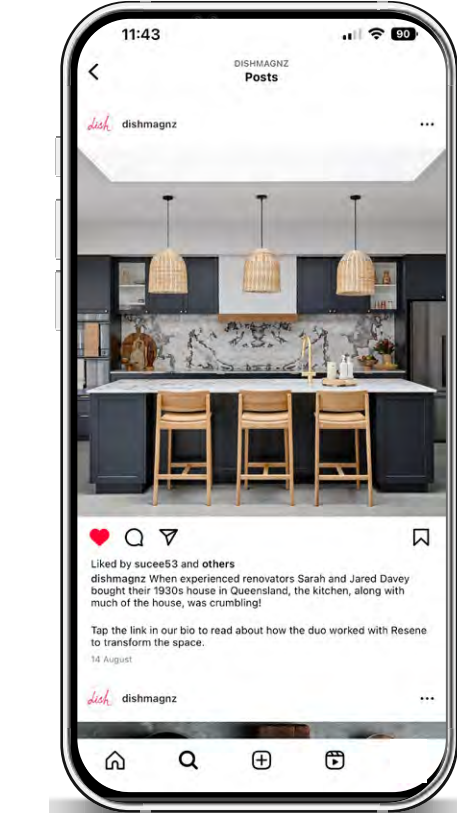
Keep up to date with dish weekly recipes, food news, and events.

Name:

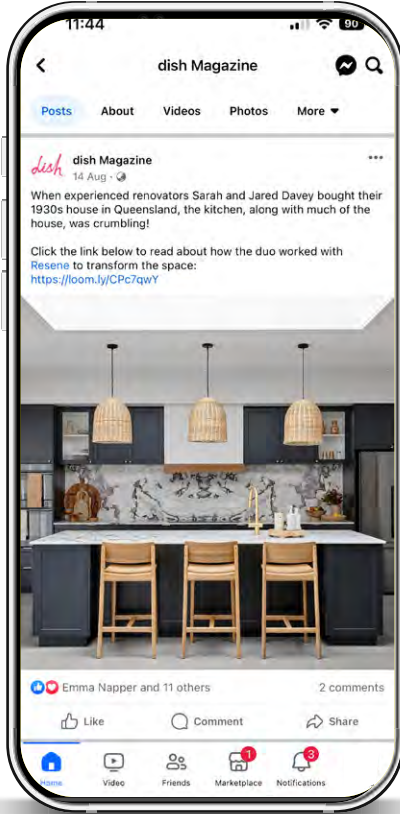
Email:

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

\$8,750



SUPPLIED BRAND AD

+



FRESHLY PICKED

2

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

\$9,850



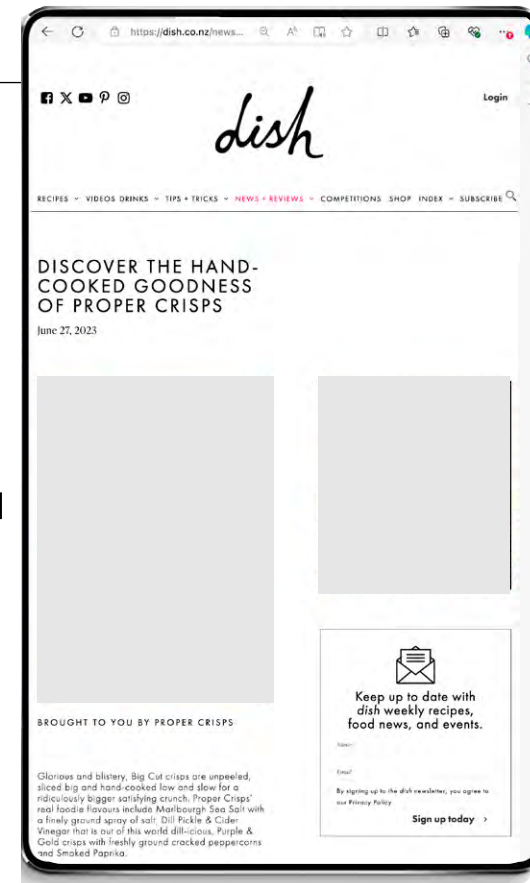
SUPPLIED BRAND AD

+



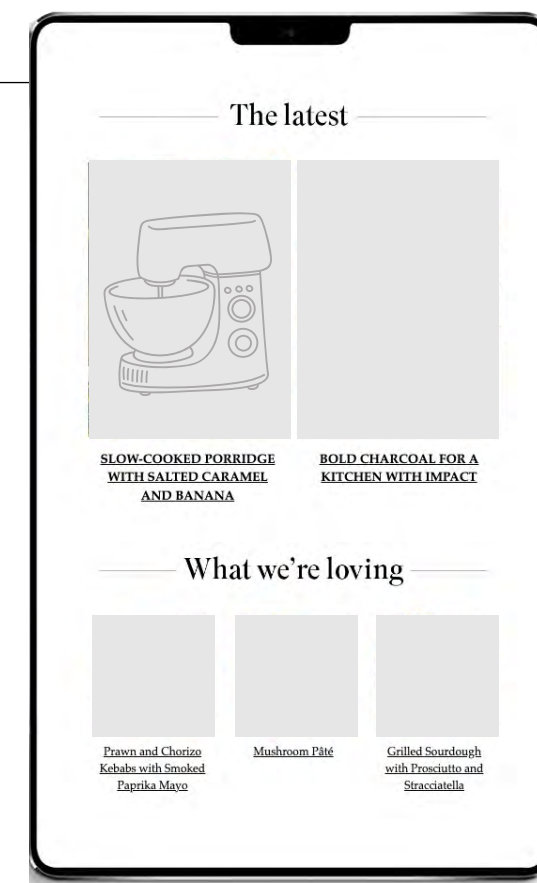
FRESHLY PICKED

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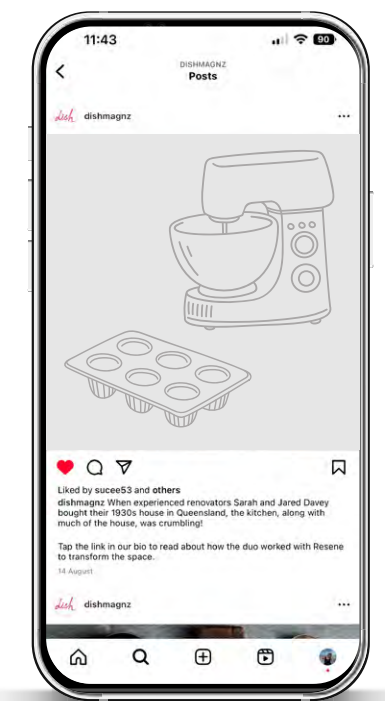
RECIPE OR ARTICLE ON
dish WEBSITE

+



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

\$10,750



RECIPE
DEVELOPMENT AND
PHOTOGRAPHY

+



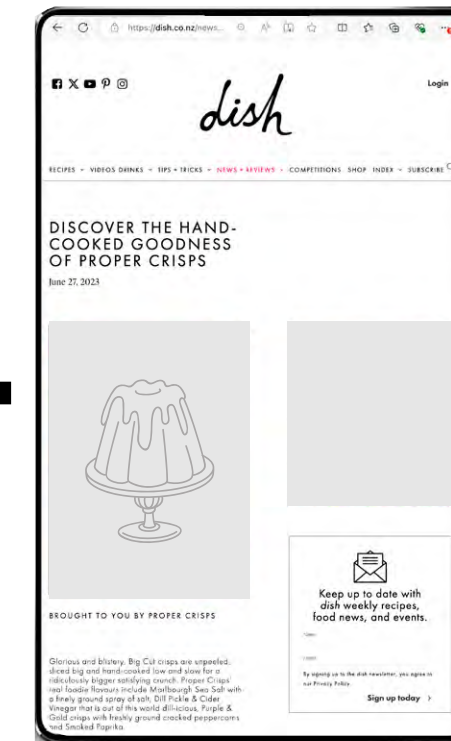
MAGAZINE FULL PAGE
ADVERTORIAL: INCLUDES
WRITING AND DESIGN

+



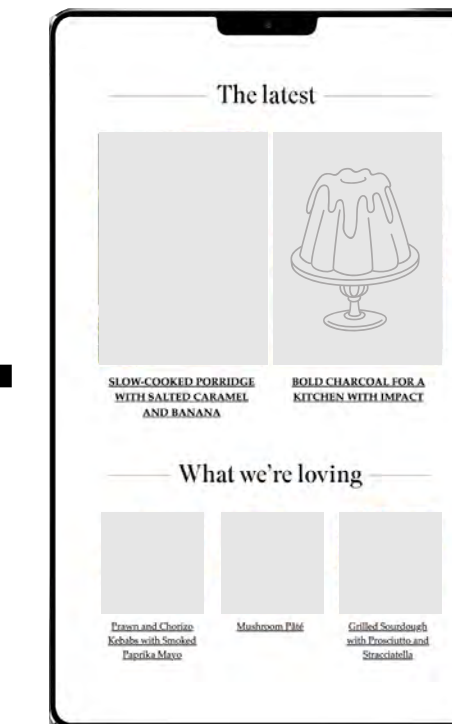
FRESHLY PICKED

+



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

+



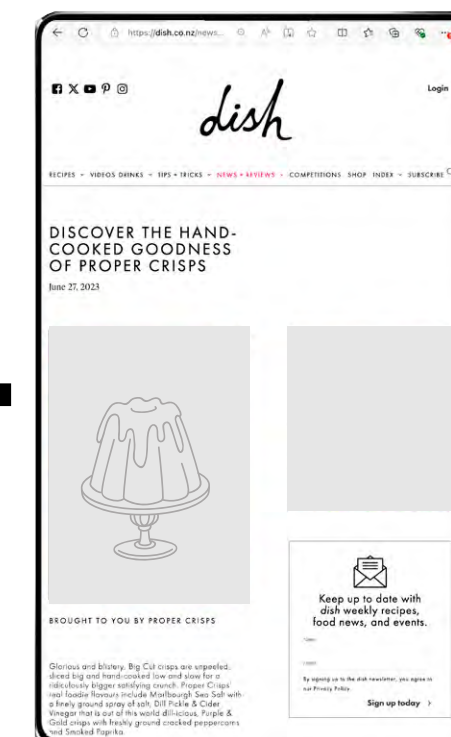
MULTIPLE PAGES
IN MAGAZINE

+



FRESHLY PICKED

+



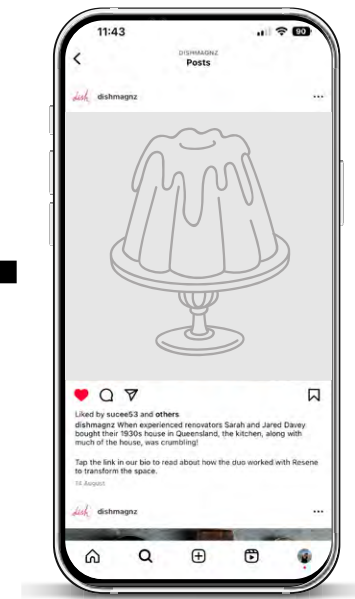
RECIPE OR ARTICLE
ON *dish* WEBSITE

+



EDM

+



SOCIAL

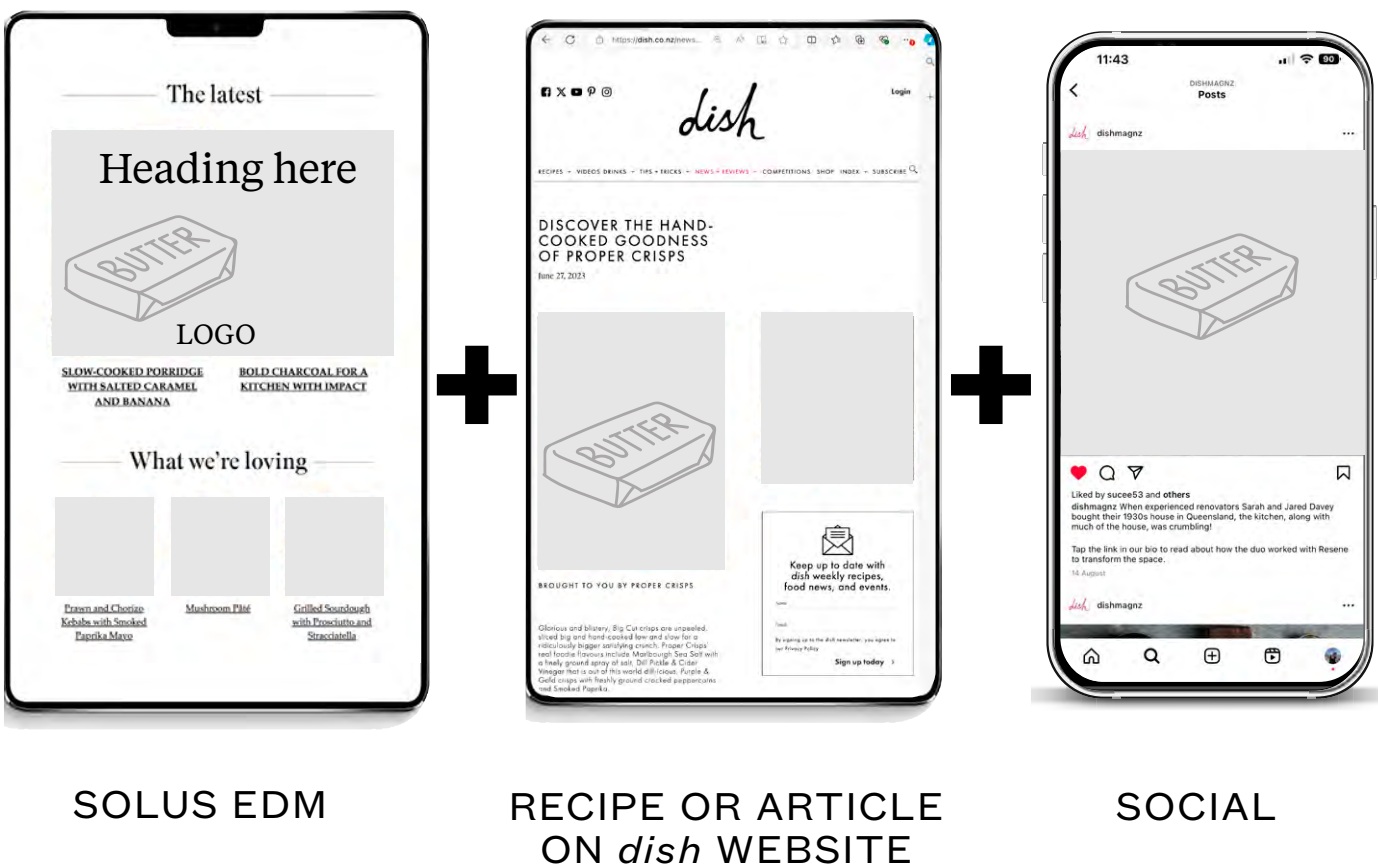
DIGITAL PACKAGE EXAMPLES

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

\$8,500



6

Basic digital package

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

\$2,500

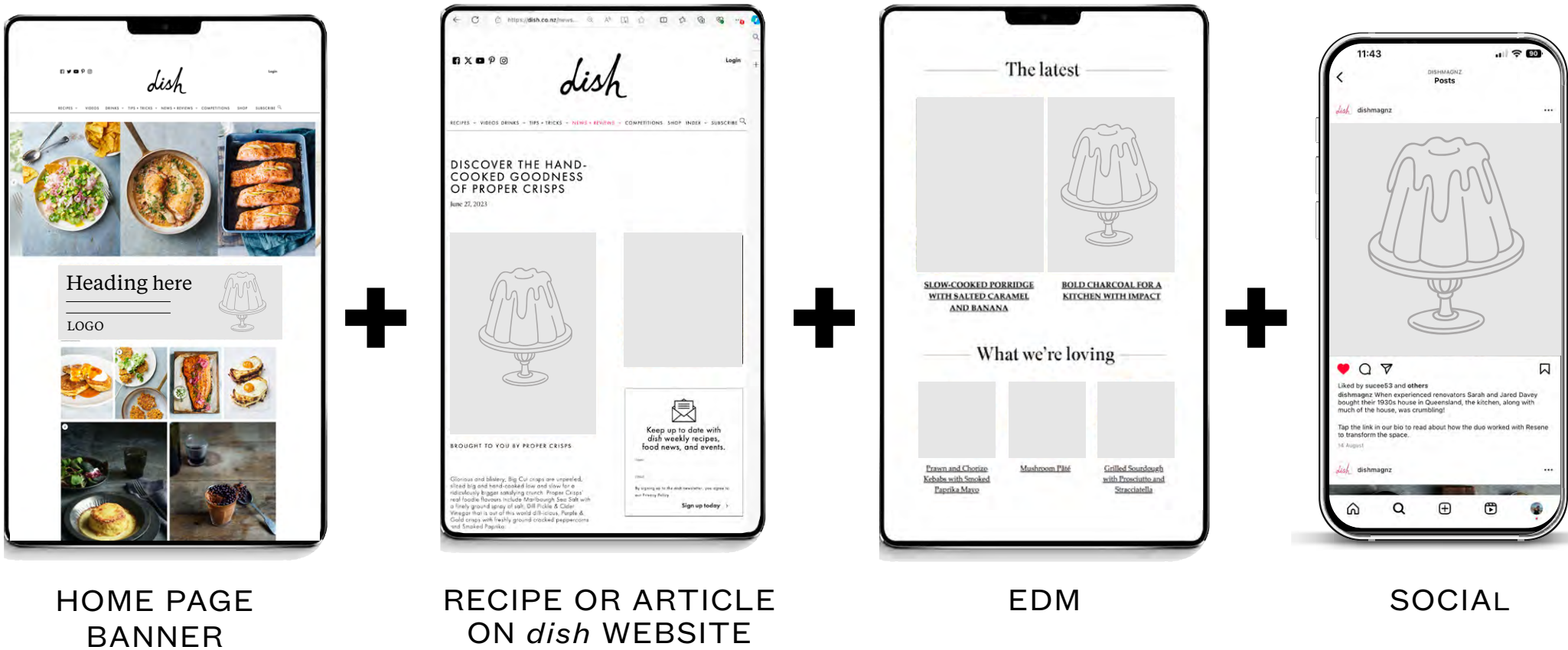
Three mobile device screens representing the Basic package. The first screen, labeled 'RECIPE OR ARTICLE ON dish WEBSITE', shows the 'dish' app interface with a featured article 'DISCOVER THE HAND-COOKED GOODNESS OF PROPER CRISPS'. The second screen, labeled 'EDM', shows an EDM template with 'The latest' section, a 'Heading here', a 'LOGO' placeholder, and 'What we're loving' with three recipe cards. The third screen, labeled 'SOCIAL', shows a social media post featuring a pudding recipe card.

7

Digital sponsor package

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

\$6,750



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.

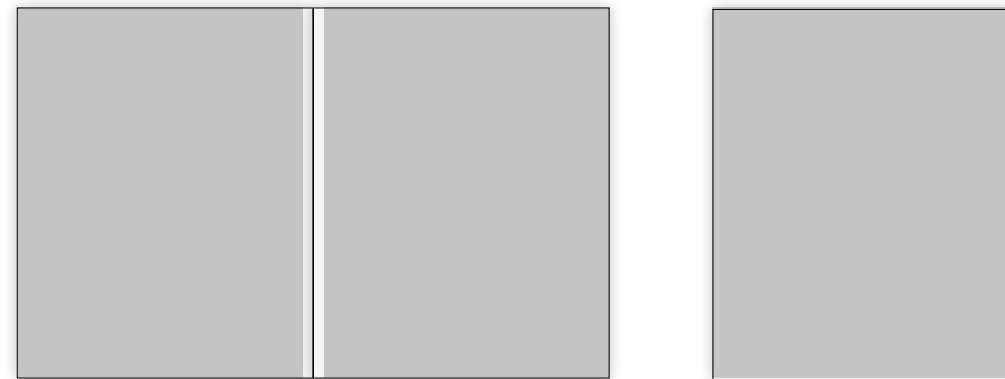
Single page image area

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

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

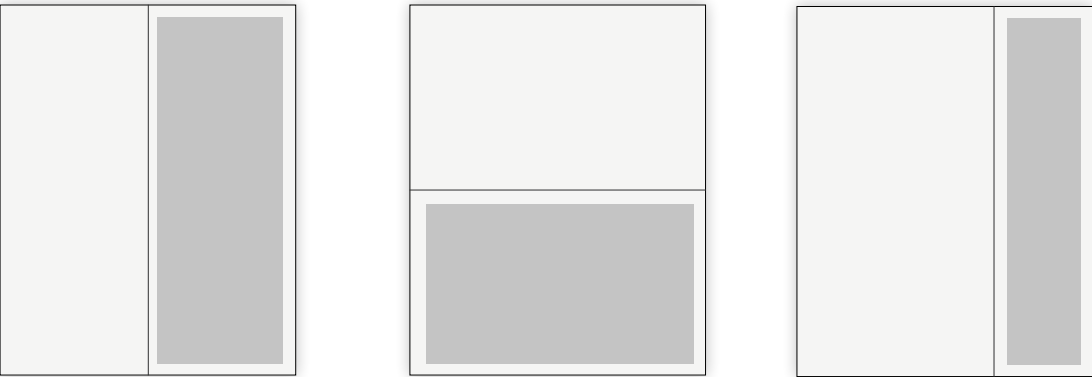
Back cover

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

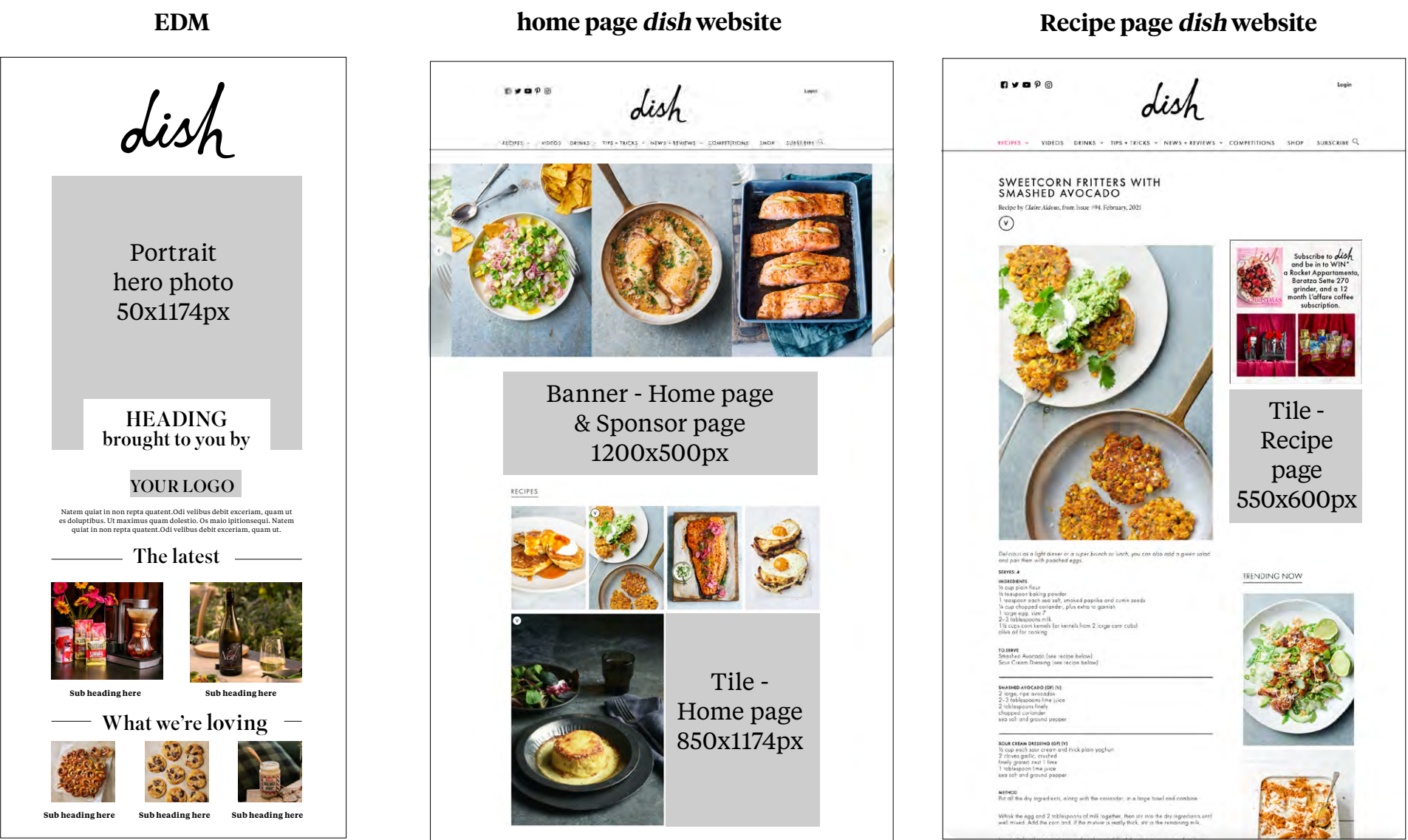
- Images 1080x1080px (jpg or .png)
- All relevant URLs/tags

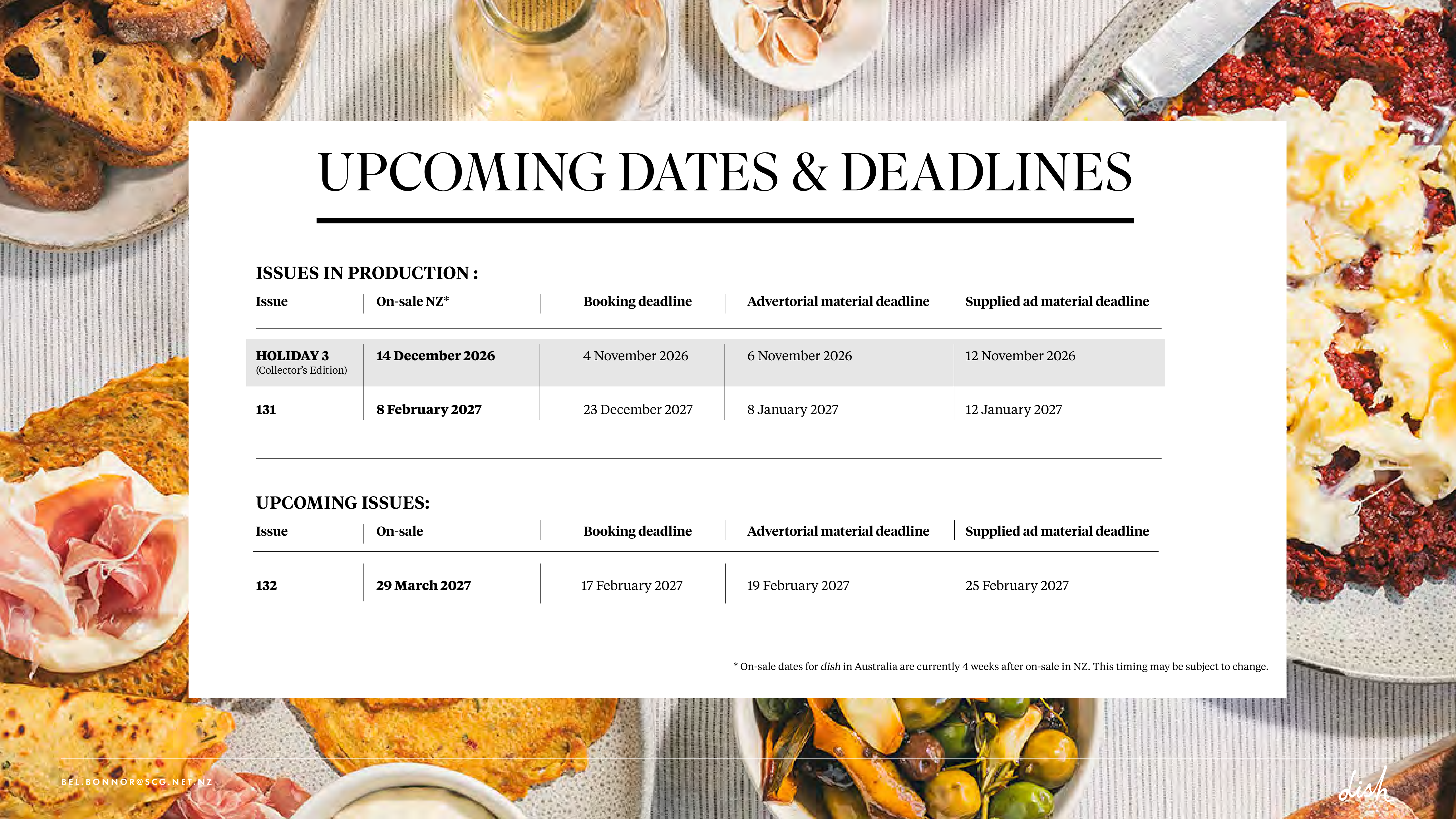
Website advertisements

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.





UPCOMING DATES & DEADLINES

ISSUES IN PRODUCTION :

Issue	On-sale NZ*	Booking deadline	Advertorial material deadline	Supplied ad material deadline
HOLIDAY 3 (Collector's Edition)	14 December 2026	4 November 2026	6 November 2026	12 November 2026
131	8 February 2027	23 December 2027	8 January 2027	12 January 2027

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
132	29 March 2027	17 February 2027	19 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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