



*Lish*

Premium food and  
lifestyle community

**Cross-platform  
media kit**

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Christmas, Holiday  
& Summer 25-26

NZ'S #1 FOOD &  
LIFESTYLE TITLE



A photograph of two glasses filled with a red cocktail, garnished with cherries on a skewer, and a plate of olives with a sprig of rosemary. The background is a dark green surface.

# 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 recipe creation package, a homewares showcase or a well-timed digital feature, 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\*

#3

Highest cross-platform audience of all magazines in NZ\*

3X

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

527K

Monthly website  
page views

1m 39s

Avg. website  
page dwell time

132K

Unique monthly  
website visitors

## SOCIAL MEDIA

71K

Instagram  
followers

476K

Facebook  
followers

1.5M

Pinterest  
monthly views

## EDM

58K

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)

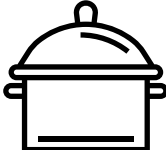







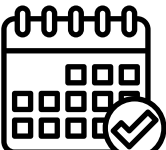

*dish*

BEL.BONNOR@SCG.NET.NZ





# GET TO KNOW OUR COMMUNITY

|  |   |  |  |
|--|---|--|--|
| <br><b>68%</b><br>Cook every day  | <br><b>47%</b><br>Visit the <i>dish</i> website at least once per week | <br><b>99%</b><br>Engage with our recipes at least once per week      | <br><b>73%</b><br>Drink wine twice per week or more       |
| <br><b>76%</b><br>drink coffee every day   | <br><b>52%</b><br>Travel overseas at least once per year              | <br><b>70%</b><br>Travel within NZ on holiday twice per year or more | <br><b>54%</b><br>indicated interest in cruise vacations |
| <br><b>75%</b><br>Consider attending events & experiences advertised in <i>dish</i> |   | <br><b>65%</b><br>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

dish

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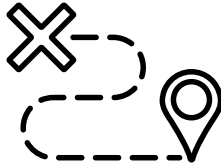
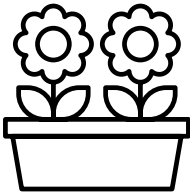
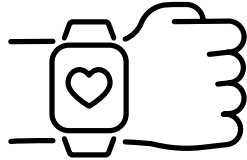









# POTENTIAL BEYOND FOOD

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.

|  |   |  |
|--|---|--|
| <br><b>70%</b><br>indicated interest in<br>travel content             | <br><b>68%</b><br>indicated interest<br>in gardening                   | <br><b>67%</b><br>indicated interest in<br>health & wellness content    |
| <br><b>65%</b><br>indicated interest in<br>home & interiors content | <br><b>40%</b><br>indicated interest in<br>beauty & skincare content | <br><b>20%</b><br>indicated interest in<br>financial planning 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!

71%  
have visited  
a website

72%  
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.

SOURCES: \*Magnetic, *dish* Audience Survey 2025



# 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.

## 3 EVENTS

*dish* hosts, produces and partners with a wide variety of events, from our well-known Dine With *dish* evenings, to cooking demonstrations and one-off bespoke events. No idea is too ambitious!

## 5 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 for brands on our digital platforms, which receive excellent engagement.

## 4 ADVERTORIAL - *dish* content creation

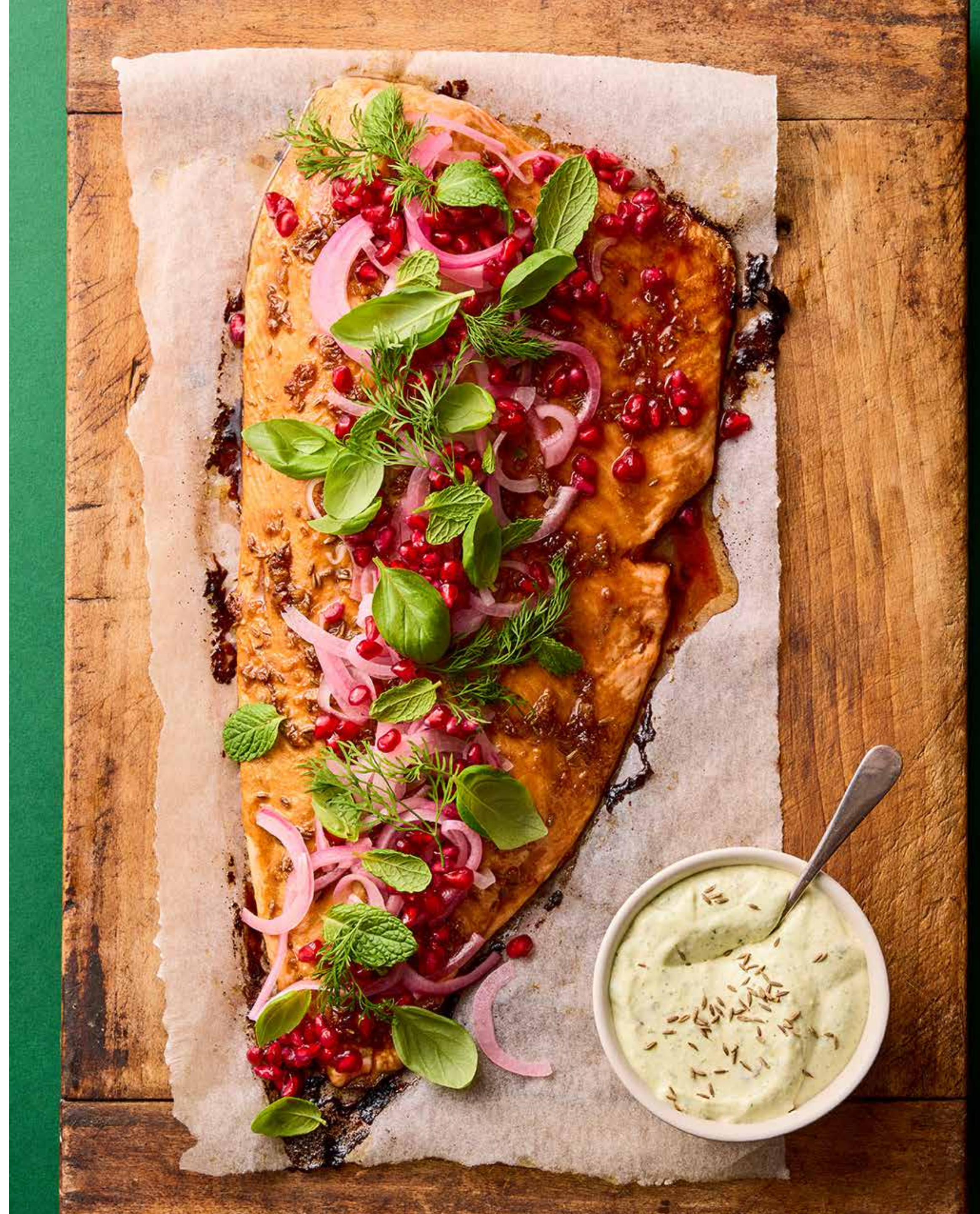
We work together to tell your story!

### Our team collaborates with brands to deliver:

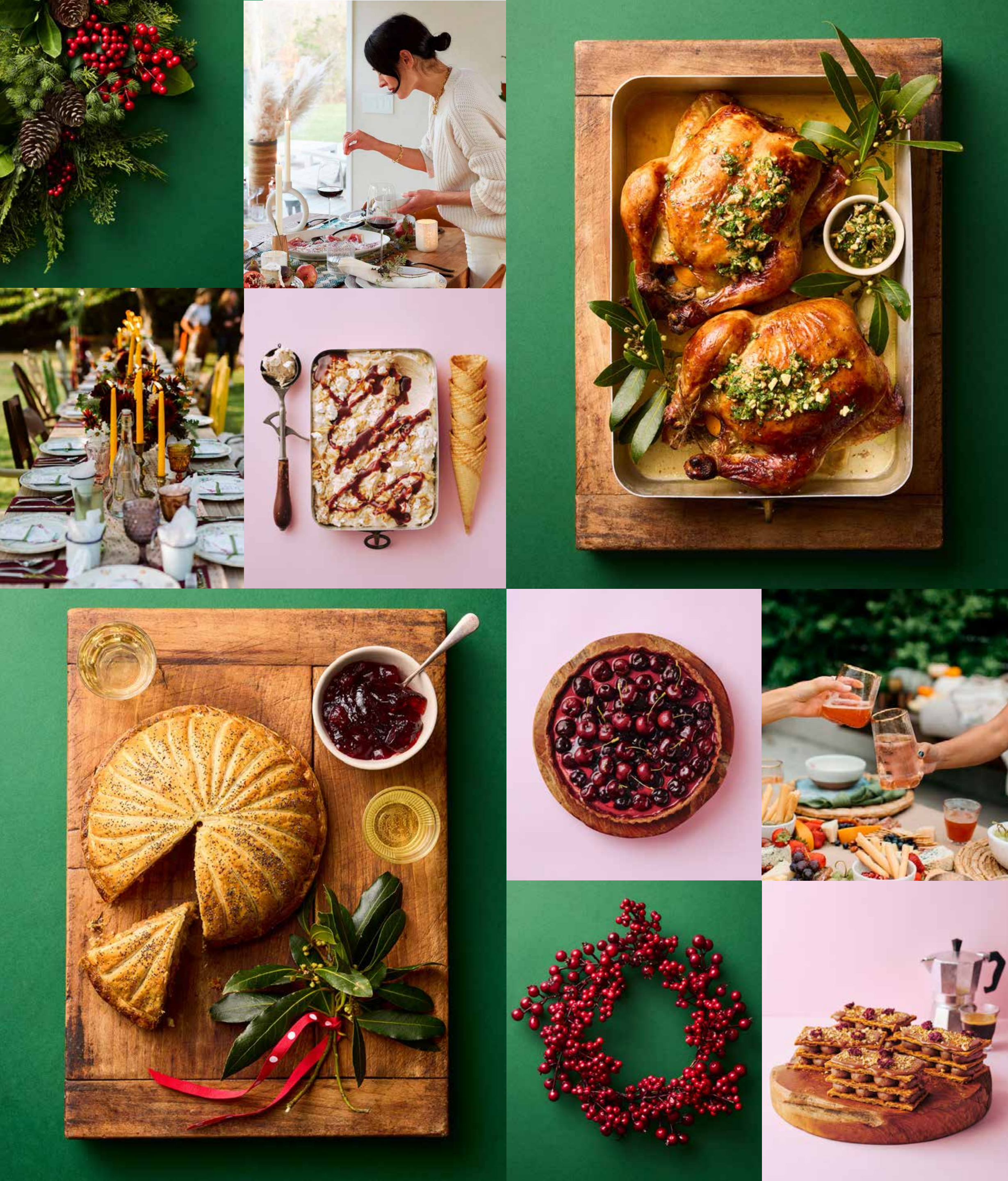
- Recipe creation, with your products front and centre
- Styling, photography and video for food and lifestyle
- How-to guides
- Editorial-style features, product reviews and interviews
- We don't just create content for food brands; we get just as excited about beverages, kitchenware, homeware, hospitality, 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*

BEL.BONNOR@SCG.NET.NZ







# *dish* 124

## THE CHRISTMAS ISSUE

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Christmas comes but once a year – which is a lucky thing for the *dish* team as our issue that celebrates the season is a mighty beast. Our biggest selling magazine each year, this one rockets off the shelves, and the print run just gets bigger and bigger each year. This year the theme is all about ‘how to Christmas’ with tips and tricks from everything on how to brine a turkey to correctly carve a ham. We make the festive season less stressful and more delicious with the turn of every page!

### KEY DATES

| On-sale         | Booking deadline | Advertorial material deadline | Supplied ad material deadline |
|-----------------|------------------|-------------------------------|-------------------------------|
| 3 November 2025 | 3 October 2025   | 6 October 2025                | 8 October 2025                |





# 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 will be distributed at retail only. HOLIDAY will feature everything you could possibly want for your summer vacation, including sauces and mayos, salads and barbecue fare, a scoop guide for ice-cream lovers, crosswords and puzzles for seaside entertainment – and even the few essential kitchen items to take with you to take your holiday meals from fair to fantastic. On-sale from 15th December, this issue will be a holiday essential.

## KEY DATES

**On-sale**  
15 December 2025

**Booking deadline**  
14 November 2025

**Advertorial material deadline**  
14 November 2025

**Supplied ad material deadline**  
18 November 2025





# *dish* 125

## SUMMER

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As we return to the office from our summer breaks, and the weather really hits it's best – we need some summer-loving recipes to keep the holiday vibes going. Packed with quick, fresh and delicious dishes to throw together after work, (or a late afternoon swim), issue 125 really is all about making the most of summer's most abundant fresh produce. With barbecue fare, salads, seafood and quick put-together ideas this issue ensures readers will be eating great food, without slaving over a hot stove.

### KEY DATES

**On-sale**  
9 February 2026

**Booking deadline**  
22 December 2025

**Advertorial material deadline**  
22 December 2025

**Supplied ad material deadline**  
14 January 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                | \$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.

Please note there is a 20% surcharge to secure placements in the Australian edition of *dish*

*\*These rates are exclusive of GST.*

## DIGITAL

| Website ad placement | Rate per month* |
|----------------------|-----------------|
| Home page banner ad  | \$5,000         |
| Home page tile       | \$3,750         |
| Recipe page tile     | \$5,500         |

| EDM                         | Rate*   |
|-----------------------------|---------|
| ‘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.

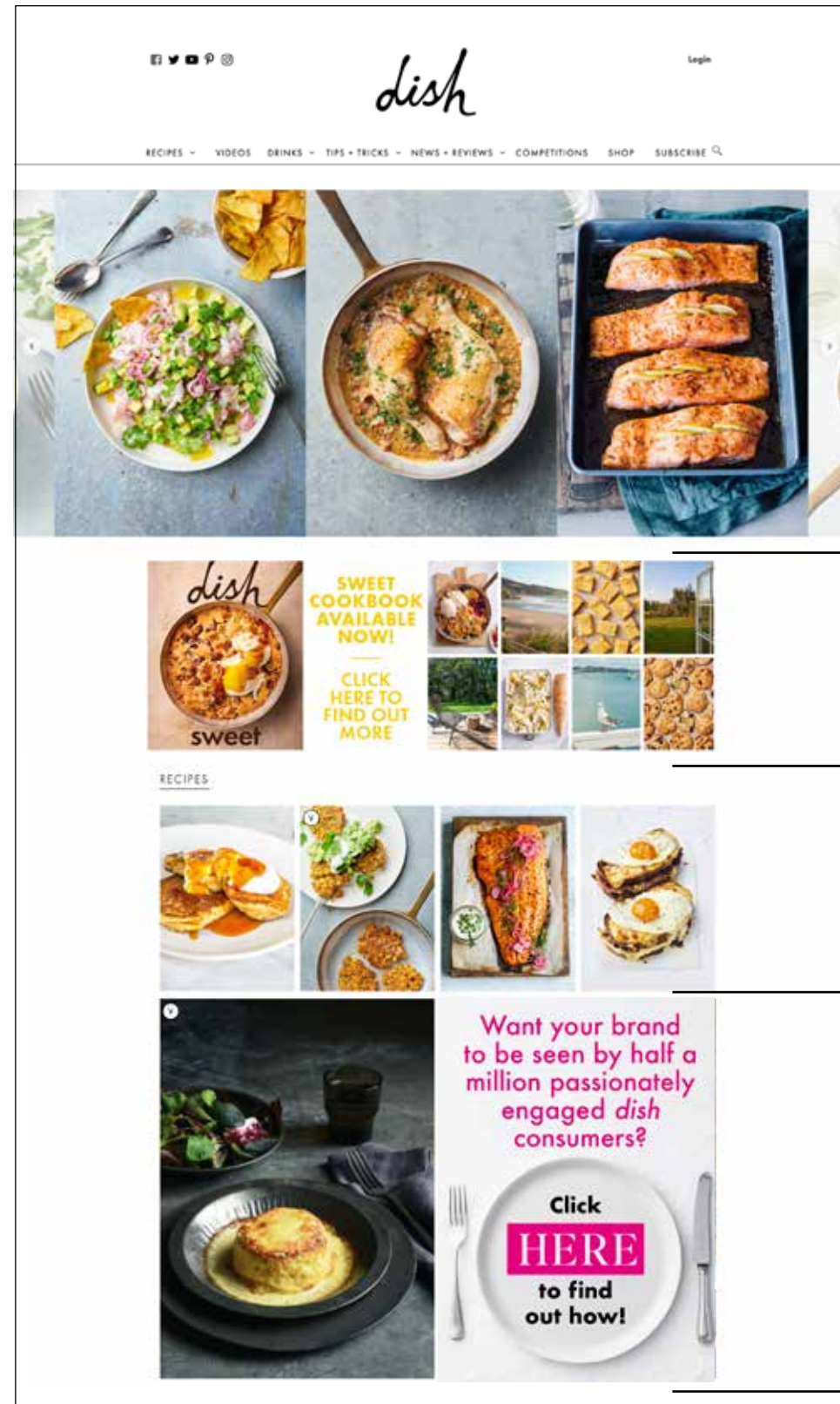
| Social post                            | Rate* |
|--|-------|
| Sponsored post on Instagram & Facebook | \$750 |

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



# dish DIGITAL PLACEMENTS

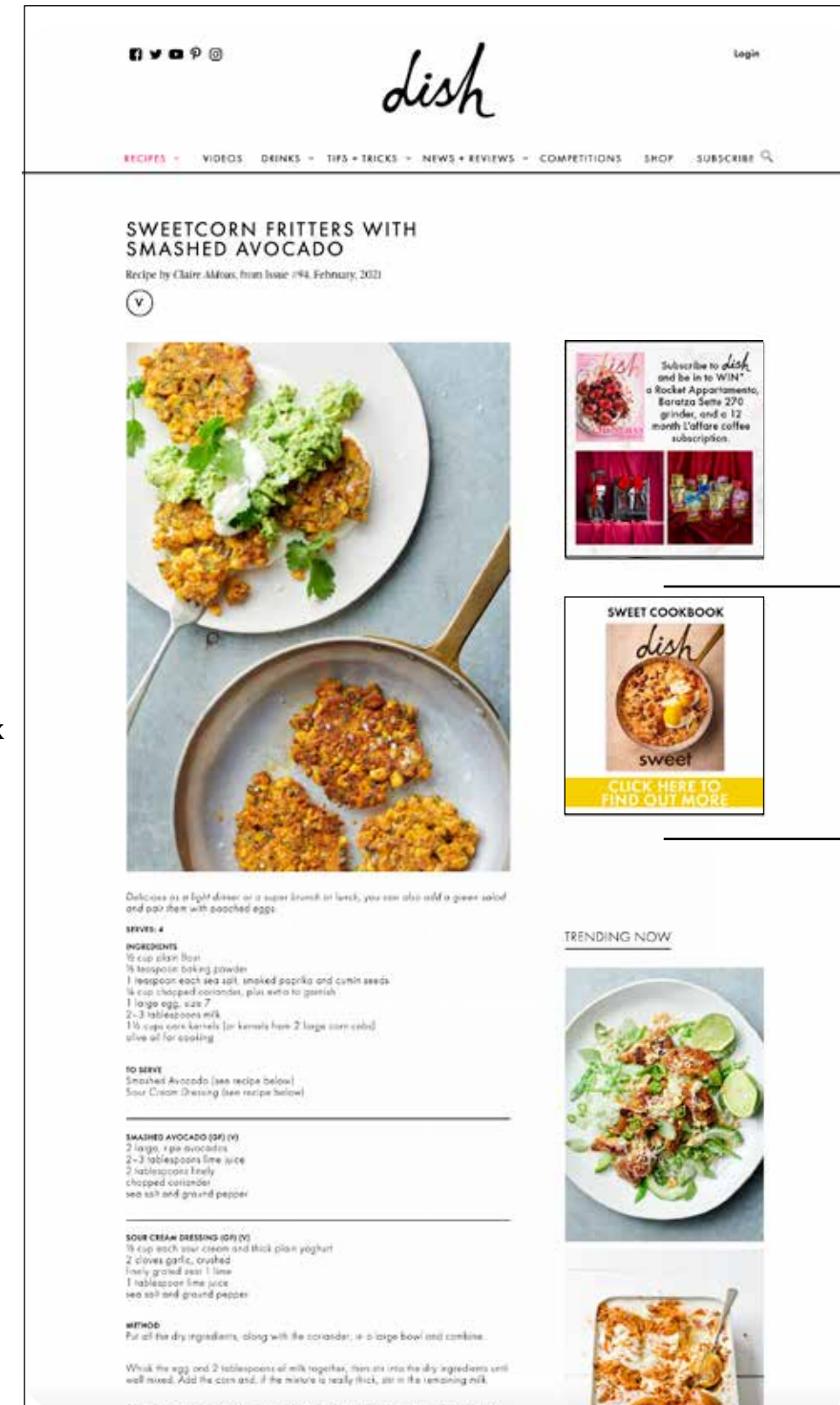
## HOME PAGE



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

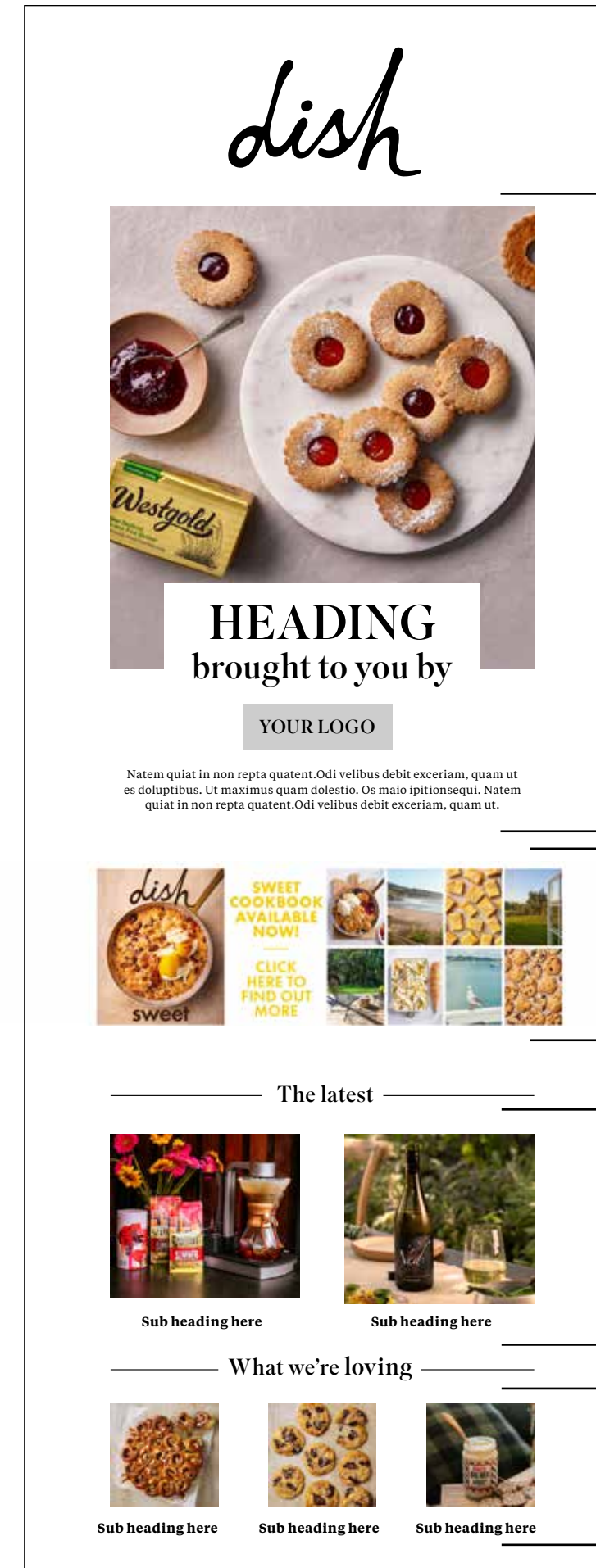
Home page tile  
\$3,750  
Size  
850x1174px

## 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.

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 Window Shopping section

\$8,250



SUPPLIED BRAND AD

+



WINDOW SHOPPING

2

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

\$9,500



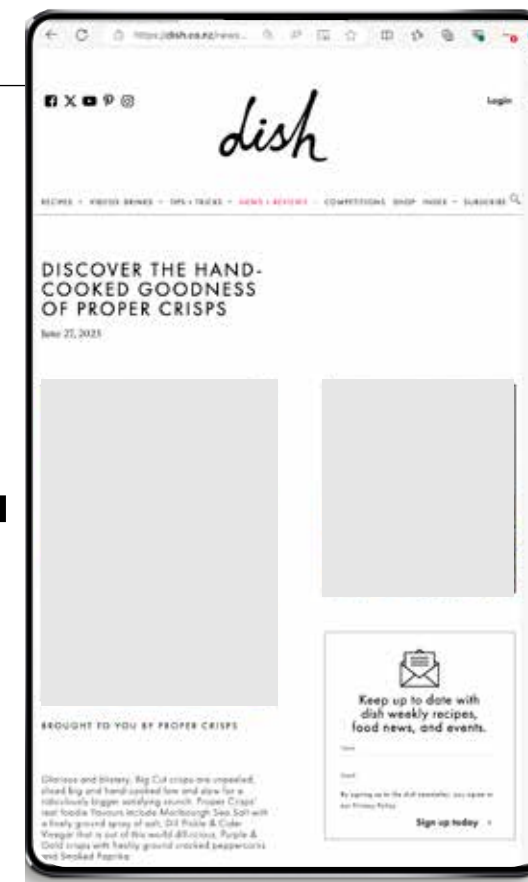
SUPPLIED BRAND AD

+



WINDOW SHOPPING

+



RECIPE OR ARTICLE ON  
*dish* WEBSITE

+



EDM FEATURE

+



SOCIAL



# PACKAGE EXAMPLES

## 3

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

## \$12,250



RECIPE  
DEVELOPMENT AND  
PHOTOGRAPHY

+



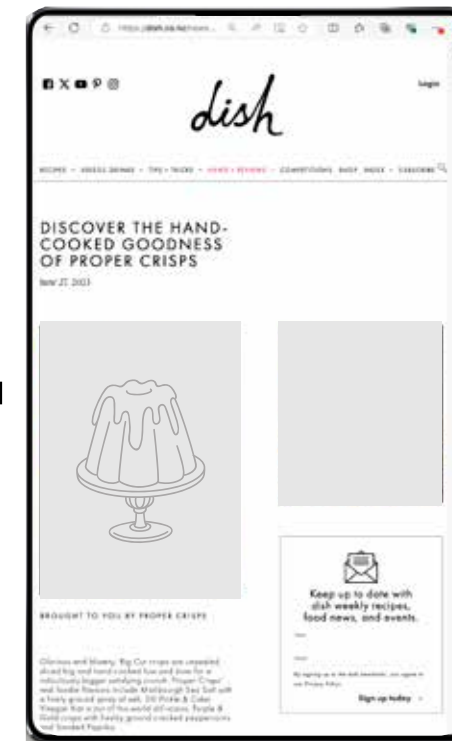
MAGAZINE FULL PAGE  
ADVERTORIAL: INCLUDES  
WRITING AND DESIGN

+



WINDOW SHOPPING

+



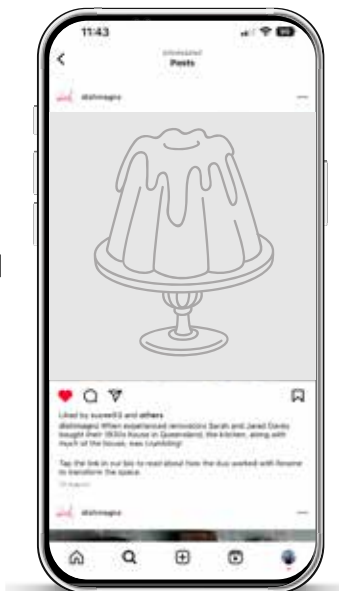
RECIPE OR ARTICLE  
ON *dish* WEBSITE

+



EDM

+



SOCIAL

## 4

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

## POA



SERIES OF RECIPES  
AND PHOTOGRAPHY

+



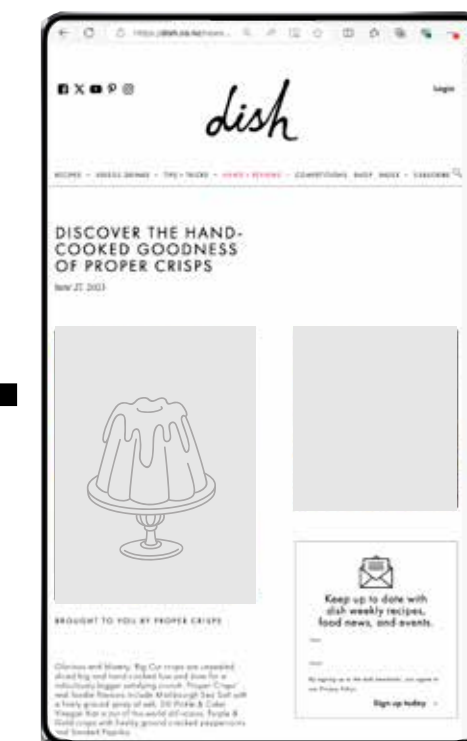
MULTIPLE PAGES  
IN MAGAZINE

+



WINDOW SHOPPING

+



RECIPE OR ARTICLE  
ON *dish* WEBSITE

+



EDM

+



SOCIAL



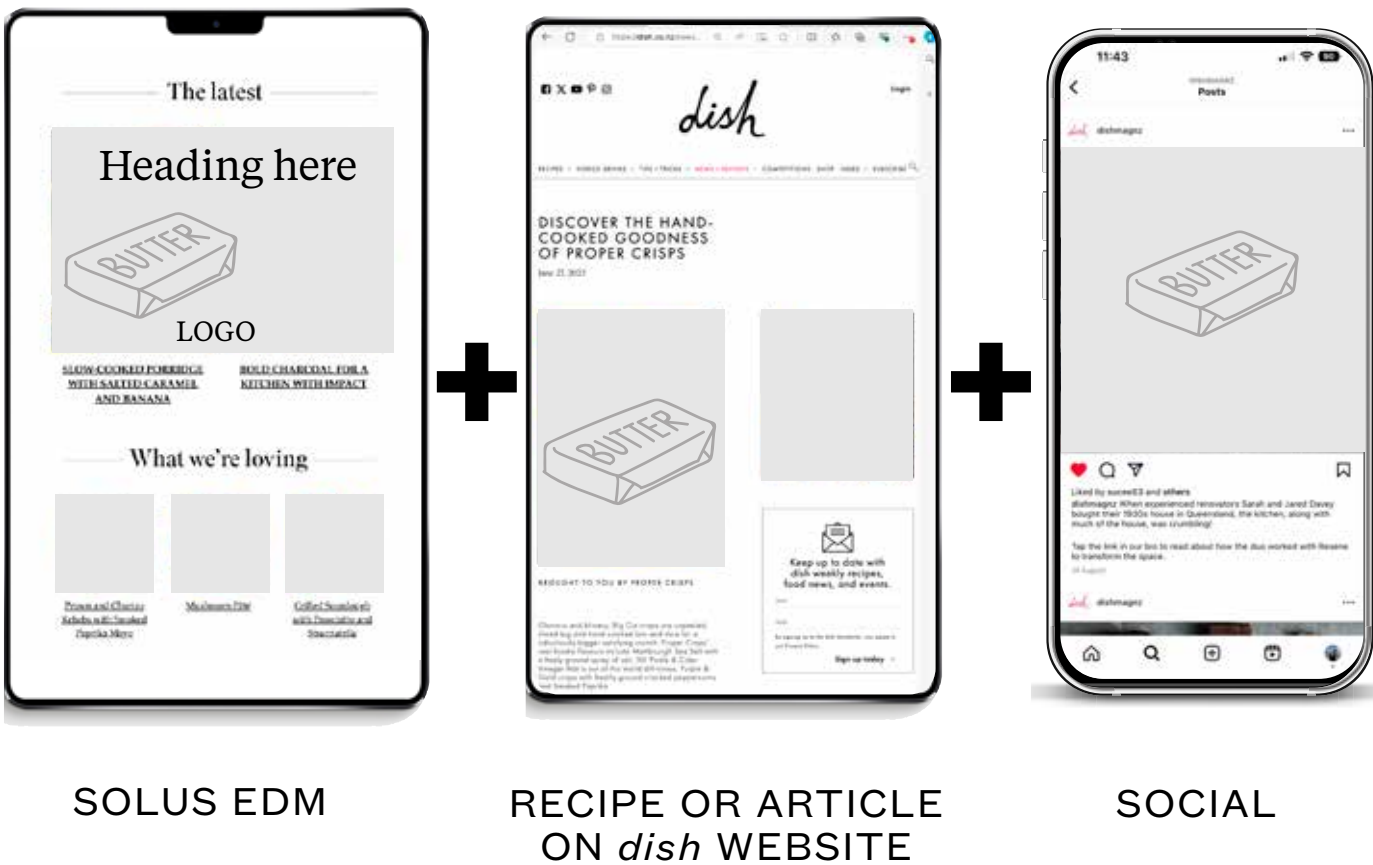
# DIGITAL PACKAGE EXAMPLES

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

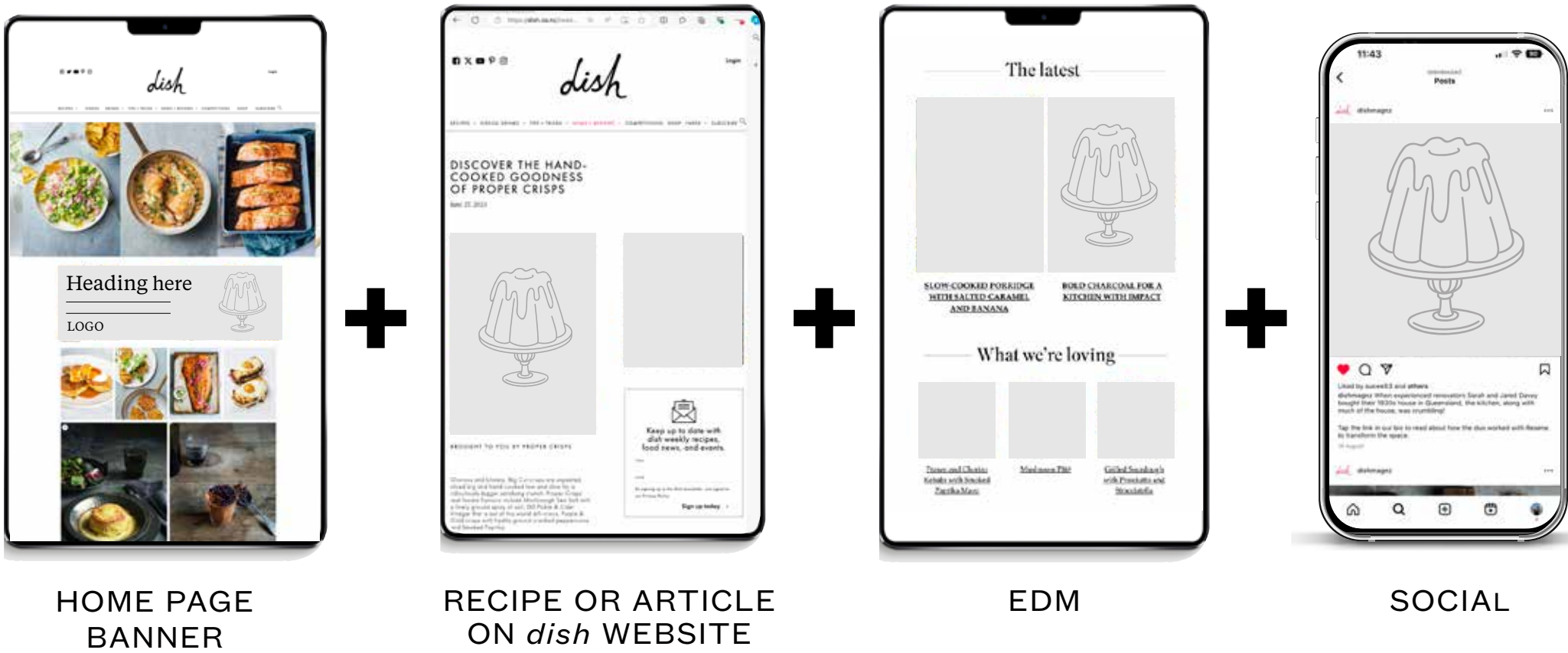
The image displays three mobile device screens representing the Basic digital package. The first screen, labeled 'RECIPE OR ARTICLE ON dish WEBSITE', shows a full-page article layout with a 'dish' header, a main article title 'DISCOVER THE HAND-COOKED GOODNESS OF PROPER CRISPS', and a 'Jelly' image. The second screen, labeled 'EDM', shows an EDM template with a 'The latest' section, a heading '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 'Jelly' image and a caption.

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.

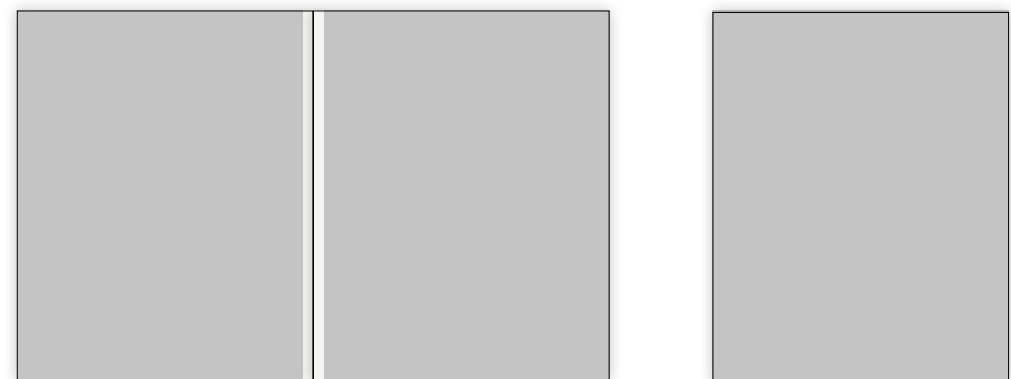
#### Single page image area

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

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

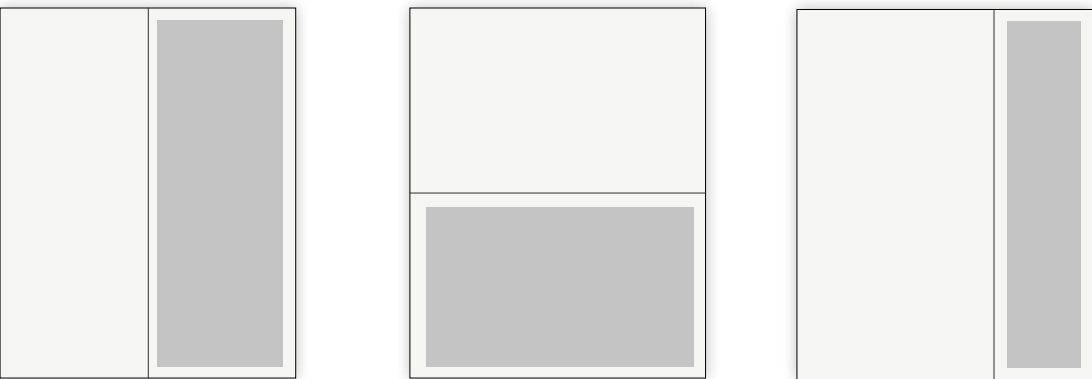
#### Back cover

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

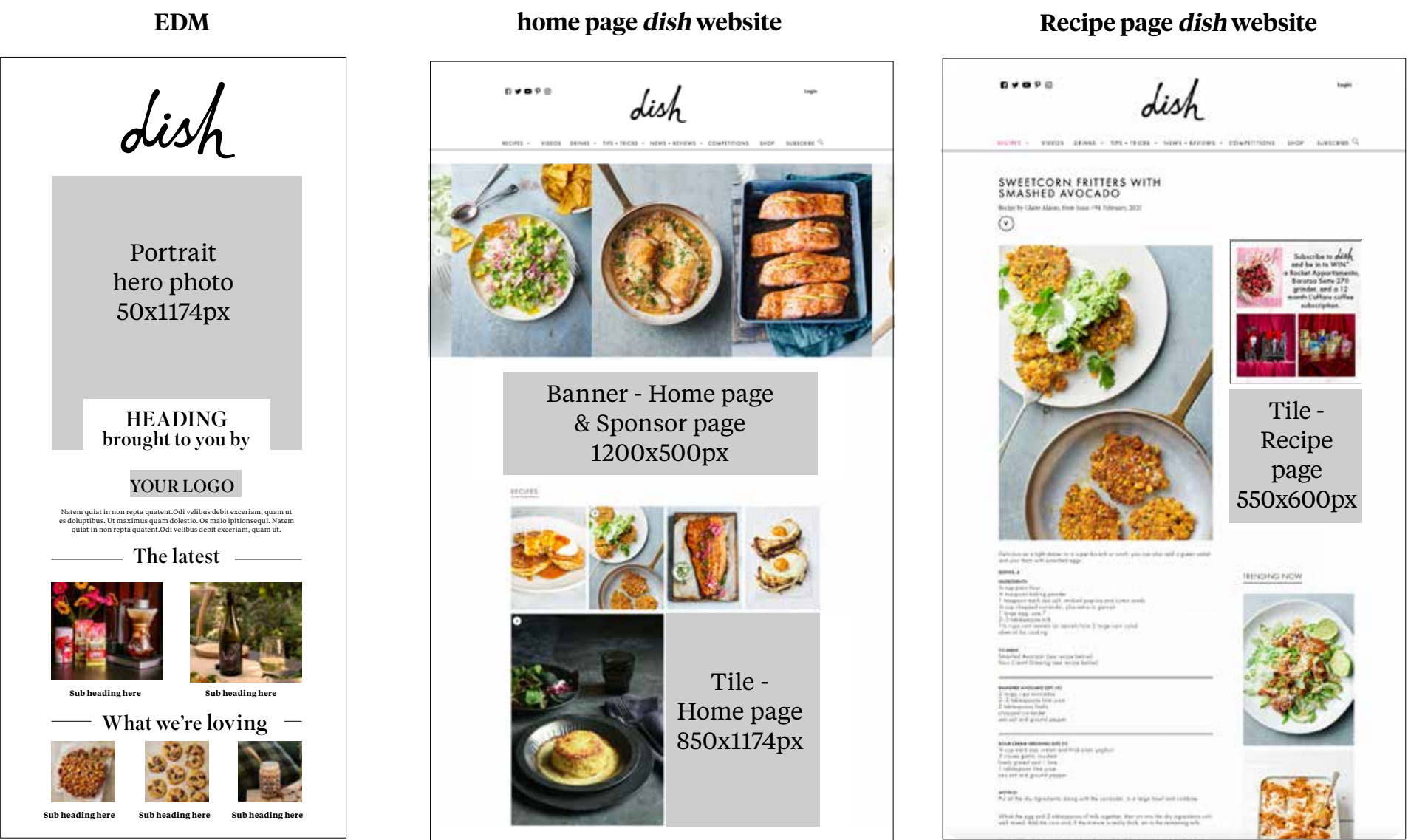
- Images 1080x1080px (jpg or .png)
- All relevant URLs/tags

### 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.





# SUPPLIED AD DEADLINES

## ISSUES IN PRODUCTION :

| Issue                               | On-sale                 | Booking deadline | Advertorial material deadline | Supplied ad material deadline |
|-------------------------------------|-------------------------|------------------|-------------------------------|-------------------------------|
| <b>124</b><br>(Christmas issue)     | <b>3 November 2025</b>  | 3 October 2025   | 6 October 2025                | 8 October 2025                |
| <b>HOLIDAY</b><br>(Special edition) | <b>15 December 2025</b> | 14 November 2025 | 14 November 2025              | 18 November 2025              |
| <b>125</b>                          | <b>9 February 2026</b>  | 22 December 2025 | 22 December 2025              | 14 January 2026               |

## UPCOMING ISSUES:

| Issue      | On-sale              | Booking deadline | Advertorial material deadline | Supplied ad material deadline |
|------------|----------------------|------------------|-------------------------------|-------------------------------|
| <b>126</b> | <b>30 March 2026</b> | 13 February 2026 | 17 February 2026              | 23 February 2026              |
| <b>127</b> | <b>25 May 2026</b>   | 13 April 2026    | 15 April 2026                 | 20 April 2026                 |





# 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.

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