



Lish
NZ's #1
food and
lifestyle title

Christmas

**Christmas Issue Collector's Edition
& Digital Media Kit**

November - December 2026

dish is the most successful food and lifestyle publication in New Zealand – we would love to connect you with our passionate, engaged, high-socio audience this festive season!

As New Zealand's most trusted source of foodie content, during the festive season *dish* becomes the font of inspiration for Kiwis to create tables laden with feasts large and small. Menus will be planned, ideas shared and memories will be made - with *dish* at the very heart of it all.

Our Christmas Issue has become a highly anticipated must-have for Kiwis for Christmas cooking each year. It is now the most widely read magazine in the country over the festive period. *dish*'s digital platforms also see a 35% uptick in traffic over November-December, as a massive cohort of Kiwis seek recipes and inspiration. Both our magazine readers and our digital audience trust us to make their Christmas special.



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

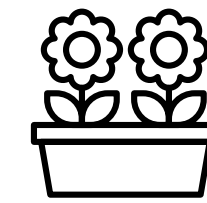
85%

talk to someone
about what they
have seen/read



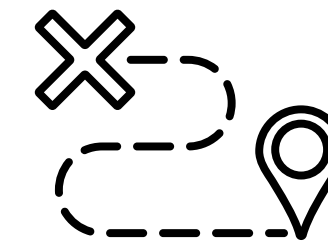
POTENTIAL BEYOND FOOD

dish's credibility at this time of year extends beyond what gets served at the Christmas table. While we have become a colloquial 'bible' for great food and beverage at Christmas, our audience also looks to us for gift inspiration, and we have become an influential media platform for all lifestyle segments. Advertisers from many sectors can reap the benefits of connecting with our highly engaged audience, especially amongst magazine pages and digital features that will be lovingly pored over throughout the festive period!



82%

indicated
interest in
gardening



75%

have indicated
interest in
travel content



78%

indicated interest
in home &
interiors content



54%

travel overseas
at least once
per year



90%

travel within NZ
on holiday twice
per year or more



74%

drink wine
twice per week
or more



PRINT MAGAZINE: CHRISTMAS ISSUE 2026

This November and December, *dish*'s Christmas Issue will be pored over, annotated and referred to over and over again in kitchens throughout the whole country.

dish is already the highest-selling food & lifestyle print magazine in the country. Our commercial partners for this Collector's Edition benefit from a larger print run, increased interest and exposure, and connecting with our audience at a time of year where *dish* has elevated credibility and influence. Our 2025 Issue sold out (twice - on the initial print run AND the reprint!). This year, our print run will be its biggest ever.

48,000+ print run

On-sale New Zealand
2 November 2026

On-sale Australia
14 November 2026

BEL.BONNOR@SCG.NET.NZ

dish

DIGITAL ADVERTISING

Over November and December, website traffic on dish.co.nz increases by 35%. We also see higher engagement and reach across our social media platforms and EDM, as our audience engages with foodie inspiration for Christmas, and for general entertaining occasions as the year comes to a close.

**BETWEEN NOVEMBER 1 - DECEMBER 31,
WE ANTICIPATE:**

2.8M+

website page
views

3M+

views across Facebook
& Instagram

650K+ EDM opens

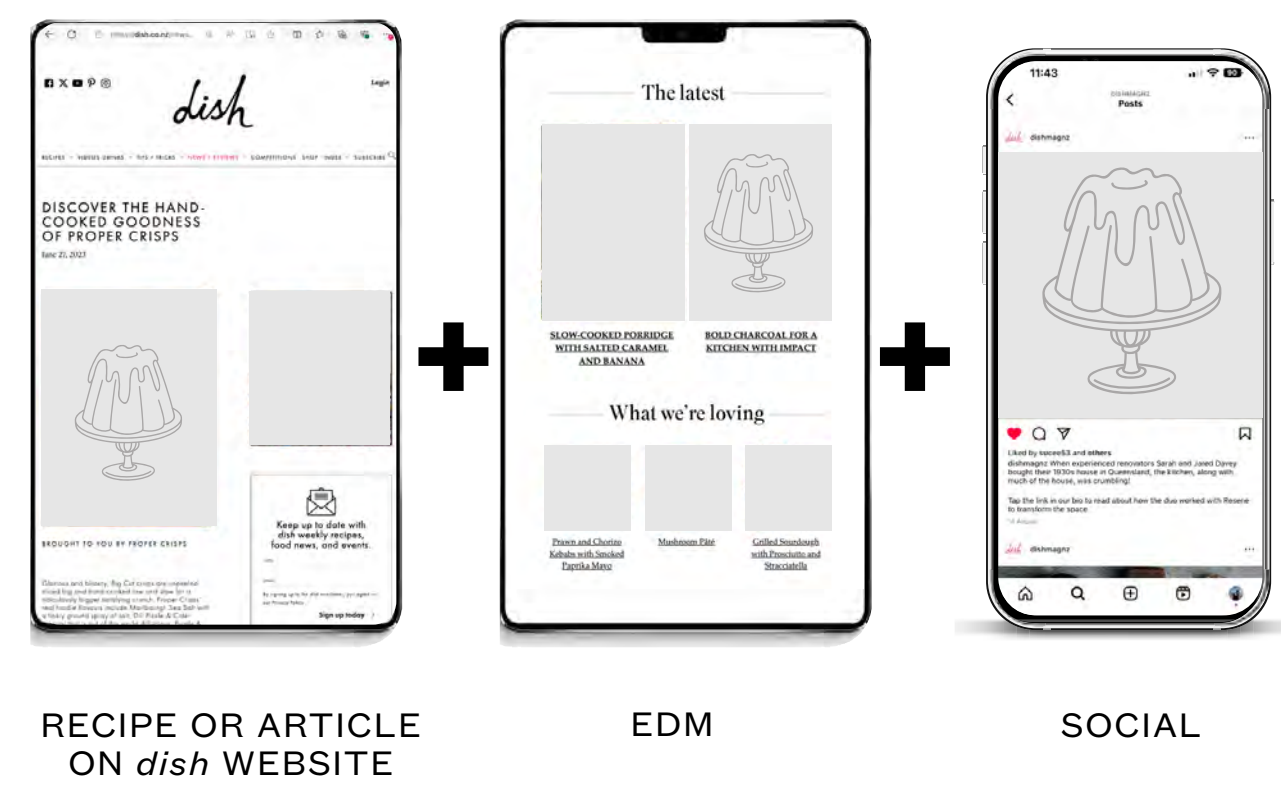


DIGITAL ADVERTISING – PACKAGE OPTIONS

BASIC DIGITAL PACKAGE

- 1x sponsored article or recipe on *dish* website
- EDM feature
- Instagram & Facebook post
- \$75 boost spend included

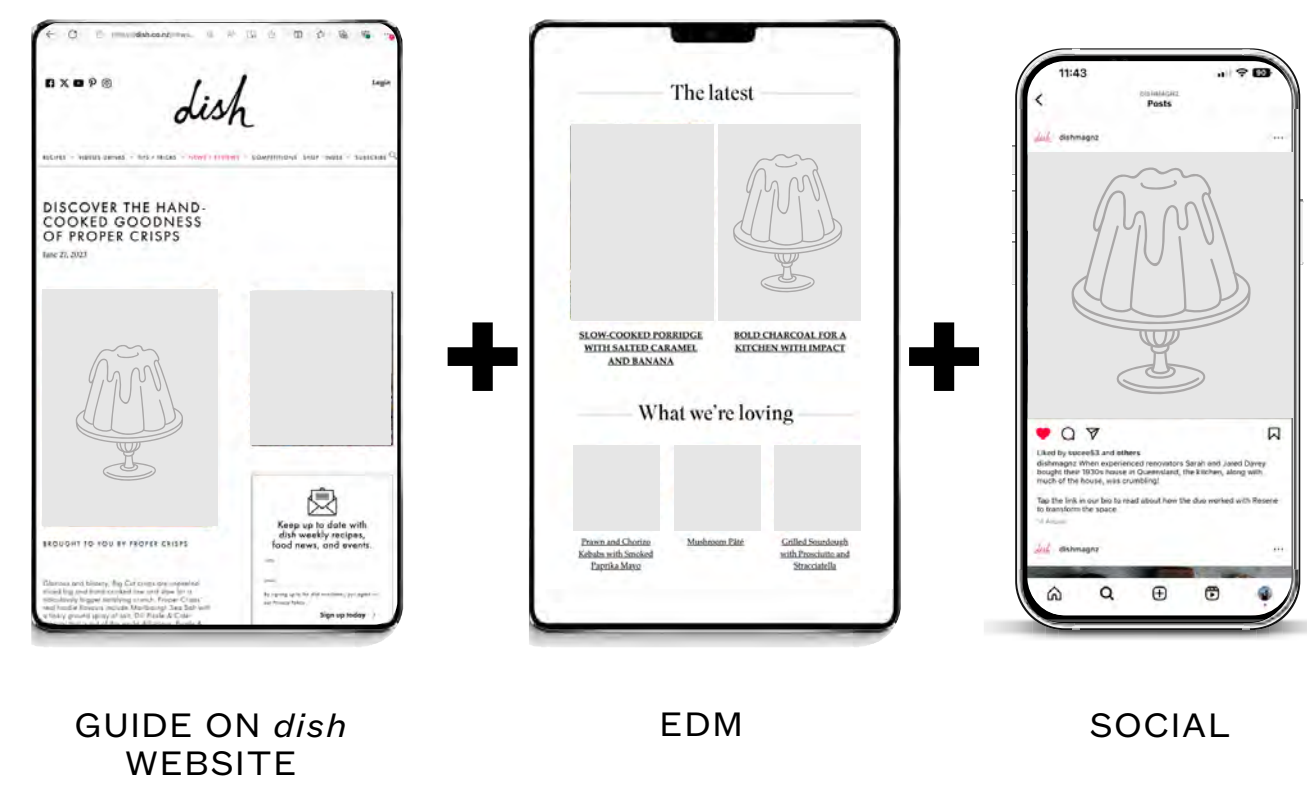
\$2,000



CHRISTMAS GIFT GUIDE 3&4 DECEMBER

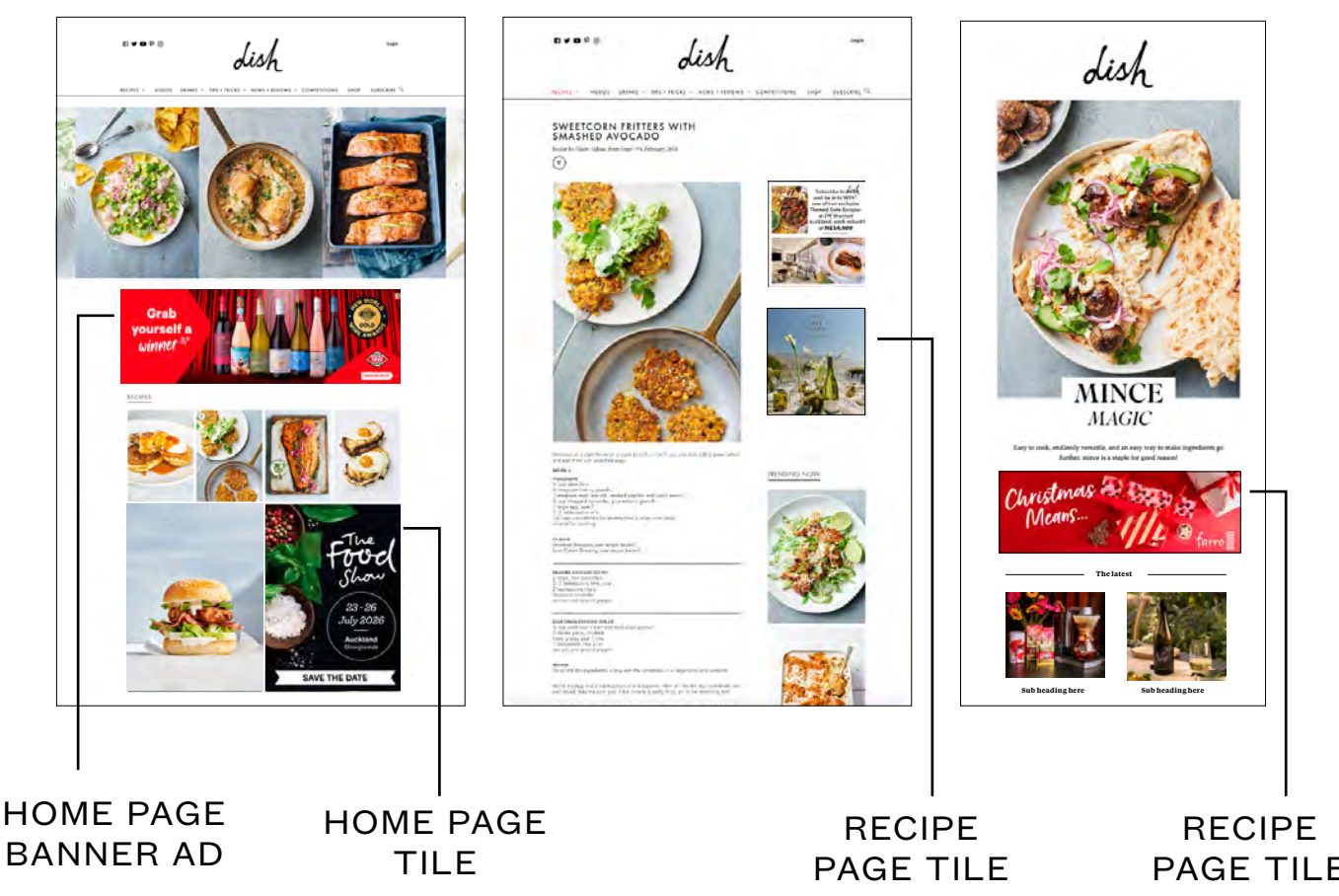
- Feature in our curated digital Christmas
- Gift Guides in early December
 - Web guide
 - EDM guide
 - Instagram & Facebook guide

\$650



DISPLAY ADVERTISING

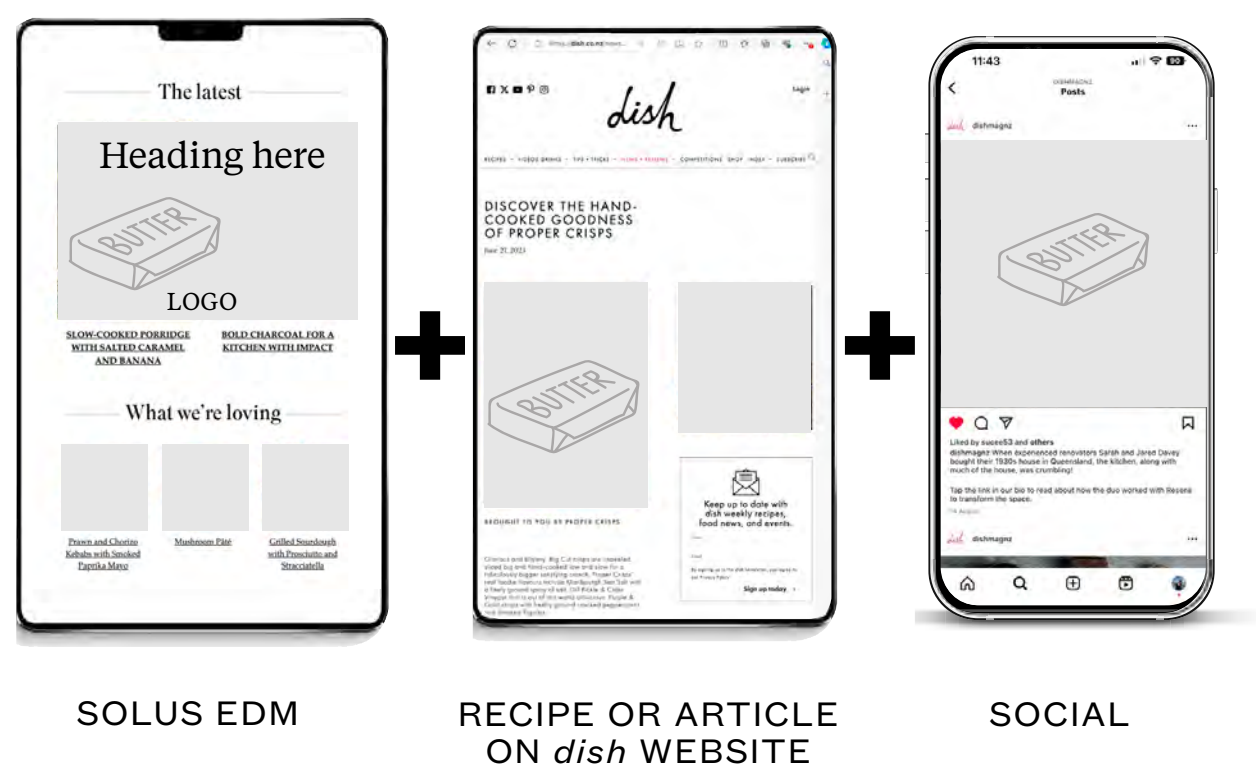
Display ads	Rates per month*
Home page banner ad	\$6,000
Home page tile	\$4,750
Recipe page tile	\$7,000
EDM banner ad	\$6,000



SOLUS PACKAGE

- Full takeover of *dish* EDM to our highly engaged database
- Flexible advertorial template, designed by our Digital Editor
- Multiple articles/recipes on *dish* website to support EDM content
- Instagram and Facebook post
- \$200 boost spend included

\$8,500



CHRISTMAS ISSUE

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.

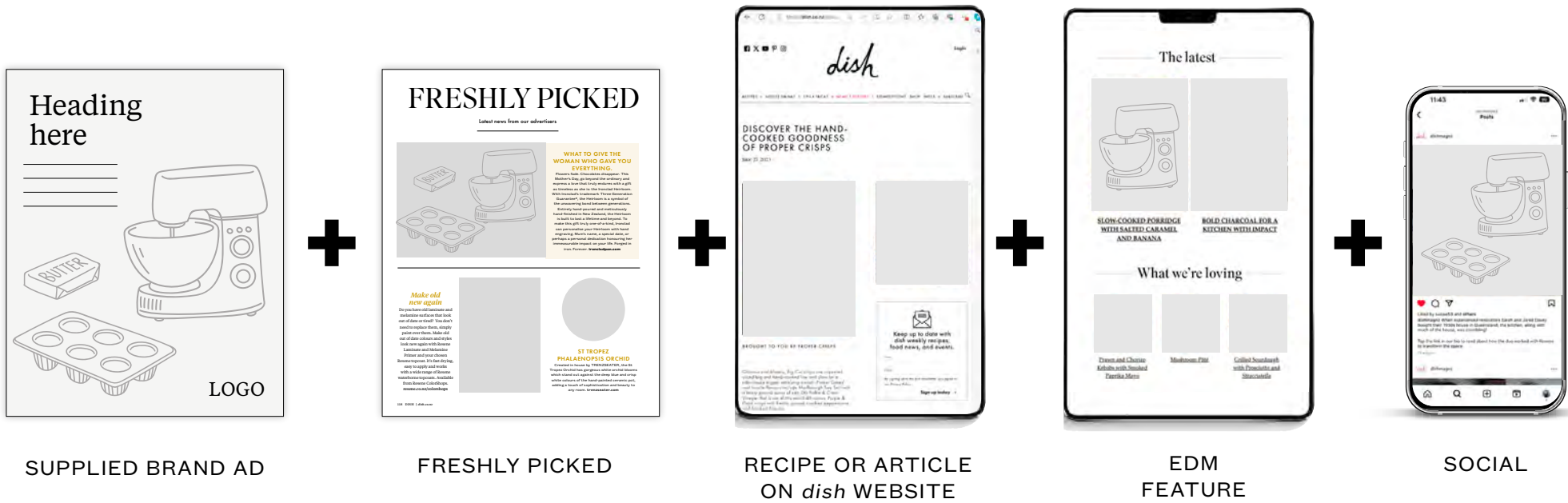
**These rates are exclusive of GST.*

PACKAGE OPTIONS

Connect with our digital audience, too!

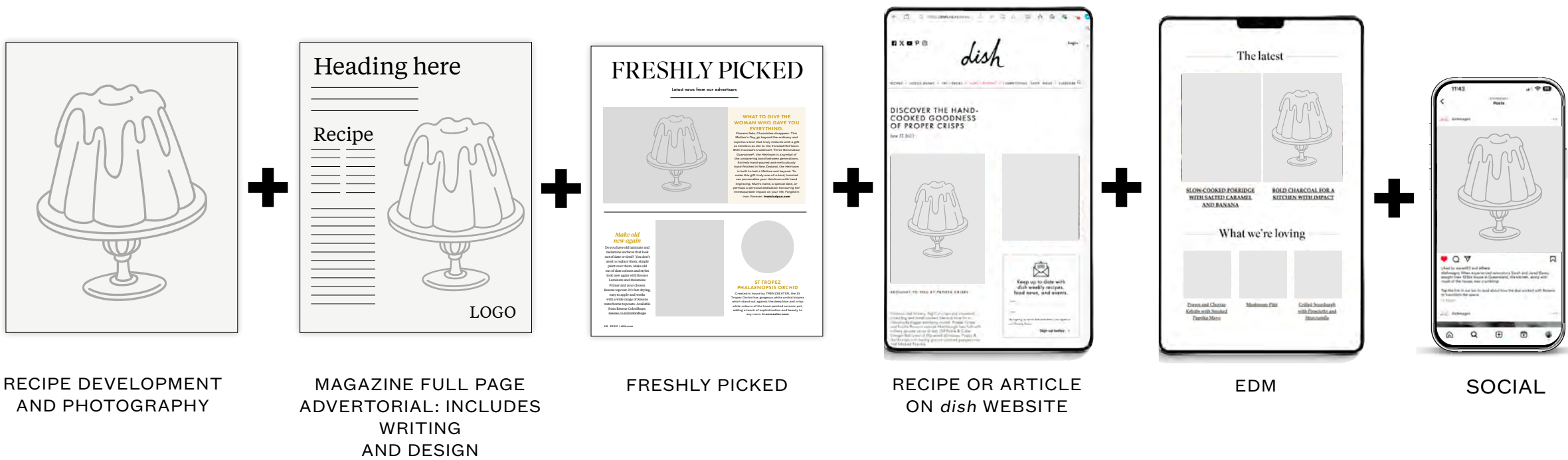
- Full-page brand ad
- Freshly Picked feature
- Sponsored recipe or article on *dish* website
- EDM Feature
- Social post

\$8,750



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

\$10,000



DEADLINES

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
130	2 November	23 September	24 September 2026	30 September 2025

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

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