



# *Lish*

## PREMIUM FOOD AND LIFESTYLE COMMUNITY

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New Zealand's #1  
food and lifestyle title

**Cross-platform media kit**  
Winter/Spring 2025

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# WELCOME TO *dish*

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

Our continued growth and cross-platform success across print, digital and events 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 content, and our unparalleled insights on home cooking, wine and beverage, hospitality, travel and lifestyle.

Whether we're working on a full recipe creation package 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

38K

Print Run

16K

Subscribers

80-90%

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 than our closest competitor. That is 235% more than our closest competitor and we are still ranked number one in the food category. Are Media Retail Scan Data 2024



# 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





# 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

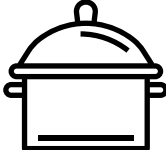







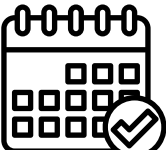

Sources: dish Audience Survey 2025, Meta Business Suite

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





# GET TO KNOW OUR COMMUNITY

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

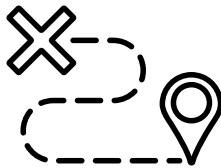
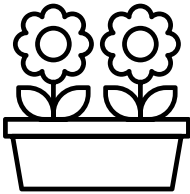
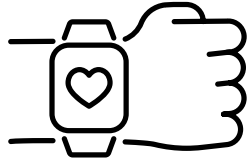









# POTENTIAL BEYOND FOOD

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.

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

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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.

## 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 123*

## COMFORT CORNER

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How do we feel about September in New Zealand? Is it warm and ‘springy’ with flowers budding in the sunshine? No. It is usually cold, snowing down south and drenched in rain! To that end this issue is full of spicy little numbers to see us through the last of the miserable weather before things start to heat up closer to Christmas. Think cheeky little noodle dishes, low-stress gourmet burgers and pizzas and meals that, while they’re a bit lighter than mid-winter casseroles, still pack a flavour punch!

### KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
8 September 2025	25 July 2025	6 August 2025	11 August 2025





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## 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	17 September 2025	22 September 2025	29 September 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	Booking deadline	Advertorial material deadline	Supplied ad material deadline
15 December 2025	31 October 2025	5 November 2025	12 November 2025



# 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.

## DIGITAL

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

EDM feature	Rate*
Sponsor recipe collection	\$3,500
‘The latest’ feature	\$2,250
‘What we’re loving’ feature	\$1,250

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.**

*\*These rates are exclusive of GST.*



# dish DIGITAL PLACEMENTS

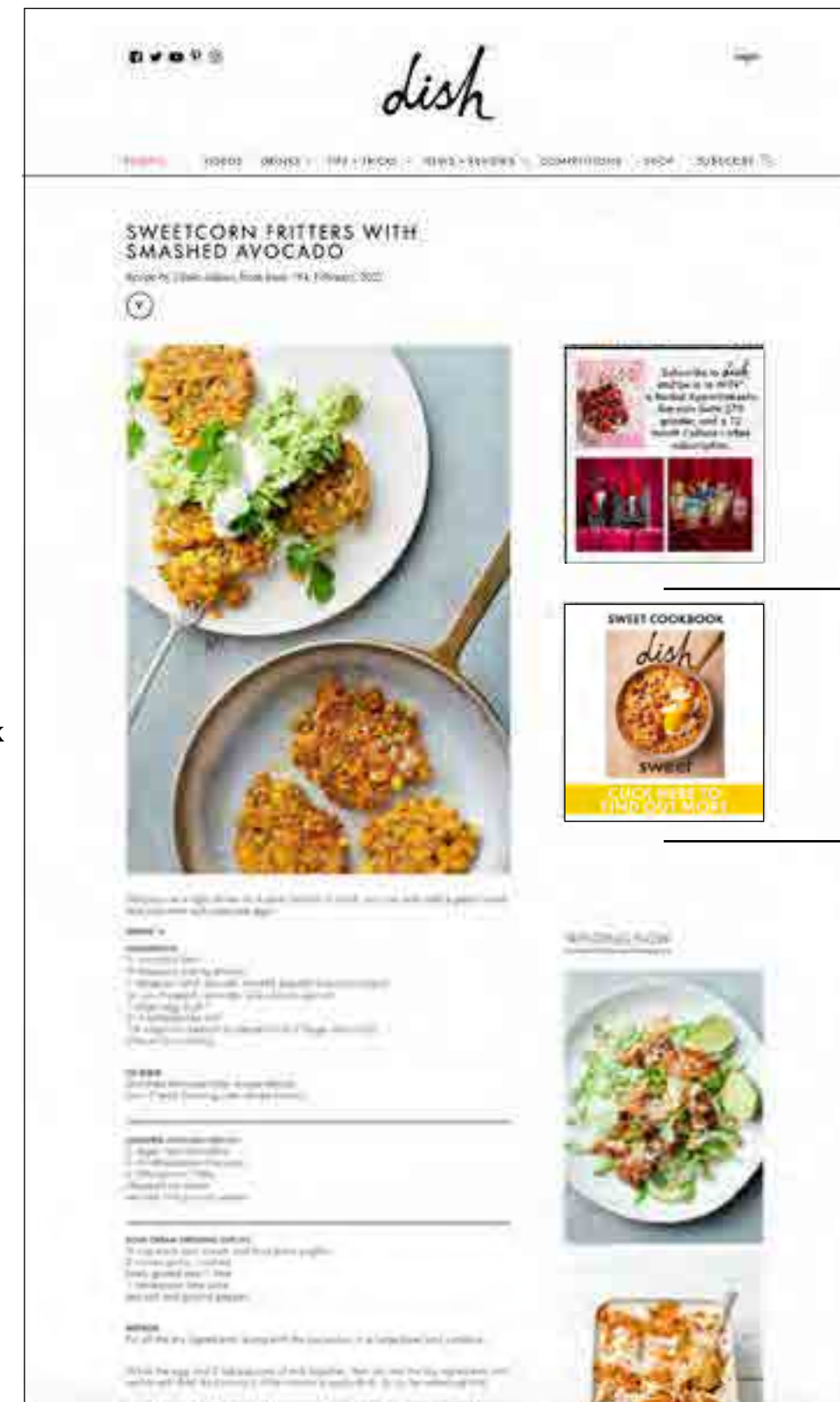
## HOME PAGE



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

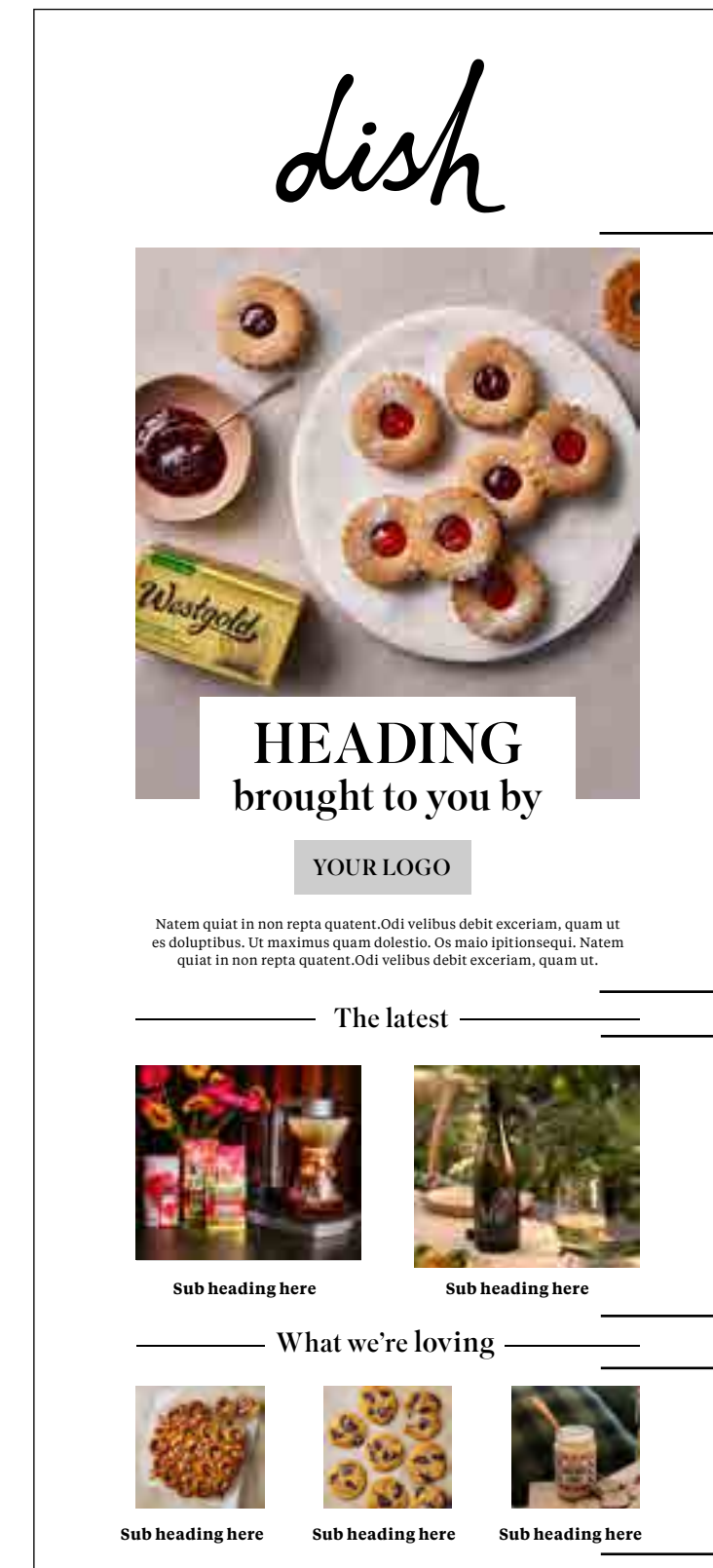
Home page tile  
\$3,750  
Size  
850x1174px

## RECIPE PAGE



Recipe page tile  
\$3,750  
Size  
550x600px

## EDM



Sponsor recipe collection – gif  
\$3,500

'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

**in association with PRODOTTI**



**Tomato and Fresh Basil Spaghetti (v)**  
Summer is a treat! Tasty, fresh and so simple to make.

1 cup fresh basil, leaves and stems	250 grams 1/2 pack) Garofalo Spaghetti
250 grams fresh cherry tomatoes (halved)	1/2 teaspoon chili flakes
100 grams Gr. Gustibus Parmigiano Reggiano or Gr. Gustibus Pecorino, grated	1/2 medium red onion, thinly sliced
1 clove garlic, peeled	sea salt and ground pepper

Separate the basil leaves from the stems, reserving the stems. Put the cherry tomatoes in a large heatproof bowl.

Put the olive oil in a large frying pan, and cook the onion, basil stems and the whole clove of garlic over a medium heat for 3-4 minutes until the onion is soft. Add in a splash of water if the pan is too dry.

Cook the pasta in a large pot of well-salted boiling water until al dente, stirring occasionally to avoid it sticking together.

Remove the basil stems from the onions and discard. Pour the contents of the frying pan into the bowl of tomatoes. Add all the basil leaves and chili flakes and toss to combine.

When the pasta is cooked, drain then add the hot spaghetti to the tomato mixture along with the cheese. Fold everything together until well combined and creamy. To give a warm, comforting meal and season with salt and pepper. **SERVES 4**

**DI GUSTIBUS** **Prodotti**

*in association with* **Prodotti** *in association with* **Prodotti**

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**in association with DISARONNO**



**The Drink of the Summer**

Made with the world's favourite Italian liqueur, Disaronno, this refreshing cocktail combines the liqueur's unique almond flavour with orange, soda water and a splash of fresh lemon for a light, zesty taste that perfectly suits the spirit of the season.

Effortless to prepare, the Disaronno Fizz is a sparkling, refreshing drink that adds sophisticated style to any occasion. With over 100 years of Italian heritage, Disaronno Amaretto and its unique almond flavour makes it the ultimate drink of the summer for any celebration.

Whether you're enjoying a barbecue or relaxing on the deck, the Disaronno Fizz is your go-to cocktail to bring in those Vibs to the New Zealand summer. Grab a bottle of Disaronno and infuse your summer moments with a touch of Italy. Truly irresistible.

**Disaronno Fizz**  
A hot drink and cold drink is a distinct character. The unique taste and smooth, velvety texture of Disaronno Amaretto combined with effervescent soda bubbles and lemon juice for a refreshing and thirst-quenching cocktail.

45ml Disaronno 150ml soda water  
Ice lemon zest  
Fresh lemon juice

Pour Disaronno over ice, add a squeeze of fresh lemon juice and top up with soda water. Stir and garnish with lemon zest.

**DISARONNO**  
Available at your local liquor retailer [disaronno.com](http://disaronno.com)

122 DISH | 1 dish.co.nz

**in association with AORAKI**



**Flavour Feast**  
Make summer entertaining stress-free yet fabulous with Aoraki's sensational limited-edition Pihutukawa Smoked Salmon Fillet

**AORAKI PIHUTUKAWA HOT SMOKED SALMON FILLET**  
Aoraki Pihutukawa Hot Smoked Salmon Fillet, Walnut and Olive Salad, Beetroot and Tahini Dip, Horseradish and Sour Cream Sauce. Served with a choice of sides and every bread. **SERVES 4-6**

**TO SERVE:** For the salmon on a large board and serve with some of the Beetroot Salad, Beetroot and Tahini Dip and the Horseradish and Sour Cream Sauce into bowls and place alongside with the vegetables and every bread. **SERVES 4-6**

**FENNEL, WALNUT AND OLIVE SALAD (GF) (V)**  
2 tablespoons extra virgin olive oil  
1 tablespoon sherry vinegar  
1 teaspoon maple syrup  
2 cloves garlic, crushed  
sea salt and ground pepper  
1 small fennel bulb, thinly sliced, fronds reserved  
8 large green olives, pitted  
1/2 cup walnut pieces, toasted and chopped

1 tablespoon chopped reserved fennel fronds

Whisk the oil, vinegar, maple syrup and garlic together in a large bowl and season with salt and pepper. Stir in the remaining ingredients and garnish with fennel fronds. **SERVES 4-6**

**BEETROOT AND TAHINI DIP (GF) (V)**  
400 grams raw cooked beetroot, drained  
2 tablespoons each tahini and red wine vinegar  
8 cloves garlic, crushed  
1 teaspoon each sesame oil, honey, lemon juice and ground turmeric

sea salt and ground pepper

Blend everything together in a stick blender or in a small food processor until smooth. Season with salt and pepper. **MAKES ABOUT 1/2 CUP**

**HORSERADISH AND SOUR CREAM SAUCE (GF)**  
1/2 cup sour cream  
1/2 cup good quality egg mayonnaise  
2-3 tablespoons horseradish sauce  
2 cloves garlic, crushed

1 teaspoon Worcestershire sauce  
1/2 teaspoon sea salt  
Whisk all the ingredients together. **MAKES 1 CUP**

**Aoraki**  
Visit [aoraki.co.nz](http://aoraki.co.nz) for more inspiration.

**in association with LEE KUM KEE**



**Hoisin Heroes**  
Banish boring by adding a splash of flavour from Lee Kum Kee's epic sauce range

Lee Kum Kee makes marinades, dips and dressings delicious with its versatile sauces. Hoisin Sauce works brilliantly with pork, chicken, beef and seafood and can be used in everything from soups to noodle dishes to the classic Peking Duck. We added hoisin Lee Kum Kee Hoisin Sauce in Chicken Fried Rice to add a splash of Lee Kum Kee sauce to the fridge or cupboard and you'll always have a flavour boost to hand.

**LEE KUM KEE HOISIN PORK AND GINGER LETTUCE CUPS**  
**HOISIN PORK**  
1 tablespoon neutral oil  
1 red onion, finely diced  
1 red capsicum, sliced  
2 cloves garlic, crushed  
1 red chili, finely sliced  
450 grams pork mince  
3 tablespoons Lee Kum Kee Hoisin Sauce  
2 tablespoons Lee Kum Kee Premium Soy Sauce

**HOISIN SAUCE**  
1/2 cup Lee Kum Kee Kwei Pung Sesame Oil

**TO SERVE:**  
1 medium lettuce or 2 baby cos lettuces, washed  
2 cups cooked medium-grain rice  
1 spring onion, thinly sliced  
1 cup coriander leaves  
2 tablespoons roasted peanuts, chopped

**PORK:** Heat the oil in a large frying pan over a medium heat. Add the onion and capsicum and fry for 5 minutes or until softened. Add the garlic, chili and ginger and fry for 2 minutes before adding the pork mince. Break the mince apart with a wooden spoon and fry, stirring regularly, until the pork is cooked through. Add the hoisin and soy sauce to the pan and heat through.

**Sauce:** In a small saucepan over a low heat, stir together the sauce ingredients. Remove from the heat and pour into a small serving dish.

**TO SERVE:** Serve the lettuce leaves filled with the cooked rice and pork mince. Serve the sliced spring onion, coriander leaves, chopped peanuts and hoisin sauce alongside. **SERVES 4**

**LEE KUM KEE HOISIN CRUMBED CHICKEN AND SLAW BOWL**  
**CRUMBED CHICKEN**  
1/2 cup plain flour  
sea salt and ground pepper  
2 large eggs  
1/4 cup panko breadcrumbs  
4 boneless and skinless chicken thighs

**HOISIN SAUCE**  
1/2 cup Lee Kum Kee Hoisin Sauce  
1/2 cup water  
3 tablespoons rice wine vinegar

**SLAW**  
3 cups shredded cabbage  
1 medium carrot, grated or julienned  
1 spring onion, thinly sliced  
1 cup coriander leaves  
1/2 cup mint leaves

**DRESSING**  
1 clove garlic, crushed  
1 red chili, finely chopped, optional

**EQUIPMENT:** Line an oven tray with baking paper.

Preheat the oven to 180°C fan bake.

**CRUMBED CHICKEN:** Set yourself up with 3 bowls. In the first bowl, place the flour, season with salt and pepper. In the second, whisk the eggs. In the third, mix the breadcrumbs with a little salt.

Dip the chicken thighs into the flour, making sure all areas are covered, shake off any excess flour then dip into the whisked eggs. Allow any excess egg to drip off then coat in the breadcrumbs.

**TO SERVE:** Push the crumbs into the chicken thighs to help it adhere.

Place the crumbed chicken on the prepared tray and drizzle over the oil. Bake for 20-30 minutes or until golden brown, turning halfway through.

**SLAW:** Place the ingredients in a large bowl and toss to combine.

**DRESSING:** Place the ingredients in a small bowl or jar and whisk or shake to combine. Pour over the slaw just before serving.

**HOISIN SAUCE:** Place the ingredients in a small saucepan and bring to a simmer. Remove from the heat.

**TO SERVE:** Divide the rice and dressed slaw between four serving bowls. Cut the crumbed chicken into strips and place on top of the rice. Drizzle over the hoisin sauce, mayonnaise and chopped peanuts. **SERVES 4**

**DELICIOUS MOMENTS EVERYDAY**

1 DISH | 1 dish.co.nz

**in association with MAINLAND**



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

Summer was made for firing up the barbecue and dining outdoors. Super-charge your grill game with Mainland Creamy Feta Cheese, delicious crumbed into salads or whizzed into a flavour-packed dressing. Mainland Haloumi Cheese makes for a brilliant vegetarian meal option, grilling to golden perfection on the barbecue (topping a fantastic mollet centre on eating). Make your next barbecue memorable with Mainland!

**Chicken Shawarma Bowl with Whipped Feta and Yogurt Sauce (v)**  
4 boneless and skinless chicken thighs  
sea salt and cracked pepper  
1 tablespoon olive oil  
2 tablespoons runny honey  
1 teaspoon each dried thyme, dried oregano and garlic powder  
1/2 teaspoon lemon zest  
1/2 teaspoon chili flakes

**WHIPPED FETA AND YOGURT SAUCE:** Place all the ingredients in a food processor and blitz until smooth. Season to taste with salt and pepper.

**SALAD:** In a large bowl, toss together all the ingredients.

Preheat the barbecue grill to a medium-high heat.

Grill the chicken thighs for 10-15 minutes on each side or until cooked through. Place in a plate, cover loosely with foil and set aside to rest for 5 minutes.

**TO SERVE:** Divide the rice among 4 bowls. Thinly slice the chicken diagonally and arrange on top of the rice along with the salad and whipped feta and yogurt sauce. Crumble over some extra Mainland Feta Cheese. Garnish any extra salad and sauce on the side. **SERVES 4**

**Haloumi and Zucchini Skewers with Tomato Panzanella Salad (v)**  
**HALOUMI AND ZUCCHINI**  
2 x 200-gram blocks Mainland Haloumi Cheese  
2 zucchinis  
2 tablespoons olive oil  
1 teaspoon each dried oregano and dried thyme  
sea salt and cracked pepper

**SALSA VERDE**  
1 clove garlic, crushed  
1/2 cup olive oil  
1/2 red chili, finely chopped, optional  
1/2 cup chopped fresh parsley  
1/2 cup chopped fresh mint  
1/2 cup olive oil

**TO SERVE:** Tear the zucchini into bite-sized pieces and place on the prepared tray. Drizzle with olive oil and season with salt and pepper. Place the tray under the grill and turn the skewers until they are golden on all sides. Place in a bowl along with the remaining salad ingredients.

**TO SERVE:** Shake all the ingredients together in a small jar.

Preheat the barbecue grill to a medium heat.

Grill the skewers for 3-4 minutes on each side until golden brown.

**TO SERVE:** Toss the dressing through the tomato salad and serve alongside the skewers. Drizzle half of the salsa verde over the skewers and top with the remaining on the side. **SERVES 2**

**EQUIPMENT:** Soak 8 wooden skewers in water for 30 minutes to prevent them burning on the barbecue (or use metal skewers). Line an oven tray with baking paper.

**TO SERVE:** Cut the Mainland Haloumi Cheese into 8cm cubes and trim and thinly slice the zucchini. Thread 8 pieces of haloumi onto a skewer then follow with 3-4 zucchini slices. Continue this pattern until you reach the end of the skewer. Place on a preheated grill while you assemble the remaining skewers.

Drizzle the skewers with olive oil and sprinkle over the dried herbs. Season with salt and pepper.

**SALSA VERDE:** In a small processor, blitz the ingredients together then set aside.

**For more Mainland recipes visit [mainland.co.nz](http://mainland.co.nz)**

1 DISH | 1 dish.co.nz



# 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.

<b>Simple Summer Bruschetta</b> <i>Make entertaining a breeze by pairing these award-winning bubbles with this easy to prepare appetiser.</i>	
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](http://newworld.co.nz)



126 DISH | [dish.co.nz](http://dish.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 foodies 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*

RECIPES • WINE AWARDS • TIPS + TRICKS • NEWS + REVIEWS • COMPETITIONS SHOP WINE • SUBSCRIBE VIA DISH

## NEW WORLD WINE AWARDS HUB

14 October 2024



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

The weekly competition will run for some time, with an extra tasting wine given, all without big winners, the Top 50 award will be given \$10 and included in New World wine nationwide.

With a following, this has grown each year, with 2024's winners being made up of a selection of world-class, award-winning wines.

The winners (1st to 50th) will be announced, 2024's winners will be given \$10 each, and the New World Wine Awards will be held on 14th Oct.

[EXPLORE THE TOP 50 WINNERS](#)

[Click here](#)

Subscribe to *dish* and be the first to know when the winners are announced. You'll also get exclusive access to the winners list, and more.

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

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## INSTAGRAM



## FACEBOOK



# CONTENT INTEGRATION EXAMPLES

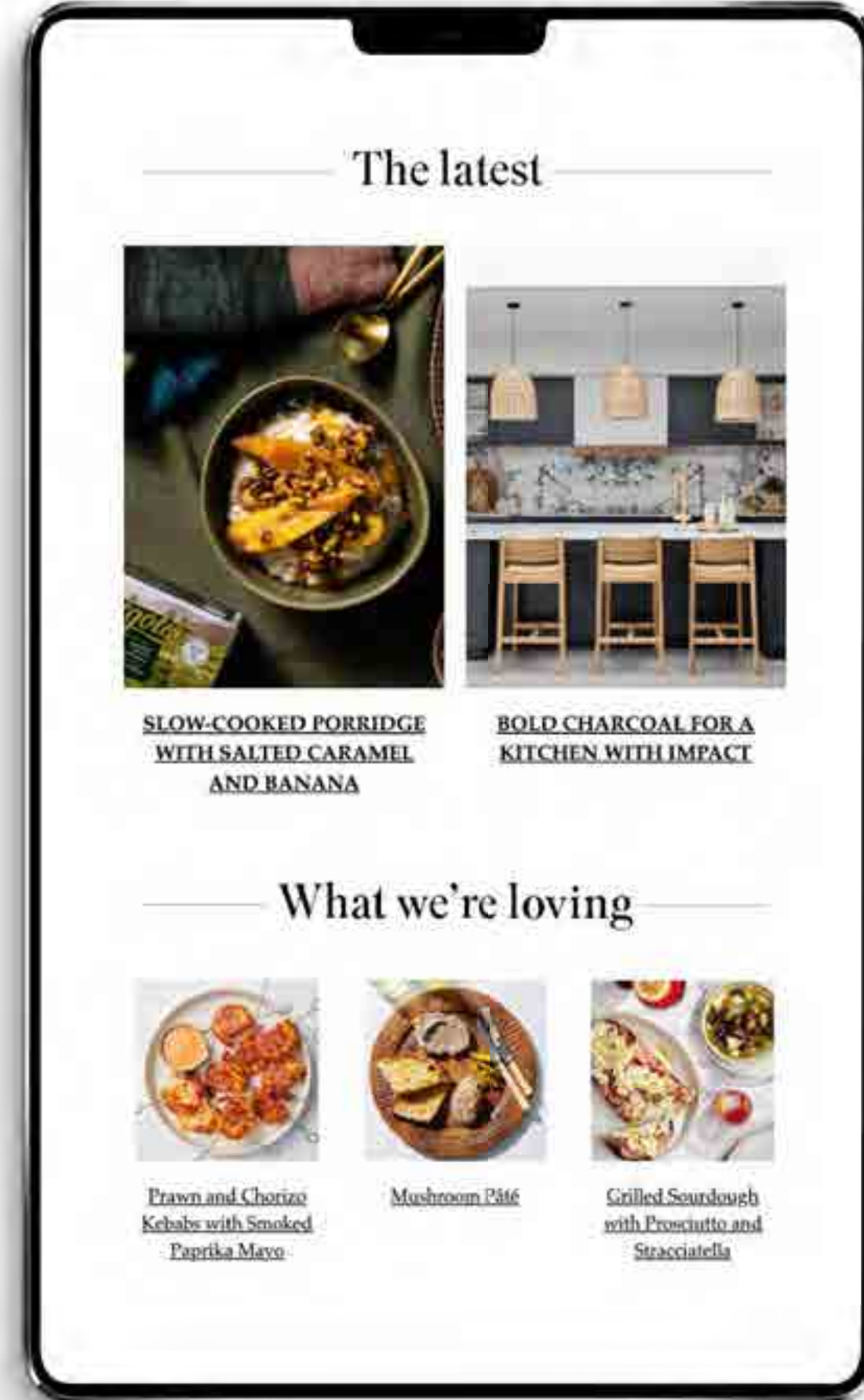
**Resene**

the paint the professionals use

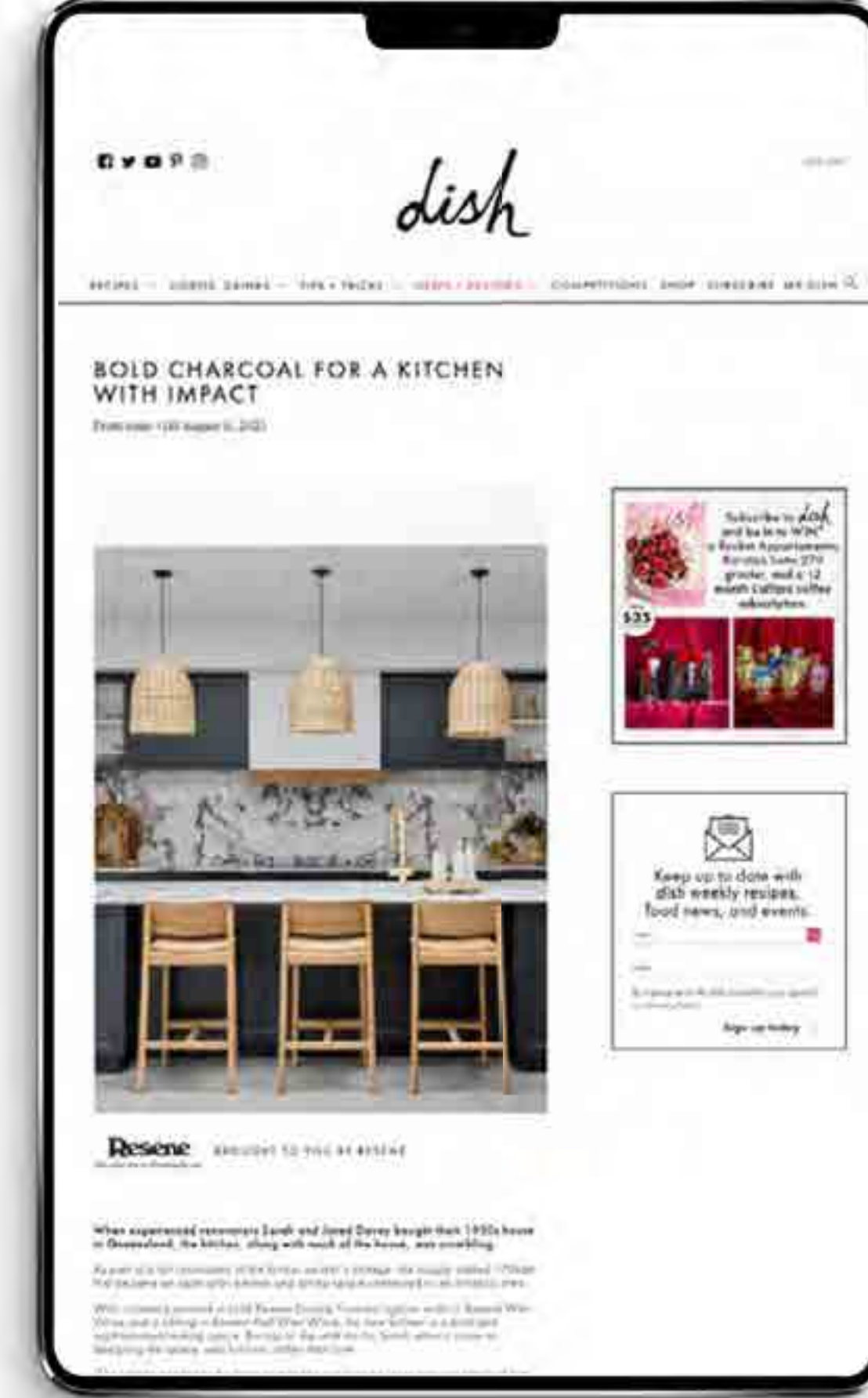
## MAGAZINE



## EDM



## WEBSITE



## INSTAGRAM



## FACEBOOK



# 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

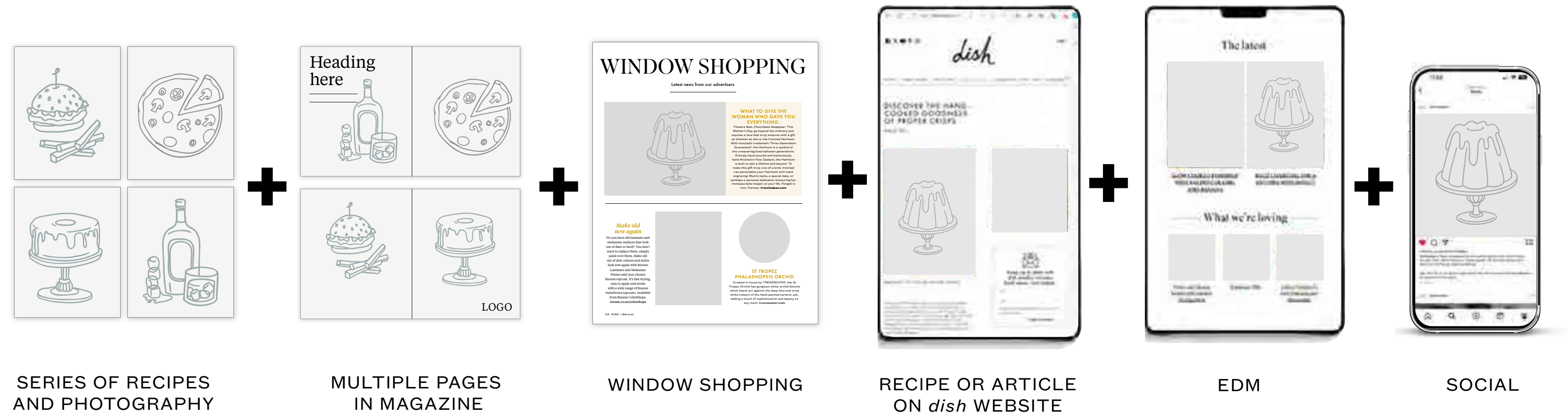
## \$12,250



## 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



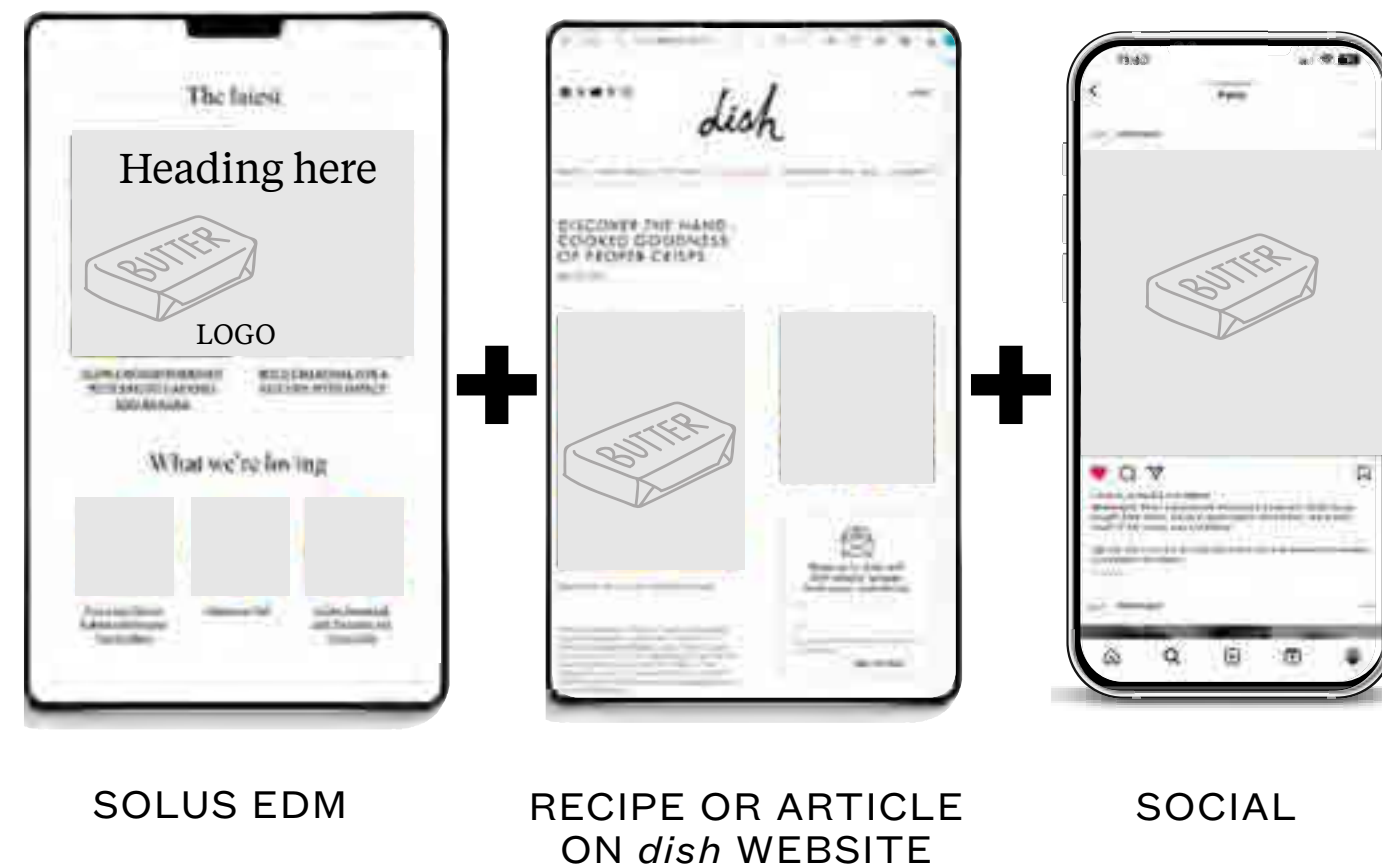


# DIGITAL PACKAGE EXAMPLES

**5** Solus package

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

**\$6,500**



**6** Basic digital package

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

**\$1,500**

RECIPE OR ARTICLE ON *dish* WEBSITE + EDM + SOCIAL

**7** Digital sponsor package

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

**\$6,000**





# PRINT AND DIGITAL AD SPECIFICATIONS

## Supplied print ads:

### Mechanical

Size: 230mm (w) x 300mm (h)

Binding: Perfect bound

Colour: CMYK

### Sizes

*Full page*

Trim: 230mm (w) x 300mm (h)

Bleed: 236mm (w) x 306mm (h)

*Double page spread*

Trim: 460mm (w) x 300mm (h)

Bleed: 466mm (w) x 306mm (h)

### Inside front cover (IFC), inside back cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

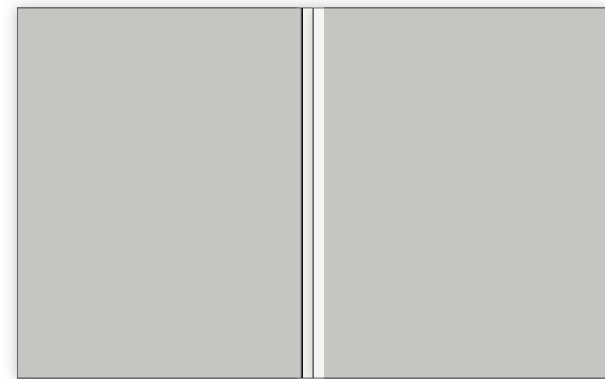
*Single page image area*

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

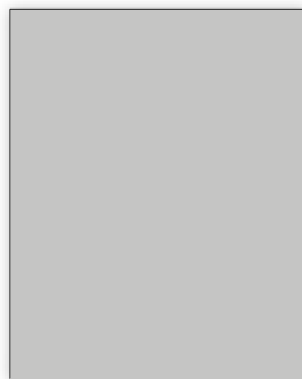
Bleed: 230mm (w) x 306mm (h)

*Back cover*

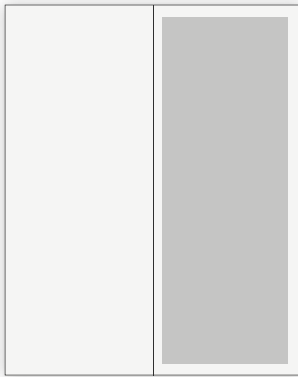
Full page portrait



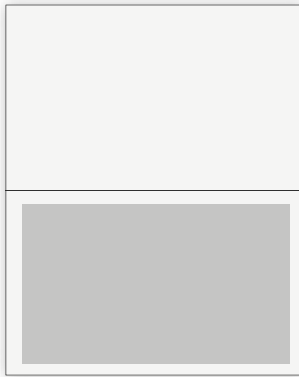
**Double page spread**  
460mm (w) x 300mm (h)  
+ 3mm bleed



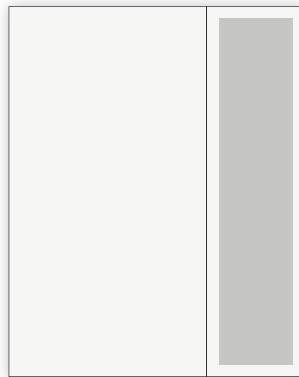
**Full page single**  
230mm (w) x 300mm (h)  
+ 3mm bleed



**Half page vertical**  
105.5mm (w) x  
288mm (h)  
+ 3mm bleed



**Half page horizontal**  
218mm (w) x 141mm (h)  
+ 3mm bleed



**Third of a page vertical**  
66mm (w) x 288mm (h)  
+ 3mm bleed

### Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

### Using Acrobat Distiller

- 1 Print document to file by selecting PostScript® File printer option in the print dialogue window
- 2 Select Adobe PDF or Acrobat Distiller PPD
- 3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- 4 Select crop marks
- 5 Select composite CMYK output
- 6 Include all fonts
- 7 Set transparency flattening options to high resolution
- 8 Save to create the PostScript® file
- 9 Launch Adobe Acrobat Distiller
- 10 Select PDF/X1a as the default job options
- 11 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

### Exporting from InDesign

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

**Quality : 300 dpi**

**Proofs :** A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

## Magazine advertorials

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

## Digital:

### *dish* website features & EDM features

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

Maximum web/EDM image file size 2MB.

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

### Social posts

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

### Website advertisements

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

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

Maximum file size 2MB.

### EDM



### home page *dish* website



### Recipe page *dish* website





# SUPPLIED AD DEADLINES

## ISSUES IN PRODUCTION:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
123	8 September 2025	25 July 2025	6 August 2025	11 August 2025

## UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
<b><i>dish</i> Christmas 2025:</b>				
124	3 November 2025	17 September 2025	22 September 2025	29 September 2025
HOLIDAY (Special edition)	15 December 2025	31 October 2025	5 November 2025	12 November 2025
125	2 February 2026	4 December 2025	10 December 2025	15 December 2025





# 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**

Commercial Manager

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