



# dish

Good enough to eat

## MEDIA KIT 2018/2019



# Good *enough* to eat

*Dish* is a magazine for people who love to cook and read about good food, wine, entertaining, home and travel

## Something for everyone

Published bi-monthly, *Dish* offers inspiring yet achievable recipes using fresh, seasonal produce for every occasion – from entertaining friends to simple week night meal solutions.

Our audience is made up of passionate foodies, home cooks, enthusiastic beginners and chefs.

## Deliciously inspiring

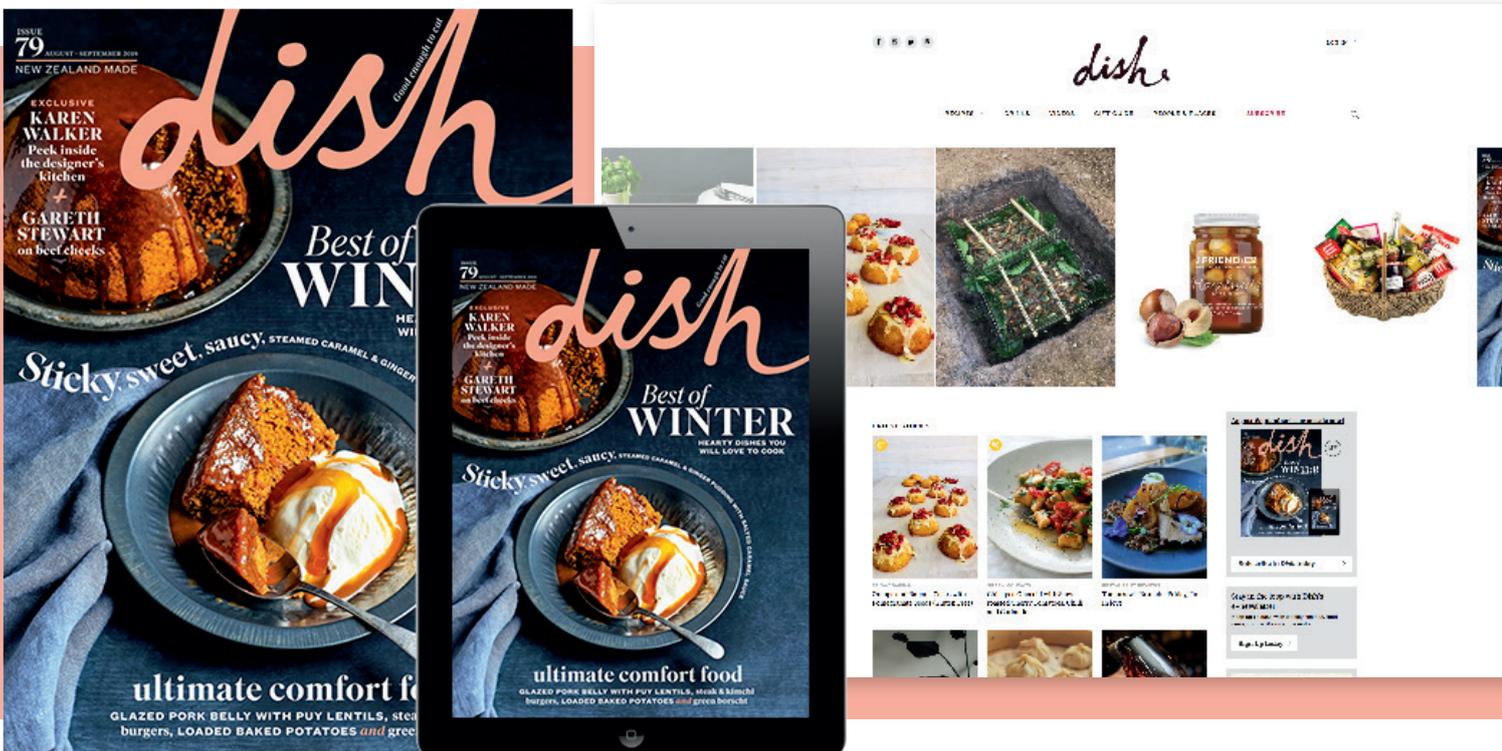
*Dish* is known for its tried and tested recipes made with quality ingredients that are seasonal and accessible.

Every page presents recipes that are beautifully styled and photographed and the overall look and feel of the brand is sumptuous and inviting.

Our audience can read about food trends, up-and-coming producers, new places to eat and drink, innovative chefs, kitchen and home products and exciting food and travel destinations both in New Zealand and overseas.

## *Dish* is:

- **A 360-degree brand offering:** a magazine, digital and social platforms and events.
- **A trusted reference:** *Dish* magazine readers keep their copies because every issue serves up new and delicious recipes many of which become firm favourites.
- **Inspirational:** The *Dish* audience wants to cook and eat great food.



## Digital Dish

*Dish's* digital and social performance is unmatched in the local food media space. We offer nimble platforms for brand partnerships and can tailor imaginative digital packages to suit a variety of advertising and marketing goals. We have the ability to deliver a significant reach to a highly engaged community of passionate food lovers, connecting our clients directly with them through bespoke integrated campaigns featuring video, syndicated content, recipe commissions, photography and content marketing pieces.

## The *Dish* Reader

*Dish* readers are a highly influential audience who are predominantly female (76%), with an average age of 47. They enjoy cooking and entertaining at home and are happy to spend more on quality products.

Our readers are concentrated in the top two quintiles of annual household spend on groceries, alcohol, restaurant meals and international air travel.

When it comes to food and entertaining, *Dish* readers are active followers of new things and seekers of quality. They consider themselves to be food connoisseurs, agree that they love reading and trying new recipes and will pay more for top quality food. They are 74% more likely to have visited a gourmet food store in the last month. Half of them have been to a dinner party in the last month and 60% have entertained at home.



## *Dish* Numbers

*Dish* has an ever-growing and highly engaged audience across its print, digital and social platforms.

**FACEBOOK: 510,000 followers\***

**EDM: 36,000\***

**INSTAGRAM: 34,500 followers\***

**DISH AVERAGE WEEKLY UBS:  
69,000 (via Google Analytics)**

**CIRCULATION: 19,767**

**READERSHIP: 140,000**

**SUBSCRIBERS: 13,229**

*\*Figures from August 2018. Growing daily.  
Please enquire for updated figures.*



## Ratecard

Size	Frequency
	<b>Casual</b>
Double page	\$10,345
Single page	\$5,445
1/2 page	\$3,375
1/3 page	\$2,395
1/4 page	\$1,851
Inside front cover, double page	\$12,400
Outside back cover	\$6,050

The above rates are exclusive of GST.

## Deadlines

Issue	Booking	Material	On sale
<b>Aug/Sep 2018</b>	18 June	21 June	16 July
<b>Oct/Nov 2018</b>	13 Aug	16 Aug	17 Sept
<b>Dec 2018/Jan 2019</b>	15 Oct	18 Oct	12 Nov
<b>Feb/Mar 2019</b>	10 Dec	13 Dec	7 Jan 19

Issues are published bi-monthly

*Dish* is focused on *making food an enjoyable experience* and something everyone can take pleasure in reading and learning about.

*Dish* is the perfect magazine for those who love to cook, those who aspire to new heights in their cooking and those who simply love to read about good food.



## CONTACT

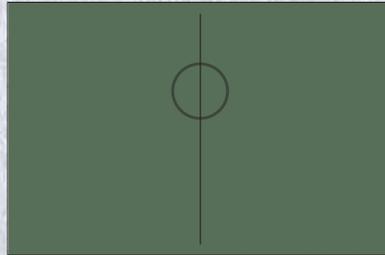
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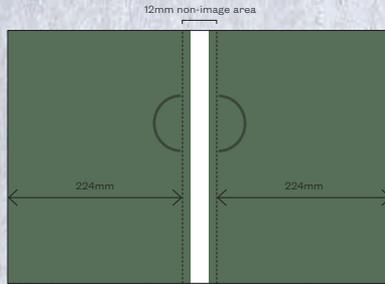
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## ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



Double page spread  
460 x 300 (deep)\* - no allowance for gutters

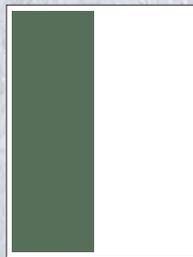


Inside covers  
224 x 300 (deep)\*

The IFC and IBC are a different size due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



Full page  
230 x 300 (deep)\*



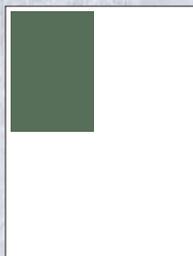
Half page vertical  
105.5 x 288 (deep)



Third of a page vertical  
66 x 288 (deep)



Half page horizontal  
218 x 141 (deep)



Quarter page square  
105.5 x 141 (deep)

### MECHANICAL

Size: 230 x 300 (deep)  
Binding: Perfect bound  
Colour: CMYK

### SIZES

#### Full page

Trim: 230 x 300 (deep)  
Bleed: 236 x 306 (deep)

#### Double page spread

Trim: 460 x 300 (deep)  
Bleed: 466 x 306 (deep)

#### 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: 224 x 300 (deep)  
Bleed: 230 x 306 (deep)

#### Back cover

Full page portrait

### 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

### SCREEN

175 lpi (screen ruling)

### 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.

### NOTE

Please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.

Tangible Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz> By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.

## Terms and conditions

### CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Tangible Media Ltd.

### CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

### POSTPONEMENT OR CANCELLATION OF SPACE

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

### Material

- a) All advertising material shall be delivered to the Publisher without expense to the Publisher
- b) Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- c) Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- d) Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

### RATE PROTECTION

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

### TERMS

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees,

legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

### TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

### GENERAL

- a) The Publisher reserves the right to decline the insertion of any advertisement
- b) The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- d) While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

### TERMS OF ACCEPTANCE OF ADVERTISING COPY

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- a) is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- b) is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c) is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

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