



# *dish*

## PREMIUM FOOD AND LIFESTYLE COMMUNITY

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New Zealand's #1  
food and lifestyle magazine

**Cross-platform media kit**  
Christmas, Holiday and Summer 2024-25

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Commercial Manager  
+64 21 869 590  
bel.bonnor@scg.net.nz





# 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.

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\*

## 2.9X

more sales compared to our closest competitor

### MAGAZINE

## 226K

Nielsen total readership

## #1

Food & drink magazine on iSubscribe

## 33.5K

Print Run

## 13.5K

Subscribers

## 80-90%

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

Sources: \*Roy Morgan, dish Audience Survey 2024, Google Analytics, Meta Business Suite, Campaign Monitor Analytics.

Sales comparison: "Over the last 6 issues, Dish has sold 2.9x times as many magazines in Woolworths, Foodstuffs North Island, Relay & Whitcoulls than its closest competitor." Are Media Retail Scan Data 2024





# OUR CROSS-PLATFORM AUDIENCE

## WEBSITE

**520K**

Monthly website page views

**1m 57s**

Avg. website page dwell time

**128K**

Unique monthly website visitors

## SOCIAL MEDIA

**70.5K**

Instagram followers

**477K**

Facebook followers

**1.5M**

Pinterest monthly views

## EDM

**56K**

Database

**53%**

Open rate

**10%**

Click-through rate

Sources: Roy Morgan, *dish* Audience Survey 2024, Google Analytics, Meta Business Suite, Campaign Monitor Analytics



# GET TO KNOW OUR COMMUNITY

## MAGAZINE AUDIENCE

High socio

**84%**  
aged 45+

**95%**  
female

**29%**  
Auckland-based

## DIGITAL AUDIENCE

Mid-high socio

**50%**  
aged 25-44

**84%**  
female

Sources: dish Audience Survey 2024, Nielson, Meta Business Suite  
For more insights, contact our Commercial Manager (details on p1 & p23)





# GET TO KNOW OUR COMMUNITY

 <p><b>68%</b> Cook every day</p>	 <p><b>47%</b> Visit the <i>dish</i> website at least once per week</p>	 <p><b>99%</b> Engage with our recipes at least once per week</p>
 <p><b>70%</b> Drink wine twice per week or more</p>	 <p><b>52%</b> Travel overseas at least once per year</p>	 <p><b>70%</b> Travel within NZ on holiday twice per year or more</p>
 <p><b>75%</b> Consider attending events &amp; experiences advertised in <i>dish</i></p>		 <p><b>65%</b> Regularly engage with our restaurant/hospo reviews</p>

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

Sources: dish Audience Survey 2024, Nielson, Meta Business Suite





# 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 2024



# 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 with styling, photography and optional video
- 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, restaurants, cafes and bars, and travel content!







# *dish 118*

# CHRISTMAS

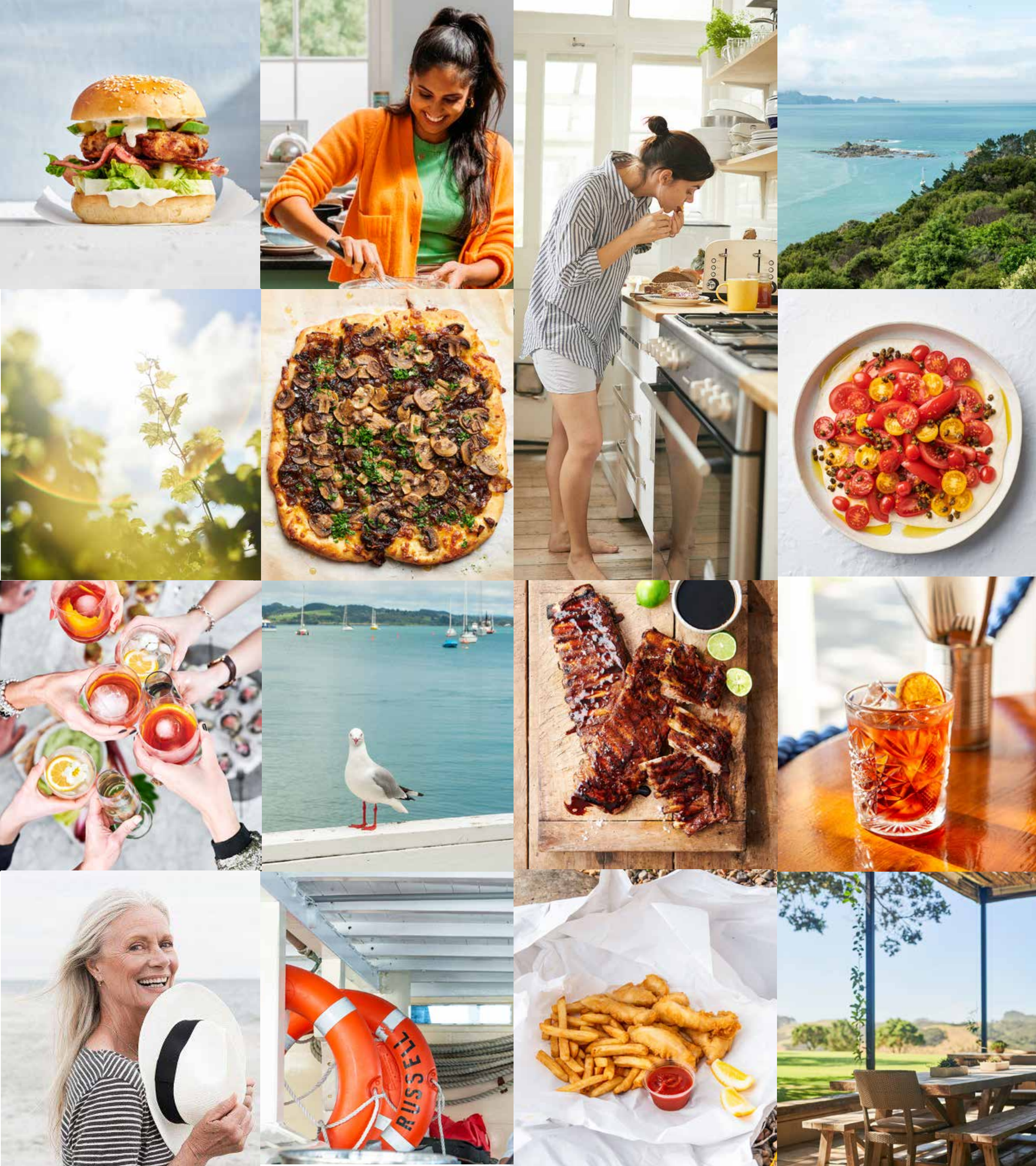
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Next up is our bumper Christmas issue, jam-packed with festive recipes to celebrate in style! We serve up all the traditional favourites alongside new and exciting twists, then take a deep dive into the very of best NZ sparkling wine. Always a sell-out, this special collector's edition has a higher page count than a regular issue and is themed for the season. Each year we bring something new and fresh along with the tried and true, and this issue is no different – featuring a stunning theme of casual, summery Christmas entertaining. From Italian to Mexican variations to classic ham and turkey and of course the most outrageous desserts, issue 118 is one our audience is waiting for with bated breath – it is unmissable.

## KEY DATES

<b>On-sale</b>	<b>Booking deadline</b>	<b>Advertorial material deadline</b>	<b>Supplied ad material deadline</b>
4 November 2024	25 September 2024	4 October 2024	9 October 2024





# 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 one-off 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 16th December, this issue will be a holiday essential.

## KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
16 December 2024	6 November 2024	15 November 2024	20 November 2024





# *dish 119*

## FRESH START

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2025 – bring it on! The start of every new year brings with it a time to plan, to look forward and to get re-energised. To that end, issue 119 will bring a lighter touch to the menu with great recipes that taste incredible, are quick and easy to make and won't weigh you down. Whether they're enjoying the height of summer from a beachside locale or heading back to the office, issue 119 will feature recipes that help our audience start the year with a bang!

### KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
3 February 2025	10 December 2024	13 December 2024	20 December 2024



# OUR RATES

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## MAGAZINE

<b>Advert placement</b>	<b>Rate*</b>
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

### **3-issue rates**

Double page	\$10,000
Single page	\$6,000

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

*\*These rates are exclusive of GST.*

## DIGITAL

<b>Website ad placement</b>	<b>Rate per month*</b>
Home page banner ad	\$5,500
Home page tile	\$4,250
Recipe page tile	\$3,500
Sponsor page banners	\$3,500

<b>EDM feature</b>	<b>Rate*</b>
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.

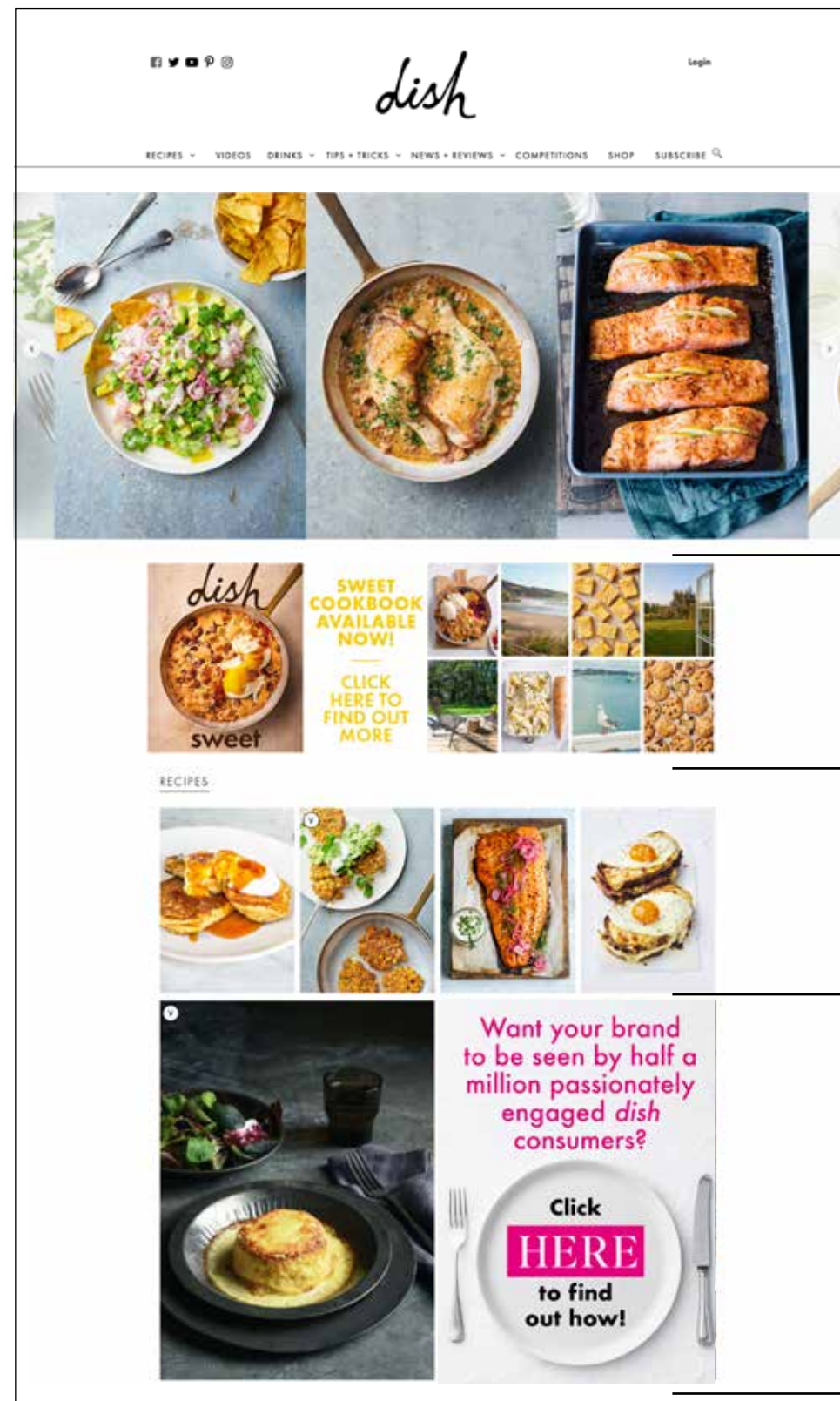
<b>Social post</b>	<b>Rate*</b>
Sponsored post on Instagram & Facebook	\$750

**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

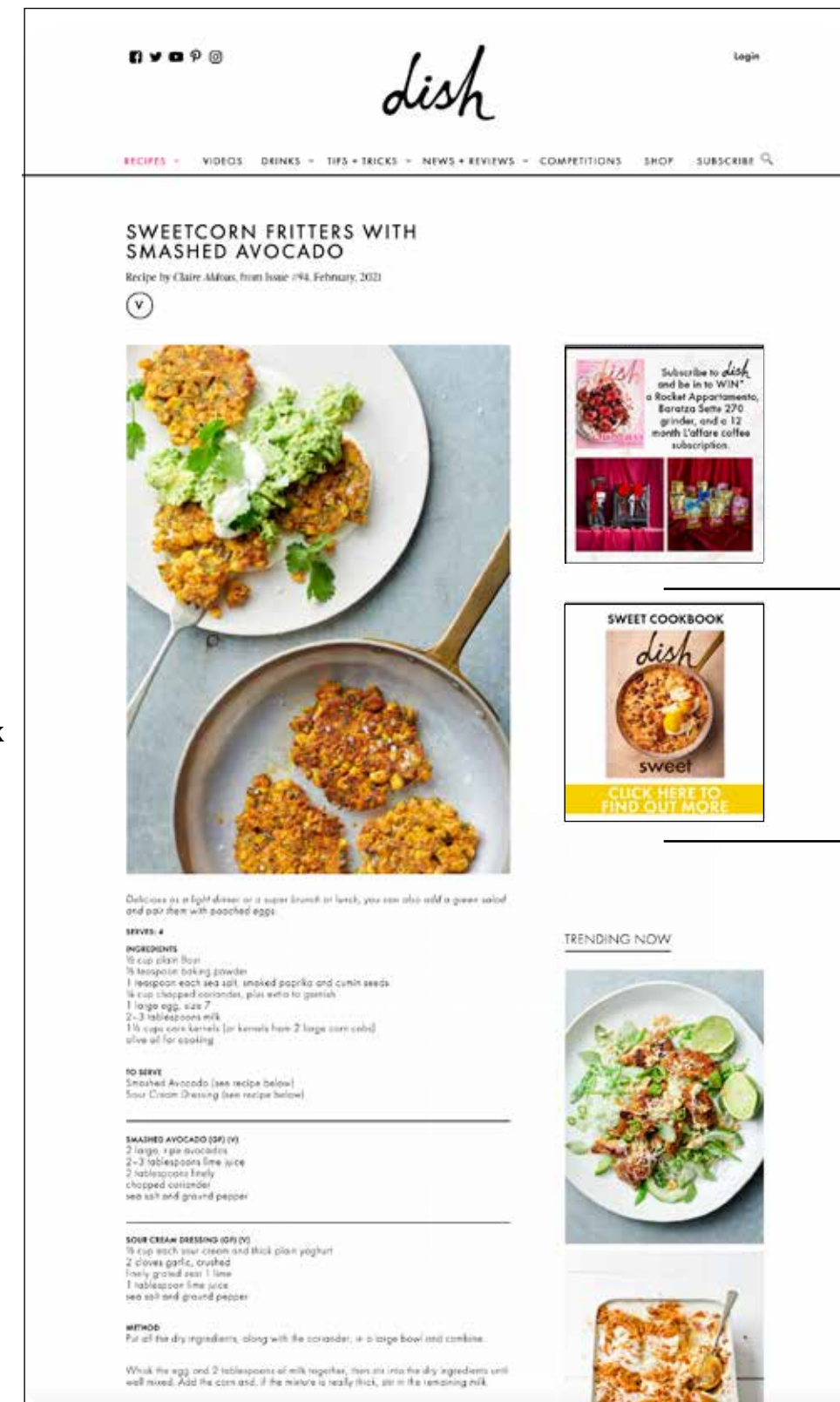
## HOME PAGE



Home page banner ad  
\$5,500  
Size  
1200x500px

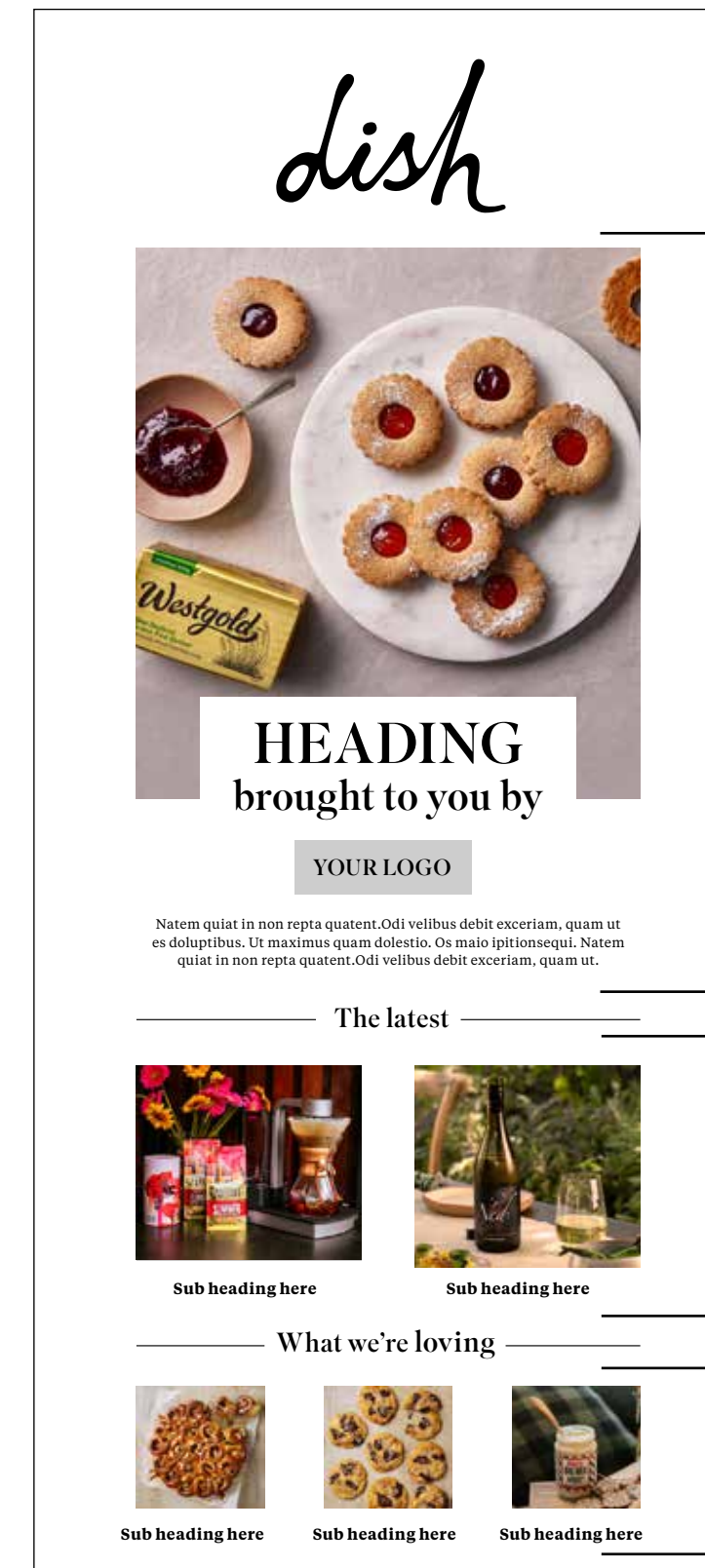
Home page tile  
\$4,250  
Size  
850x1174px

## RECIPE PAGE



Recipe page tile  
\$3,500  
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

**Pretty in pink**  
This vibrant cured salmon packs a punch in both appearance and flavour

**Beetroot Cured Salmon with Zesty Mayonnaise**

**INGREDIENTS**

- 1.5 kilogram tapered side of Big Glory Bay salmon, skin on, pin-boned
- 2 tablespoons gin or rum
- 200g mayonnaise
- 1 egg yolk
- 1 tablespoon lemon juice
- 4 teaspoons dill seeds
- 1 tablespoon coriander seeds
- 1 teaspoon activated lime Citra's zest
- 1 teaspoon black peppercorns
- 1/2 cup each caster sugar and sea salt
- finely grated zest 1 large lemon
- 1 large beetroot, peeled and grated on the large holes of a box grater (you need 2 cups grated)
- 10 SERVES
- 100g short-grain rice or quinoa
- 100g drained capers

**COOK THE COVER**

The star of our Christmas cover is a dish food editor Claire Johnson delves into. Rubbed salmon with radish, blood oranges and roasted hazelnuts. This is a dish that is both simple and elegant. The salmon is cured with a lighty spread of gin and rum, then cured in a dry brine. The cover is a simple dish that is both elegant and easy to make. The salmon is cured with a lighty spread of gin and rum, then cured in a dry brine. The cover is a simple dish that is both elegant and easy to make.

**Big Glory Bay King Salmon are ocean-raised in the pristine waters of Big Glory Bay in Stewart Island, giving a smooth melt in the mouth texture. Harvested in glorious isolation. Sourced in great company.**

44 DISH | 12/2024

**BIG GLORY BAY**  
OCEAN-FARMED  
KING SALMON  
STEWART ISLAND | NEW ZEALAND

**GO FISH!**

**Spice rubbed Salmon with Radicchio, Blood Oranges and Roasted Hazelnuts (gf)**

**INGREDIENTS**

- 1.5 kilogram tapered side of Big Glory Bay salmon, skin on, pin-boned
- 2 tablespoons olive oil for brushing
- 200g mayonnaise
- 1 egg yolk
- 1 tablespoon lemon juice
- 4 teaspoons dill seeds
- 1 teaspoon activated lime Citra's zest
- 1 teaspoon black peppercorns
- 1/2 cup each caster sugar and sea salt
- finely grated zest 1 large lemon
- 10 SERVES
- 100g short-grain rice or quinoa
- 100g drained capers

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**Rich, tender and full-flavoured, salmon has 'festive feast' written all over it. We share four ways to serve it**

45 DISH | 12/2024

**Hot Smoked Salmon with Roast Beetroot, Burrata and Horseradish Dressing (gf)**

**INGREDIENTS**

- 1.5 kilogram tapered side of Big Glory Bay salmon, skin on, pin-boned
- 200g mayonnaise
- 1 egg yolk
- 1 tablespoon lemon juice
- 4 teaspoons dill seeds
- 1 teaspoon activated lime Citra's zest
- 1 teaspoon black peppercorns
- 1/2 cup each caster sugar and sea salt
- finely grated zest 1 large lemon
- 10 SERVES
- 100g short-grain rice or quinoa
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46 DISH | 12/2024



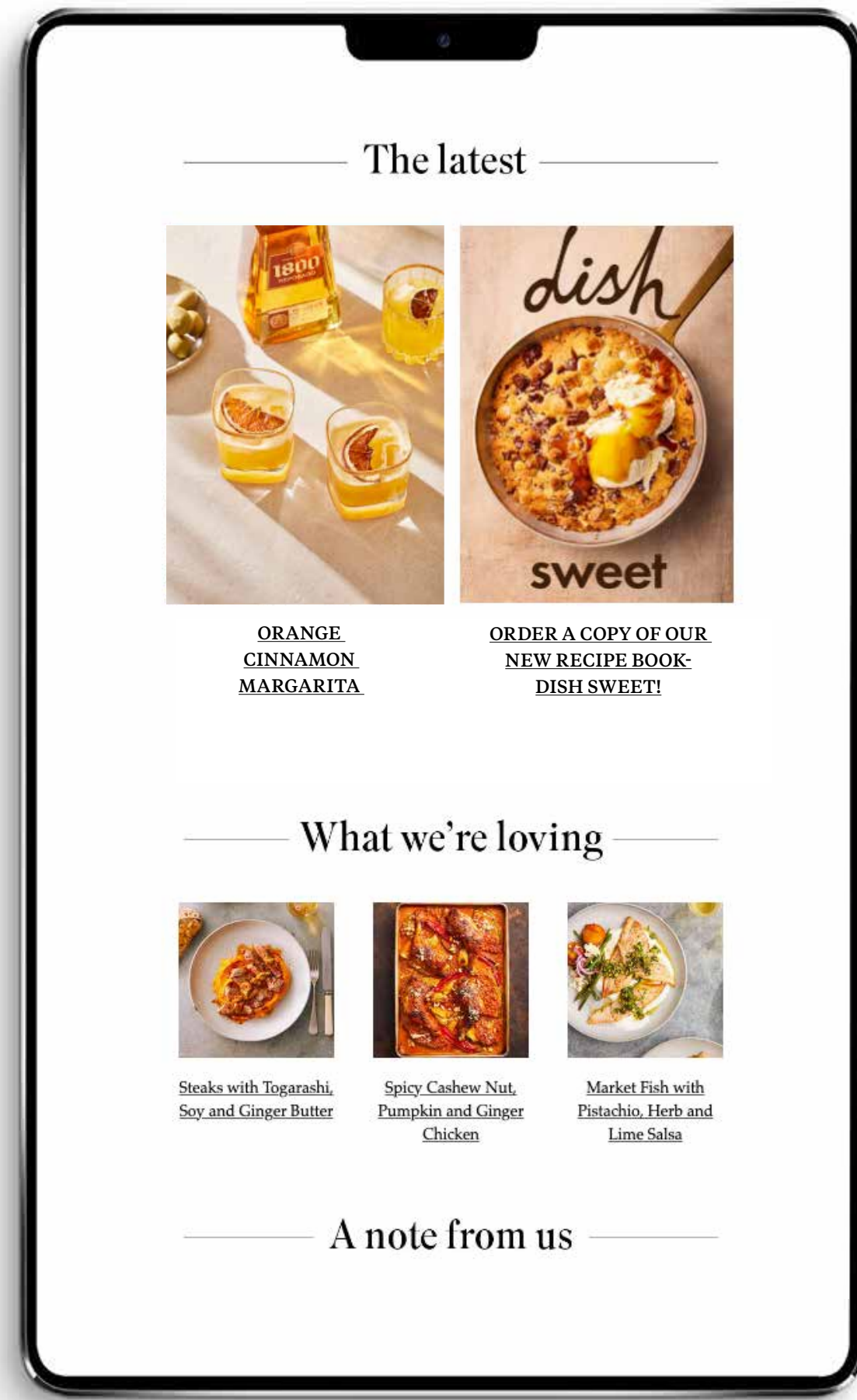
# CONTENT INTEGRATION EXAMPLES



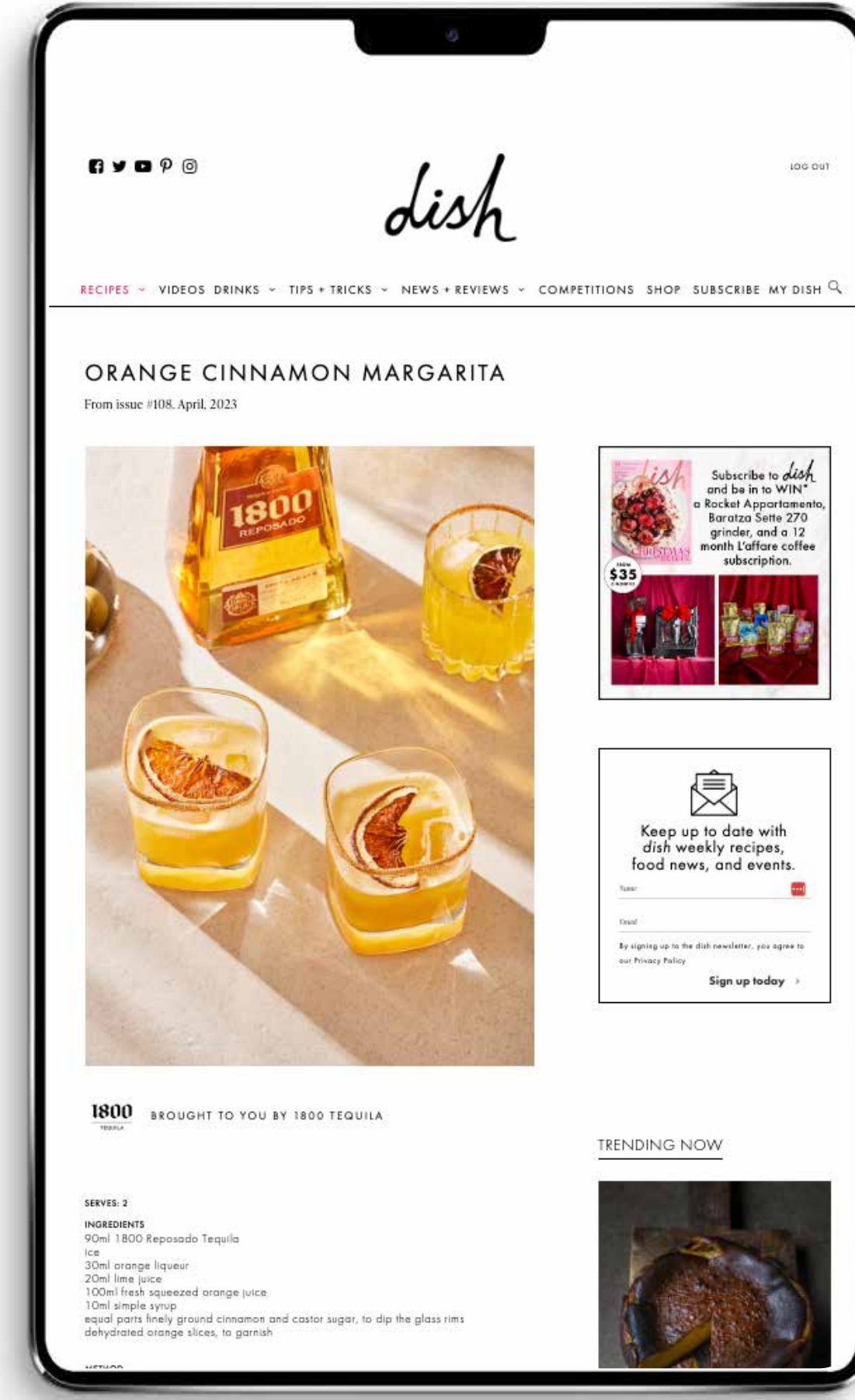
## MAGAZINE



## EDM



## WEBSITE



## INSTAGRAM



## FACEBOOK



# CONTENT INTEGRATION EXAMPLES

**Resene**  
the paint the professionals use

## MAGAZINE

*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.*

**IN SARAH'S WORDS**  
Describe your cooking style.  
*Sarah:* It varies on the time of the week and how I am feeling about cooking. Sometimes I am uber-inspired by food and want to be creative in the kitchen. With three fussy boys though, I am often trying to make something that actually pleases the whole family. What is your favourite part of this kitchen?  
*Sarah:* The island bench. It's such a huge focal point for our space. There's so much room for prepping food and it's the hub for where we all gather in a more casual manner. What recipe from this issue of *dish* would you like to cook and why?  
*Sarah:* Fragrant Red Curry Salmon because I absolutely love salmon and red curry is one of my favourites too. So put these together and you have the ultimate dish for me.

**Resene**  
the paint the professionals use  
For more decorating inspiration visit your Resene ColorShop, [resene.com/colorshops](http://resene.com/colorshops)

*dish.co.nz* | DISH 9

## EDM

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**

## WEBSITE

*dish* LOG OUT

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

Subscribe to *dish* and be in to WIN a Rocket Appartamento, Baratta Sette 270 grinder, and a 12 month L'Affare coffee subscription. \$35

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

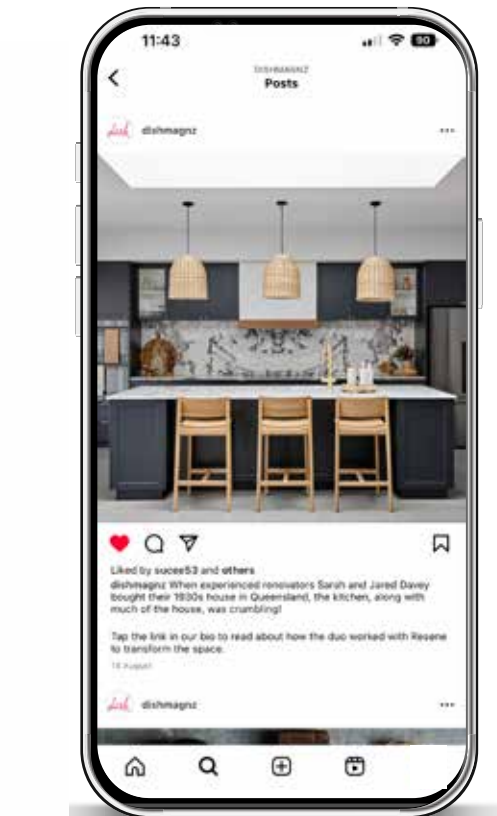
Sign up today

**Resene** BROUGHT TO YOU BY RESENE

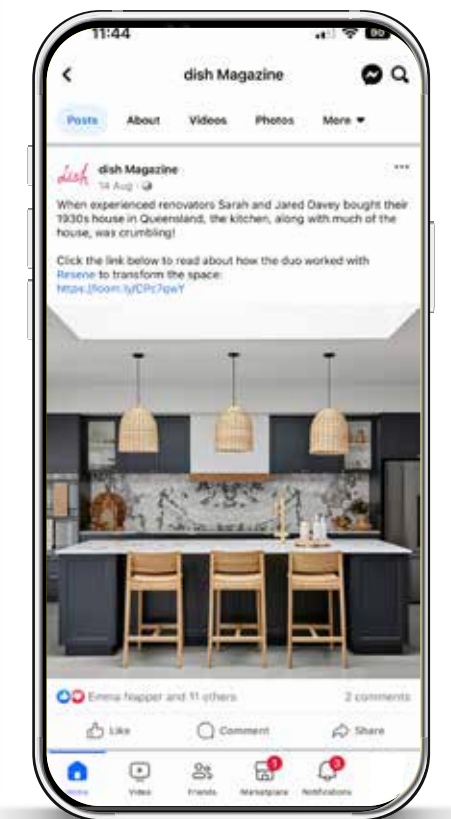
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## INSTAGRAM



## FACEBOOK



# PACKAGE EXAMPLES

LET US MIX AND MATCH TO CREATE YOUR PERFECT PACKAGE

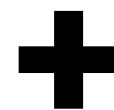
# 1

- 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



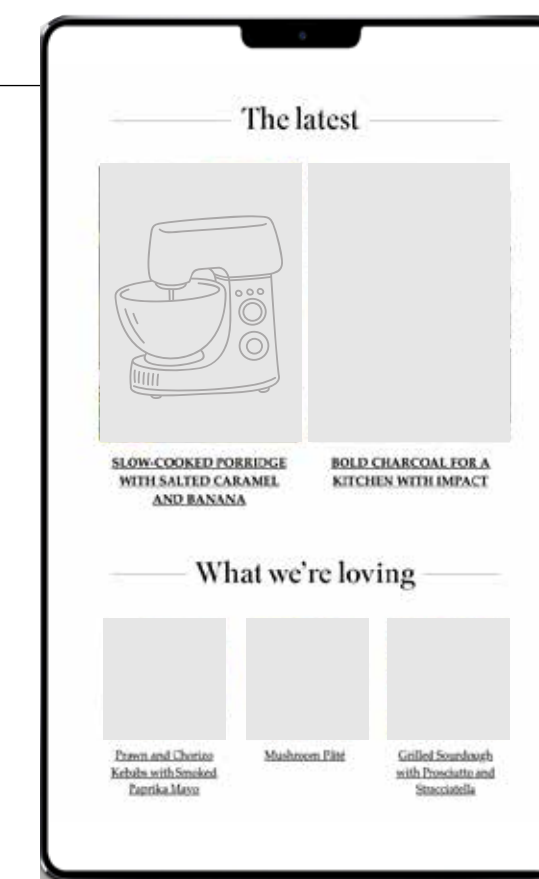
SUPPLIED BRAND AD



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



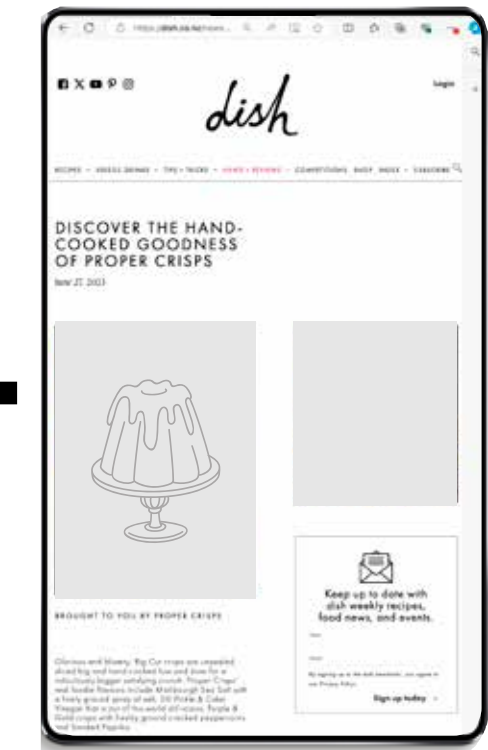
RECIPE DEVELOPMENT AND PHOTOGRAPHY



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



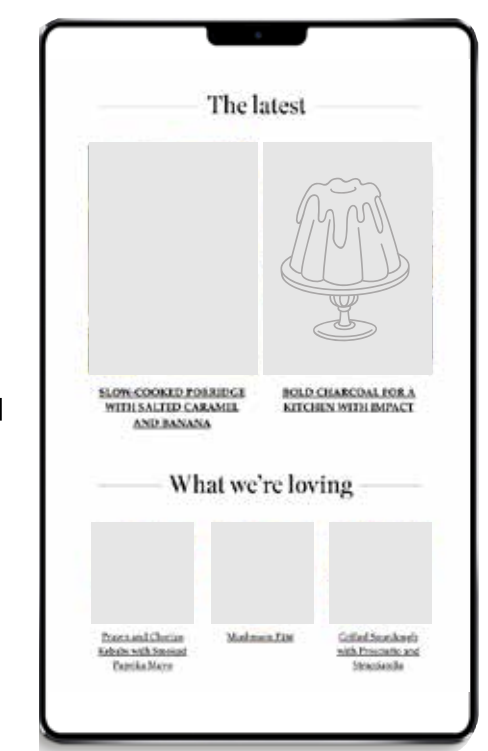
MULTIPLE PAGES IN MAGAZINE



WINDOW SHOPPING



RECIPE OR ARTICLE ON *dish* WEBSITE



EDM



SOCIAL



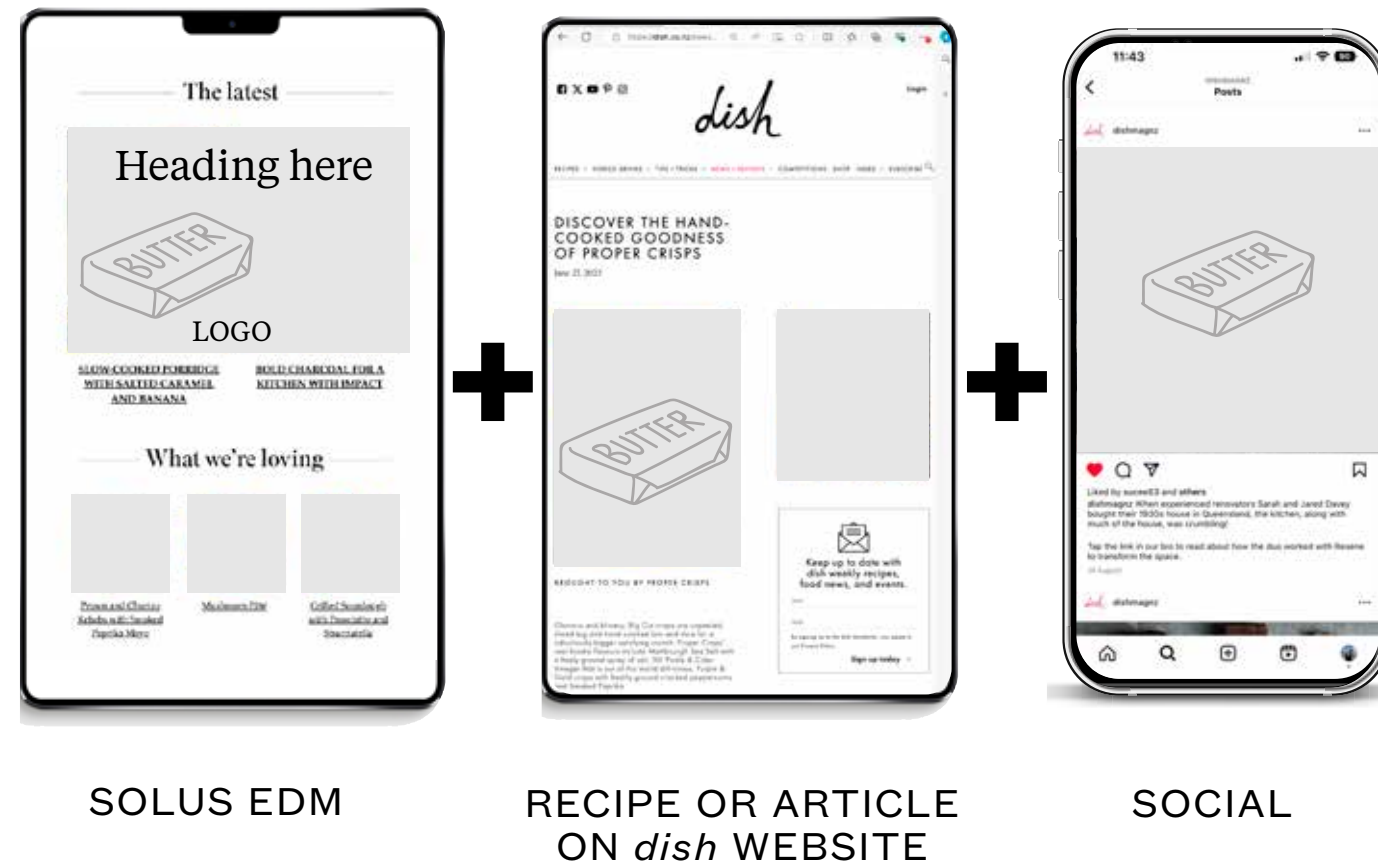
# DIGITAL PACKAGE EXAMPLES

# 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

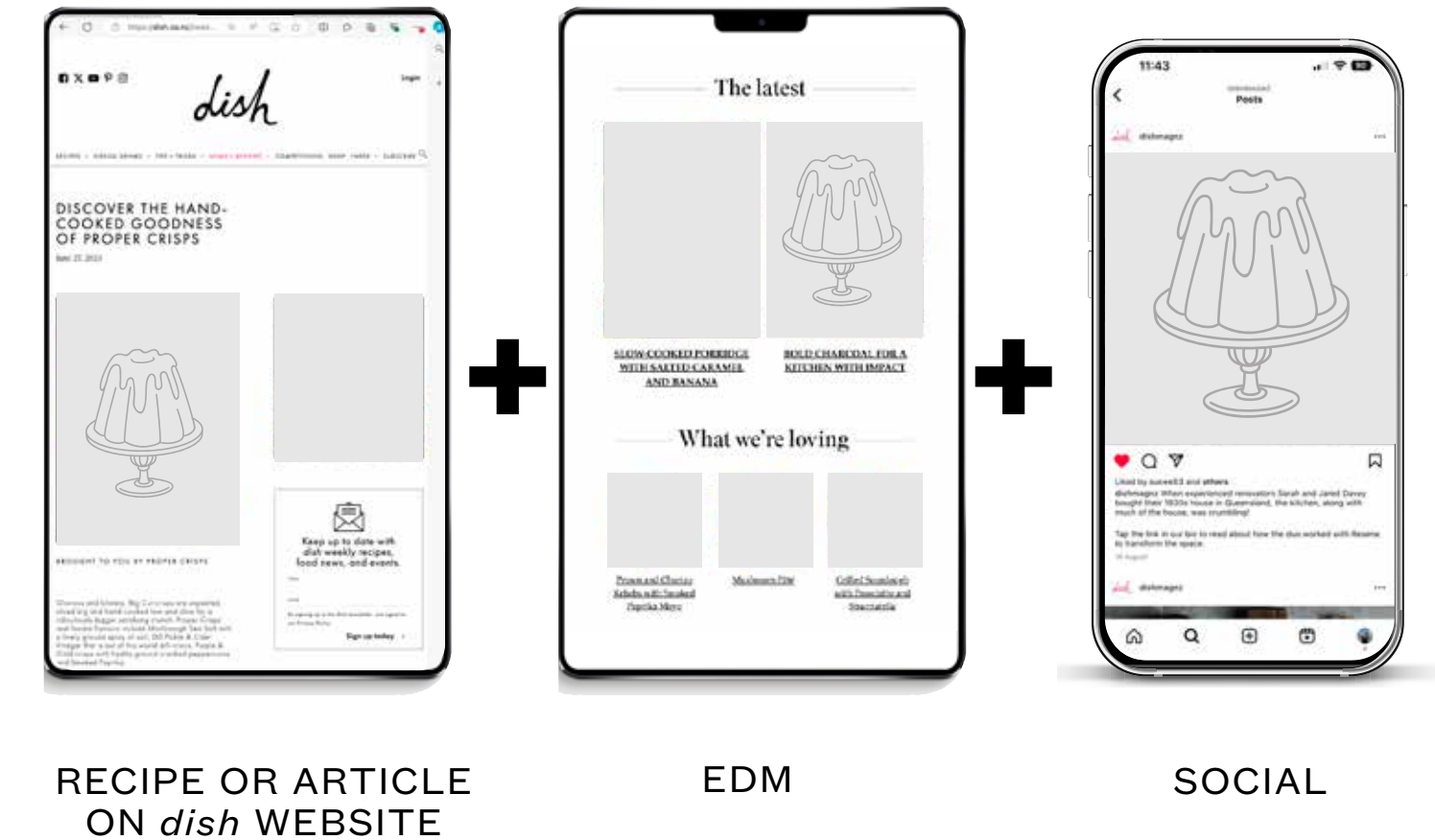


# 6

## Basic digital package

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

# \$1,500

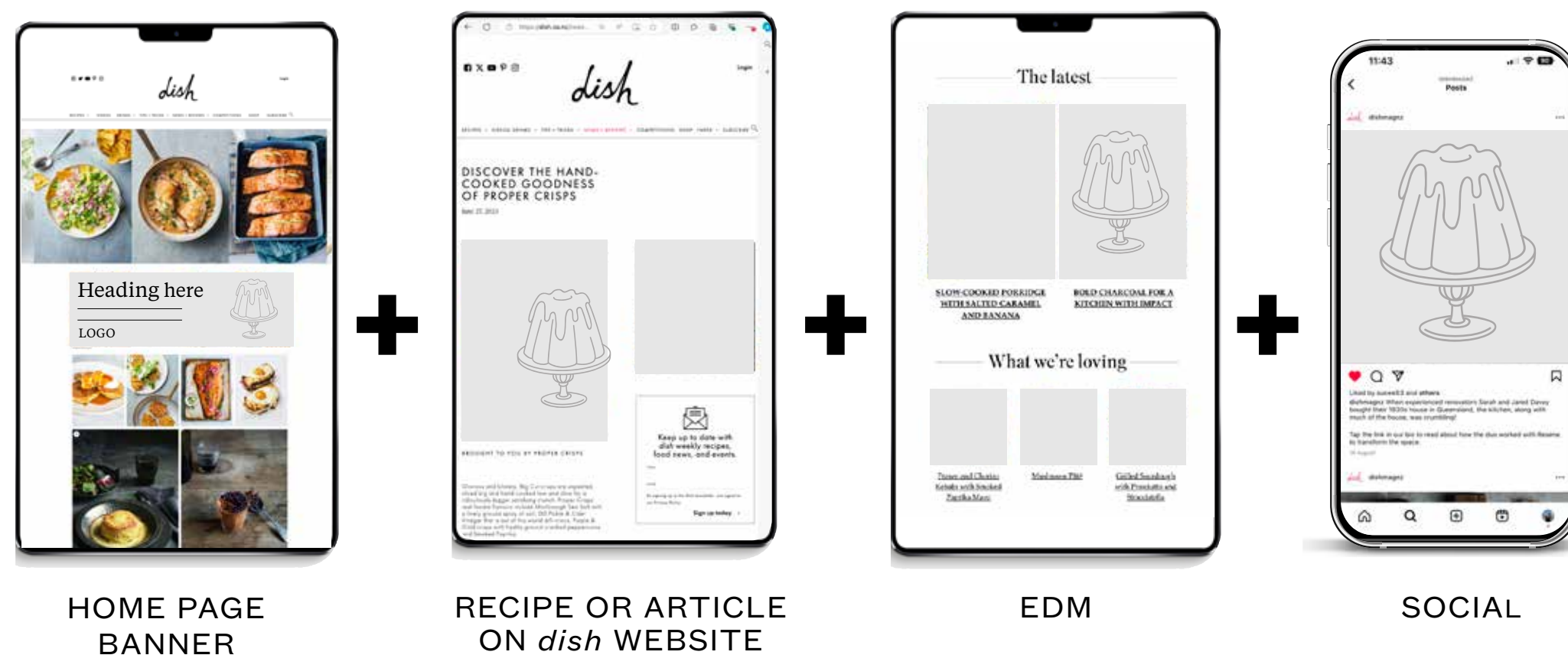


# 7

## 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.

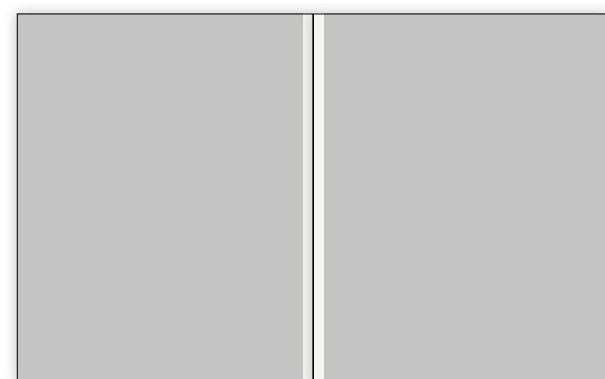
Single page image area

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

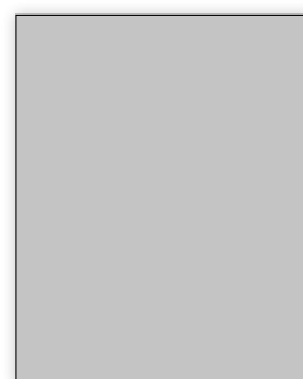
Bleed: 230mm (w) x 306mm (h)

Back cover

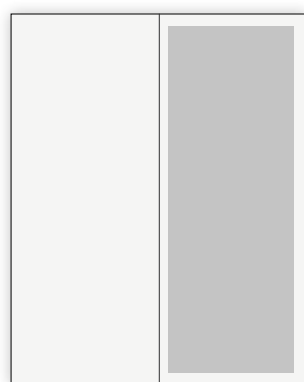
Full page portrait



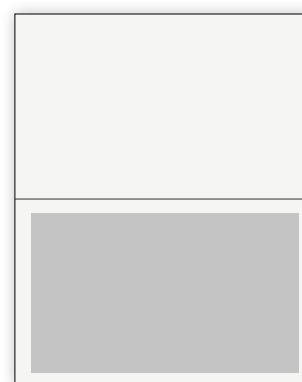
**Double page spread**  
460mm (w) x 300mm (h)  
+ 3mm bleed



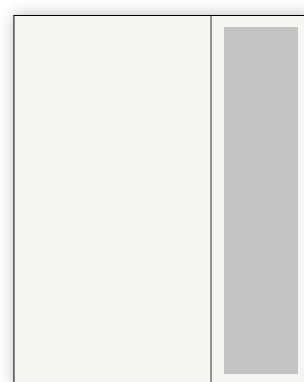
**Full page single**  
230mm (w) x 300mm (h)  
+ 3mm bleed



**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

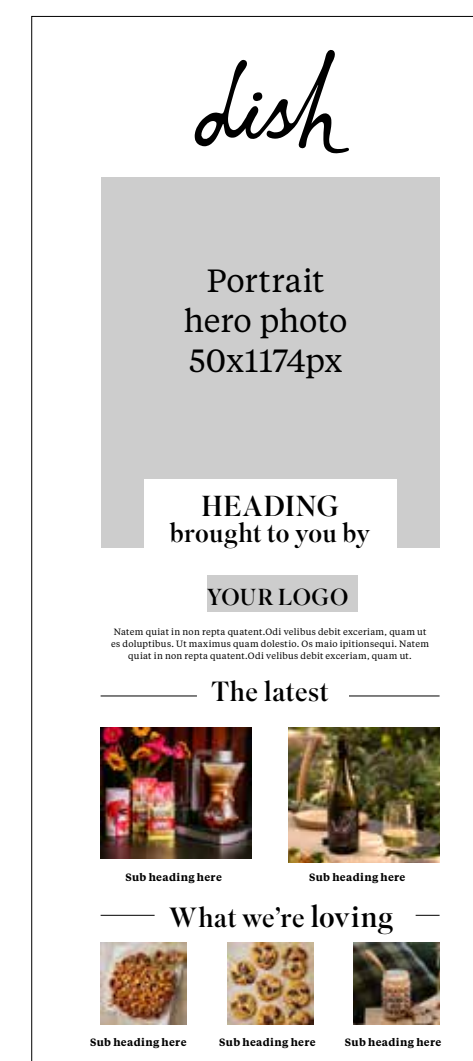
### Website advertisements

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.

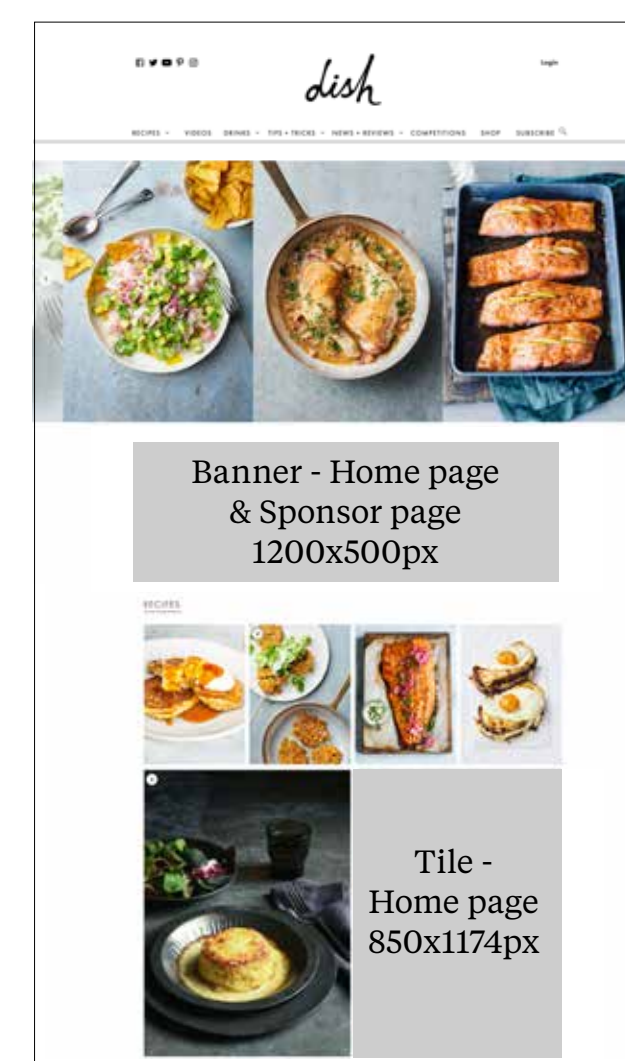
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

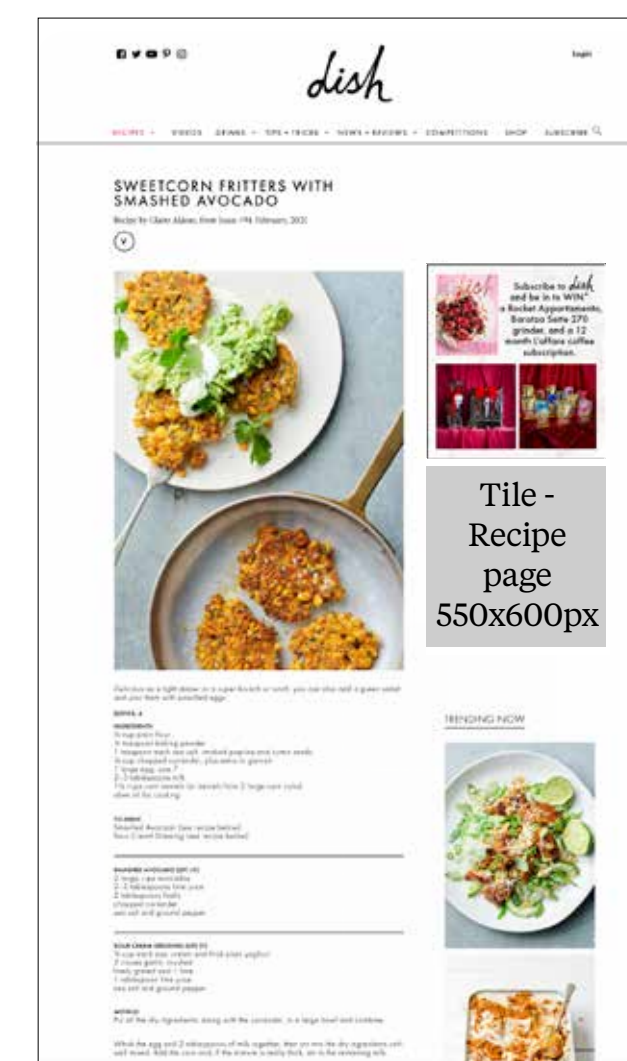
### EDM



### 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
118	4 November 2024	25 September 2024	4 October 2024	9 October 2024
<i>dish</i> holiday	16 December 2024	6 November 2024	15 November 2024	20 November 2024
119	3 February 2025	10 December 2024	13 December 2024	20 December 2024

## UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
120	31 March 2025	19 February 2025	28 February 2025	5 March 2025
121	26 May 2025	16 April 2025	25 April 2025	30 April 2025
122	14 July 2025	4 June 2025	13 June 2025	18 June 2025
123	8 September 2025	30 July 2025	8 August 2025	13 August 2025
<b><i>dish</i> Christmas 2025:</b>				
124	3 November 2025	24 September 2025	3 October 2025	8 October 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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