



dish

PREMIUM FOOD AND LIFESTYLE COMMUNITY

New Zealand's #1
food and lifestyle magazine

Cross-platform media kit
Autumn/Winter 2025

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WELCOME TO *dish*

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*

3X

more sales compared to our closest competitor**

MAGAZINE

257K

Nielsen total readership

#1

Food & drink magazine on iSubscribe

35.5K

Print Run

15.7K

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 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

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

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 120

EARLY AUTUMN

The beginning of April brings with it blue-sky days and crisp cool nights, and a hankering for gently warming dishes made with seasonal produce. Issue 120 sees the return of soothing soups, delicious risottos and perfect pasta, autumn faves, and an array of dishes to share over Easter. Think picnic rugs and thermoses of tea with a fruit loaf or a piece of slice, brisk walks by the sea followed by pumpkin risotto or a beef, cheese and chorizo pie – recipes perfect for the 'cusp' season, and one of our favourite times of year.

KEY DATES

On-sale 31 March 2025	Booking deadline 19 February 2025	Advertorial material deadline 27 February 2025	Supplied ad material deadline 3 March 2025
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dish 121

THE FIRST OF WINTER

Stock up on firewood and break out the crock pot, winter's arrival signals the time to change up the menu with heartier fare, and we're here for it! Pasta bakes, curries, and pies take centre stage. While we're still enjoying a bit of time in the great outdoors, we're coming home afterwards to get cosy with generous servings of warming dishes.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
26 May 2025	9 April 2025	22 April 2025	28 April 2025



dish 122

HUNKERING DOWN

In the deepest darkest depths of winter we all need something to look forward to – and this issue delivers with the most decadent mid-winter puds, slathered in wickedly good sauces, alongside a comfort food extravaganza of apres-ski inspired fare. Think slow-cooked Italian lamb shanks on creamy polenta and classic beef bourguignon, it’s all about dishes to snuggle in with.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
14 July 2025	4 June 2025	10 June 2025	16 June 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
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

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

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

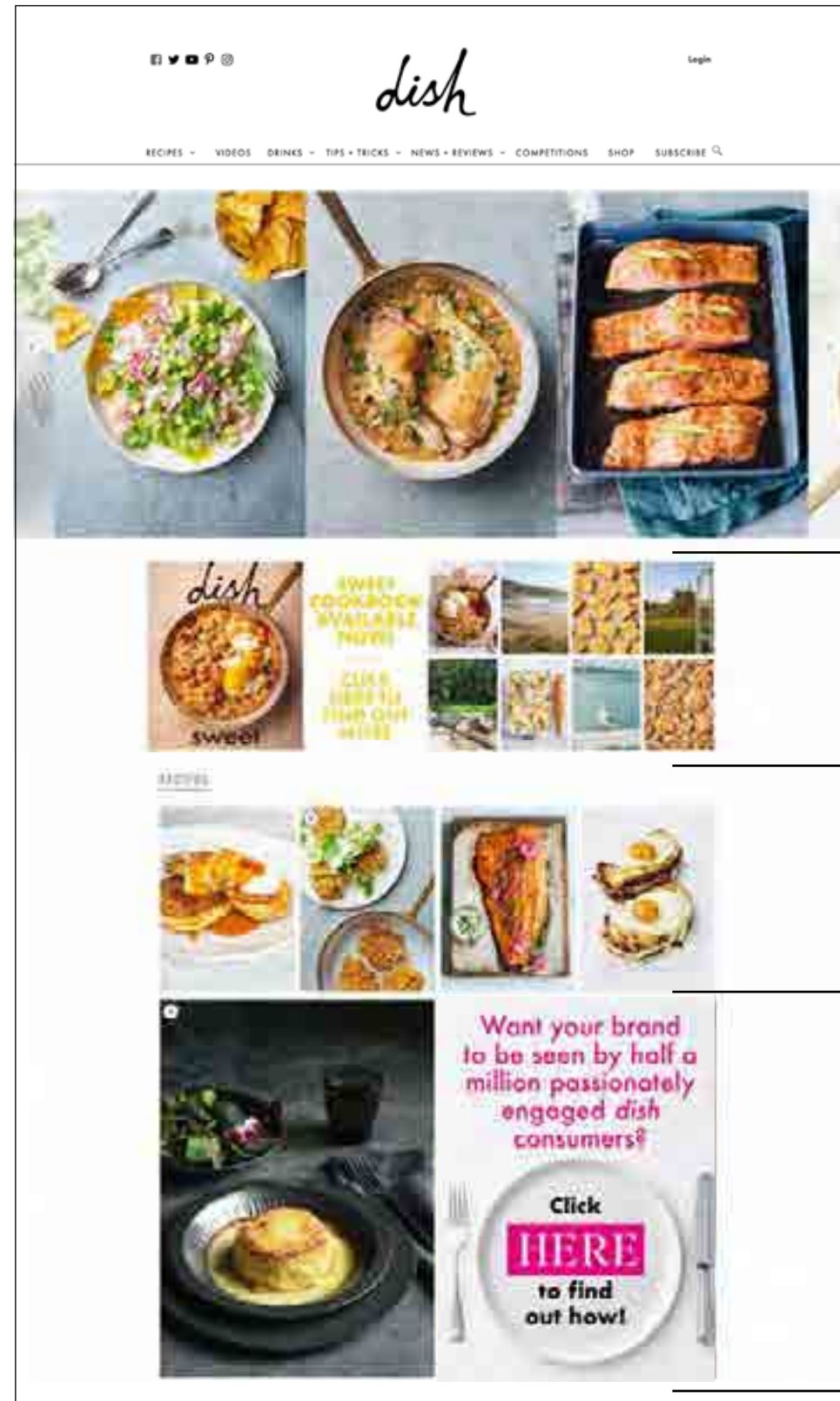
Each EDM feature is linked to an included sponsored article on the *dish* website. Sponsored recipe collections can include up to 4 recipes.

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.**

dish DIGITAL PLACEMENTS

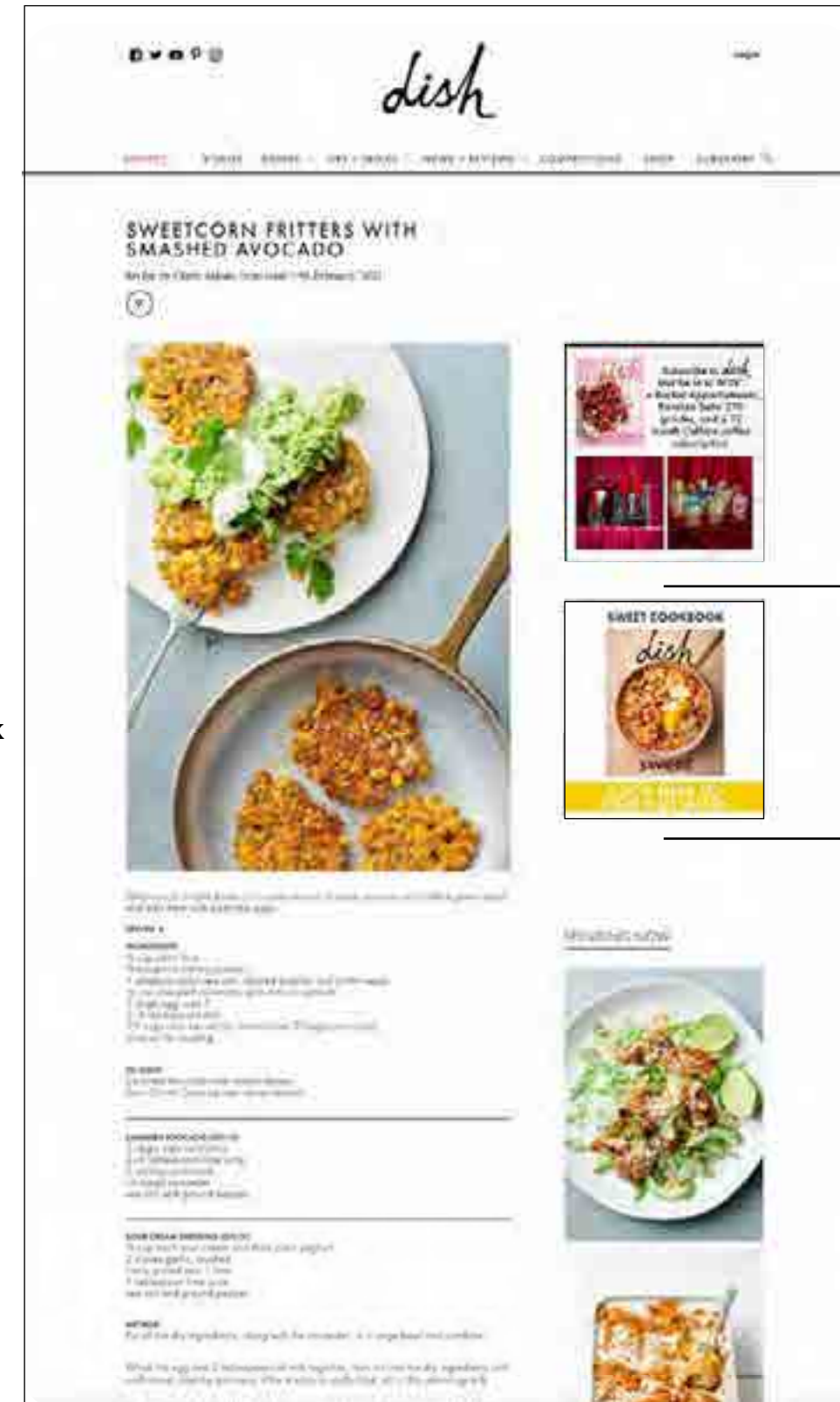
HOME PAGE



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

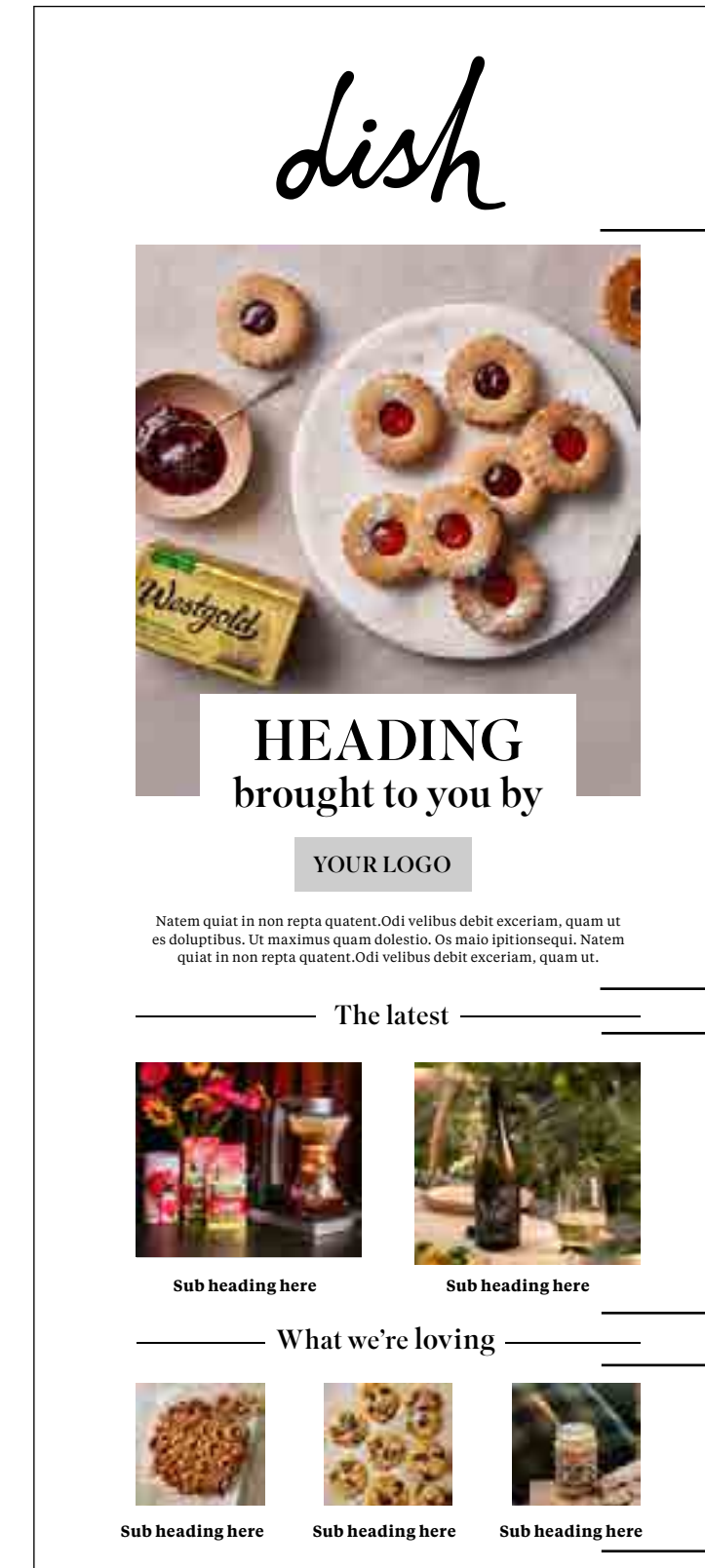
Home page tile
\$4,250
Size
850x1174px

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

Ingredients:
1.5 kilogram tapered skin of Big Glory Bay salmon, skin on, pin-boned
2 tablespoons gin or rum
200ml mayonnaise
1 egg yolk
1 tablespoon lemon juice
4 teaspoons dill seeds
1 tablespoon coriander seeds
1 teaspoon activated lime Cash'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)

Instructions:
1. Toast the dill seeds, coriander seeds, aniseed and peppercorns in a small dry sauce pan over a low heat, until fragrant. Place in a spice grinder and blitz until finely ground.
2. Tip into a bowl and add all the remaining ingredients, stirring well to combine.
3. Place the salmon skin side down on a lined baking tray that is lined with a double thickness of plastic wrap, leaving plenty to hang over the sides. Push the beetroot cure evenly over the top then pull the wrap up over the salmon to completely enclose. Set another baking tray on top and weight down with a couple of tin. Refrigerate for 2 days.
4. Store everything together in a bowl and season with salt and pepper.
5. Unwrap the salmon and gently scrape off the cure then wipe with damp kitchen towels. Don't rinse under the tap.
6. Place on a platter and top with the herbs and capers. Slice thinly to serve and garnish the sides as appropriate.
7. **COOK THE COVER:** The star of our Christmas cover is a dish food editor Claire Hubbert delves into the world of food with a double thickness of plastic wrap, leaving plenty to hang over the sides. Push the beetroot cure evenly over the top then pull the wrap up over the salmon to completely enclose. Set another baking tray on top and weight down with a couple of tin. Refrigerate for 2 days.
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GO FISH!

Ingredients:
1.3 kilogram tapered skin of Big Glory Bay salmon, skin on, pin-boned
2 tablespoons gin or rum
200ml mayonnaise
1 egg yolk
1 tablespoon lemon juice
4 teaspoons dill seeds
1 tablespoon coriander seeds
1 teaspoon activated lime Cash'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)

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Spice rubbed Salmon with Radicchio, Blood Oranges and Roasted Hazelnuts (gf)
A just-cooked side with a slightly spiced rub served with astar and golden crunchy hazelnuts - who could resist this duo?

Ingredients:
1.3 kilogram tapered skin of Big Glory Bay salmon, skin on, pin-boned
2 tablespoons gin or rum
200ml mayonnaise
1 egg yolk
1 tablespoon lemon juice
4 teaspoons dill seeds
1 tablespoon coriander seeds
1 teaspoon activated lime Cash'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)

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

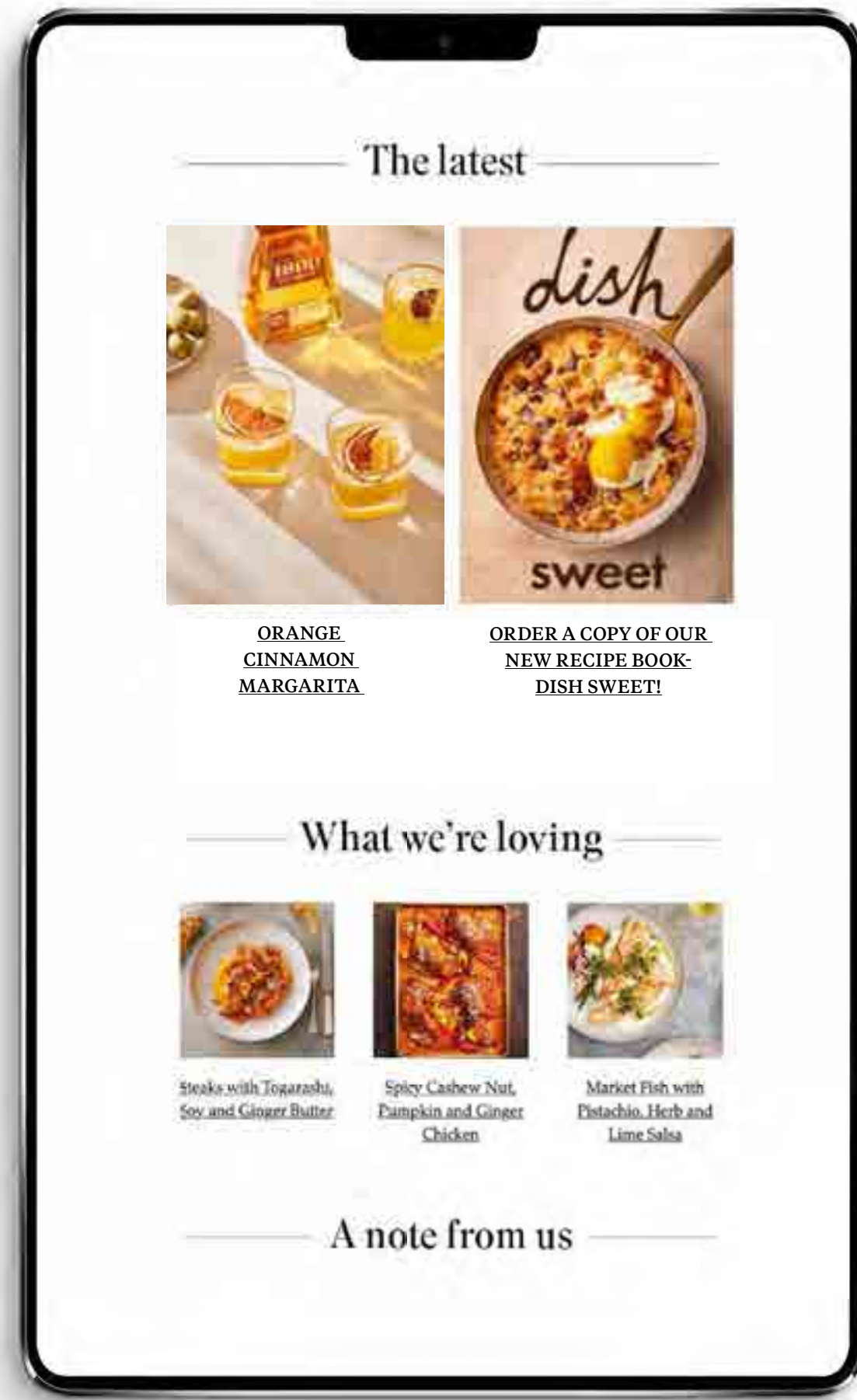
CONTENT INTEGRATION EXAMPLES



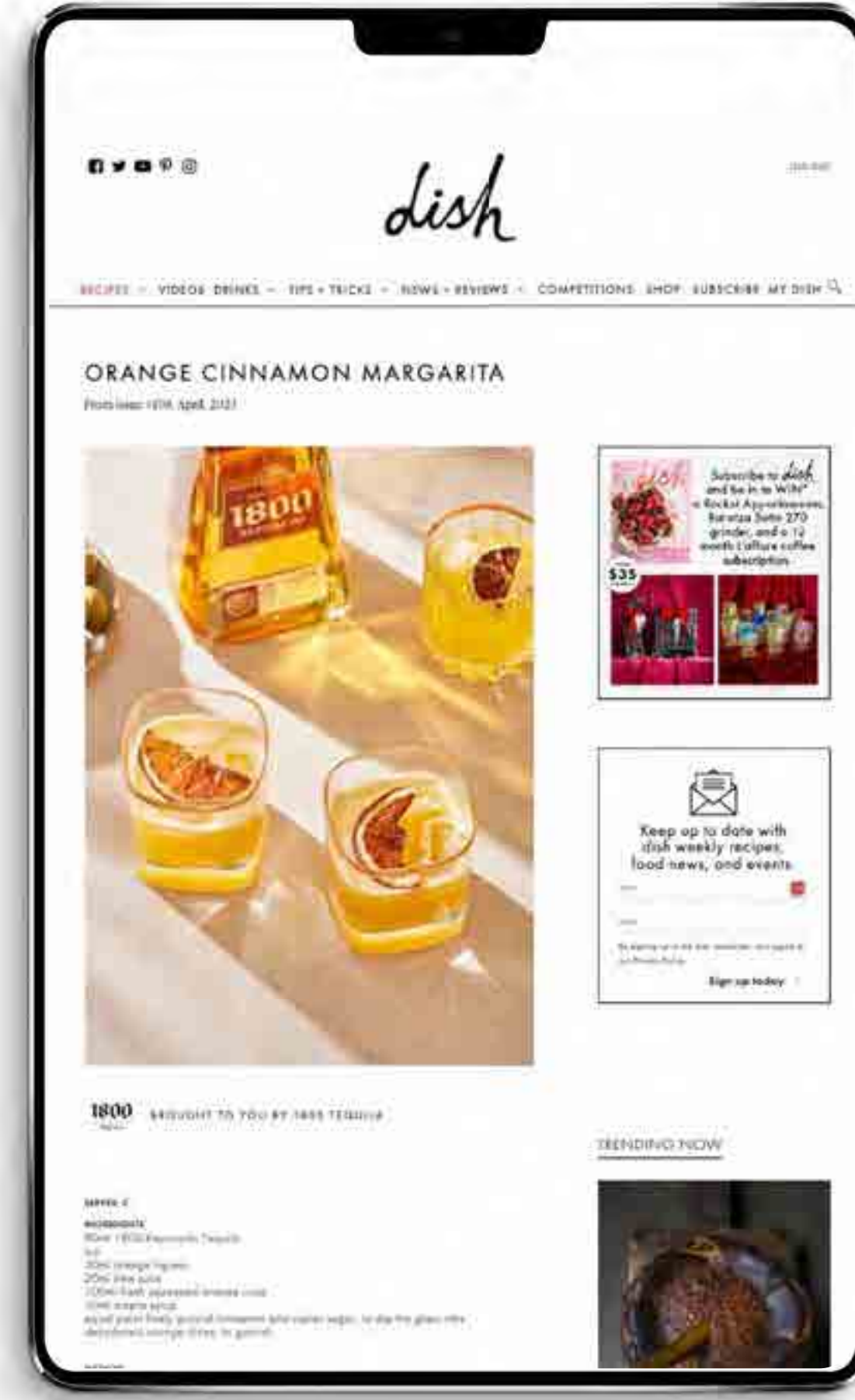
MAGAZINE



EDM



WEBSITE



INSTAGRAM



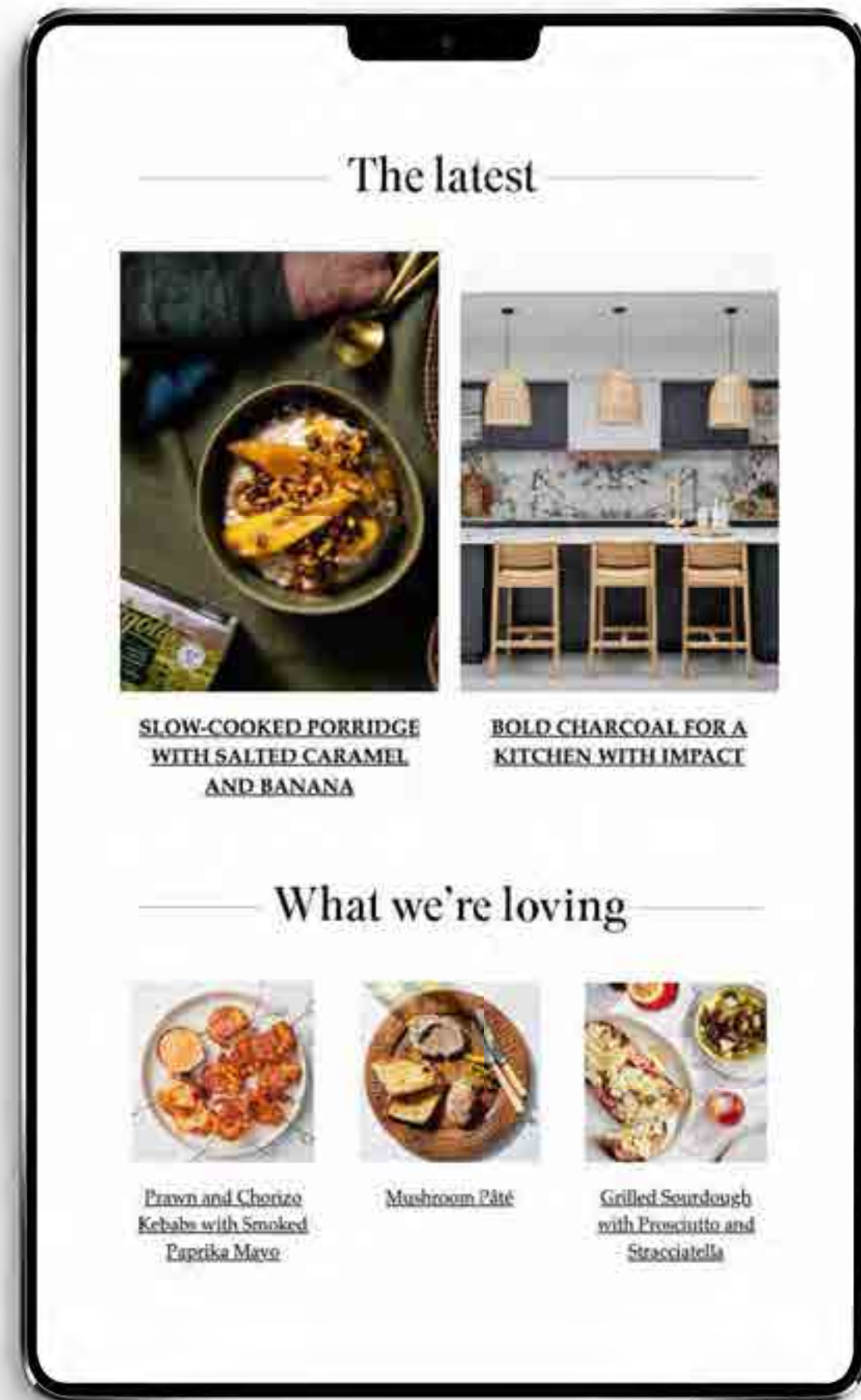
FACEBOOK

CONTENT INTEGRATION EXAMPLES **Resene** the paint the professionals use

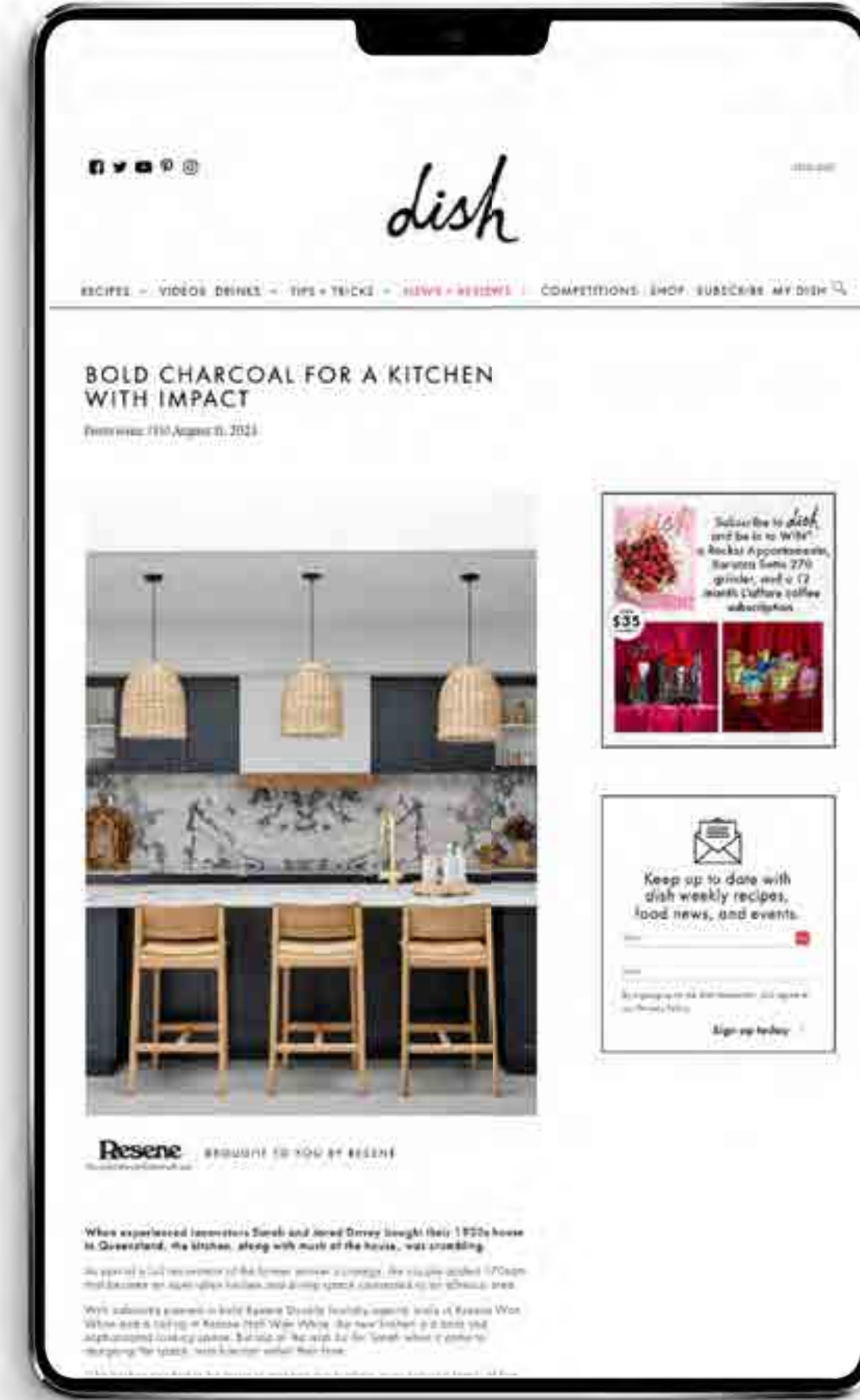
MAGAZINE



EDM



WEBSITE



INSTAGRAM



FACEBOOK

PACKAGE EXAMPLES

LET US MIX AND MATCH TO CREATE YOUR PERFECT PACKAGE

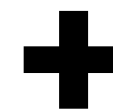
1

- 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



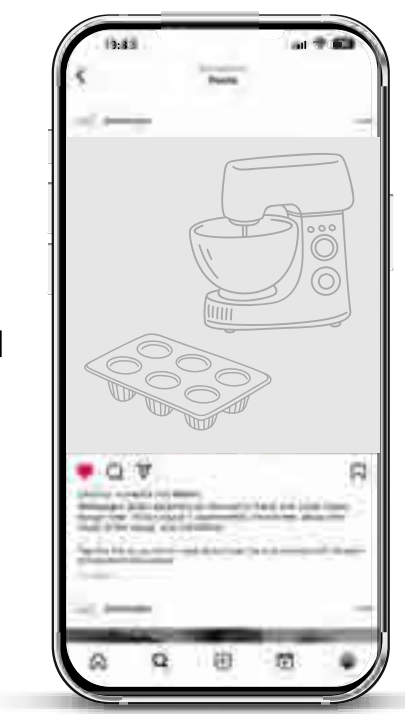
WINDOW SHOPPING



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

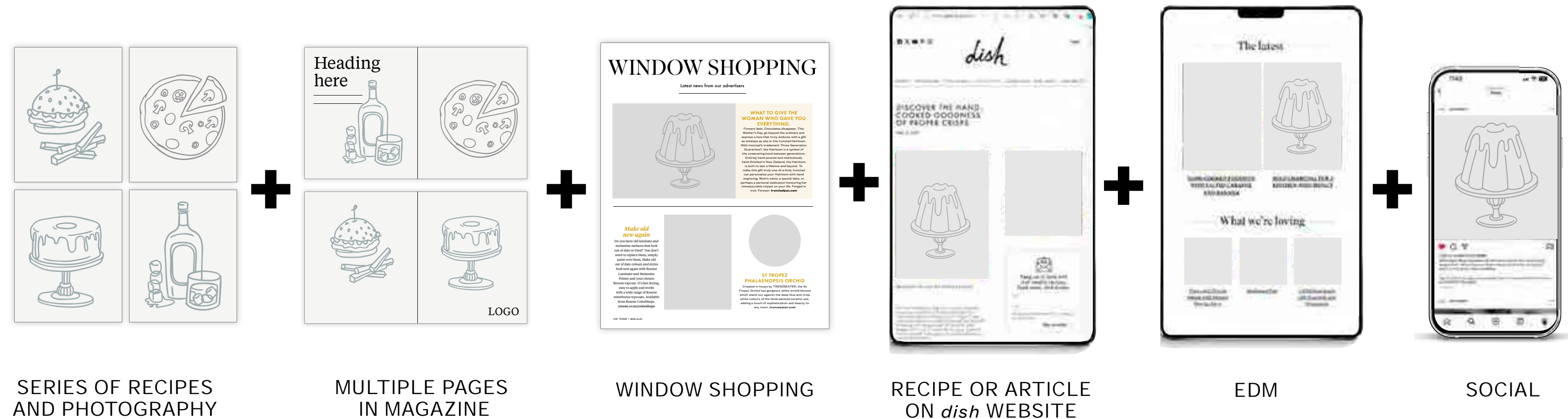
\$12,250



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



SOLUS EDM

RECIPE OR ARTICLE ON *dish* WEBSITE

SOCIAL

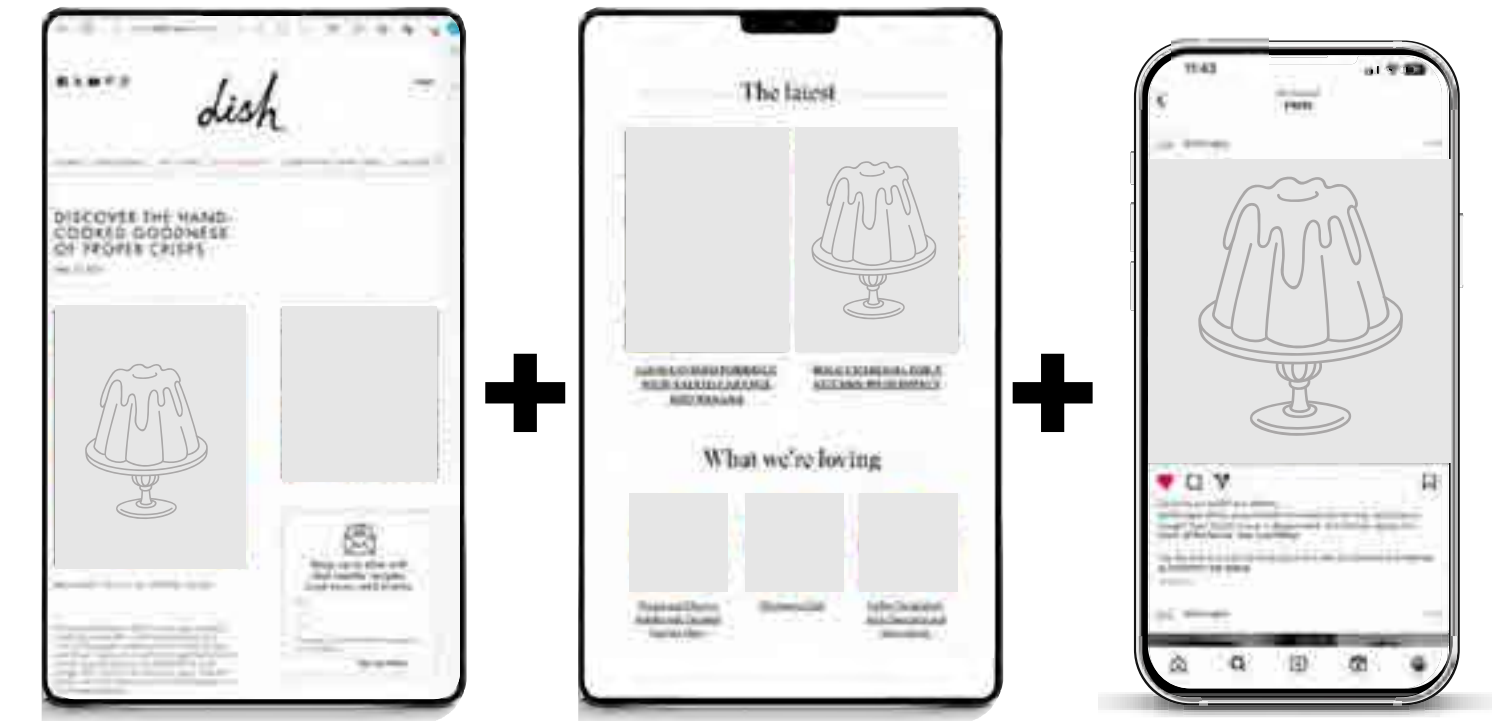
\$6,500

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



HOME PAGE BANNER

RECIPE OR ARTICLE ON *dish* WEBSITE

EDM

SOCIAL

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.

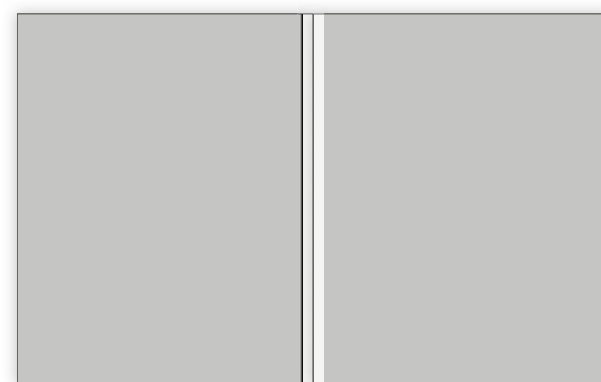
Single page image area

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

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

Back cover

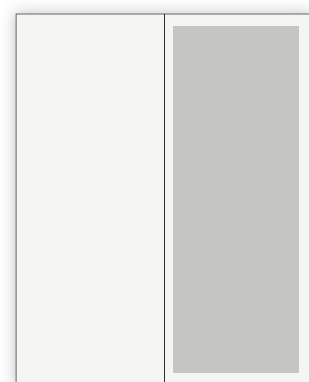
Full page portrait



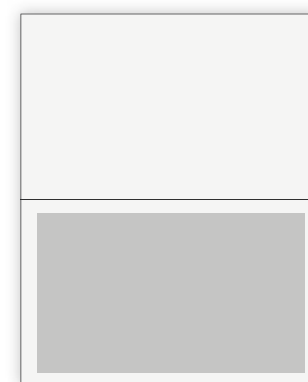
Double page spread
460mm (w) x 300mm (h)
+ 3mm bleed



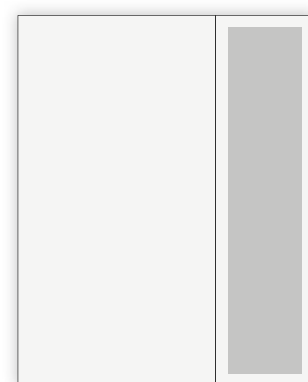
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



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

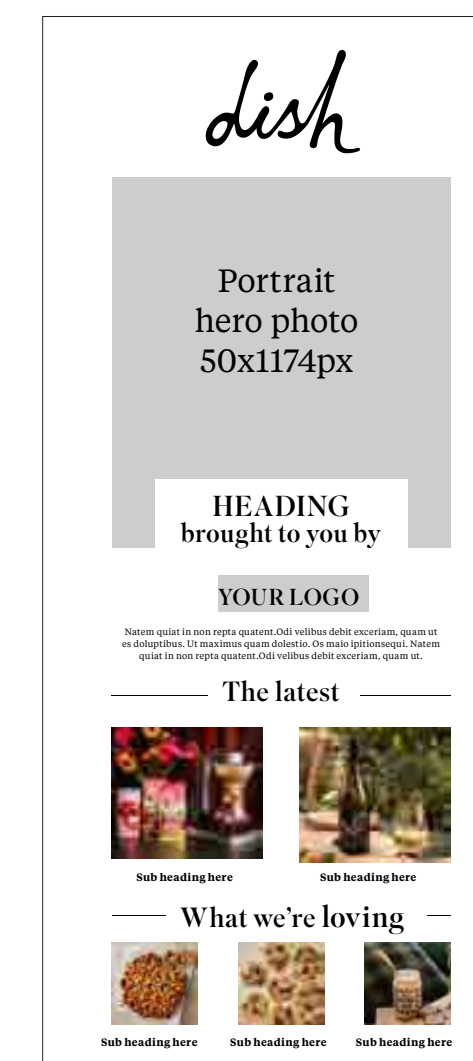
Website advertisements

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.

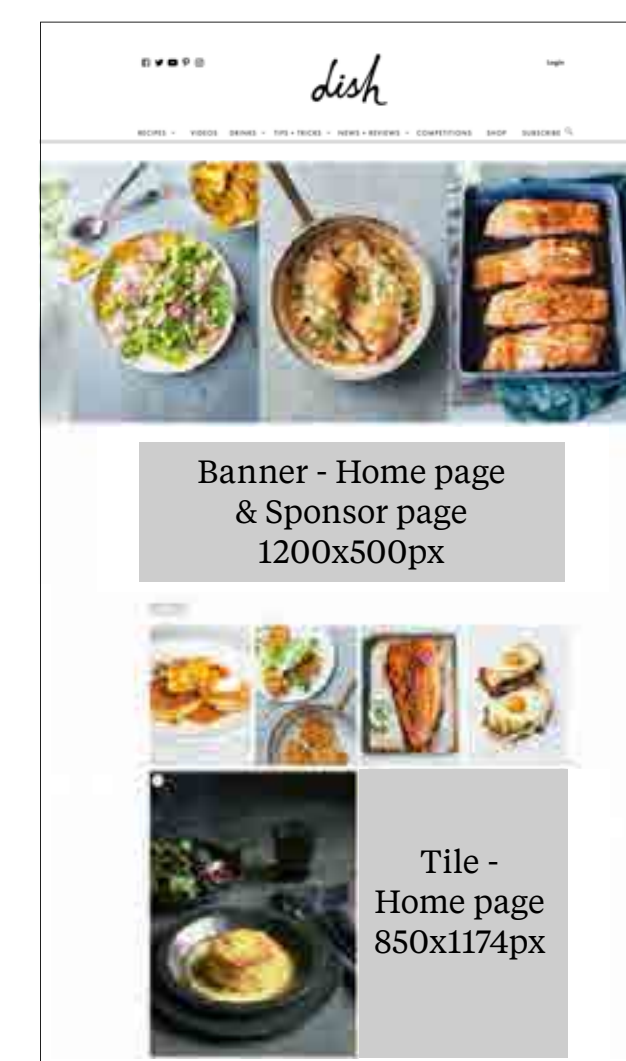
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

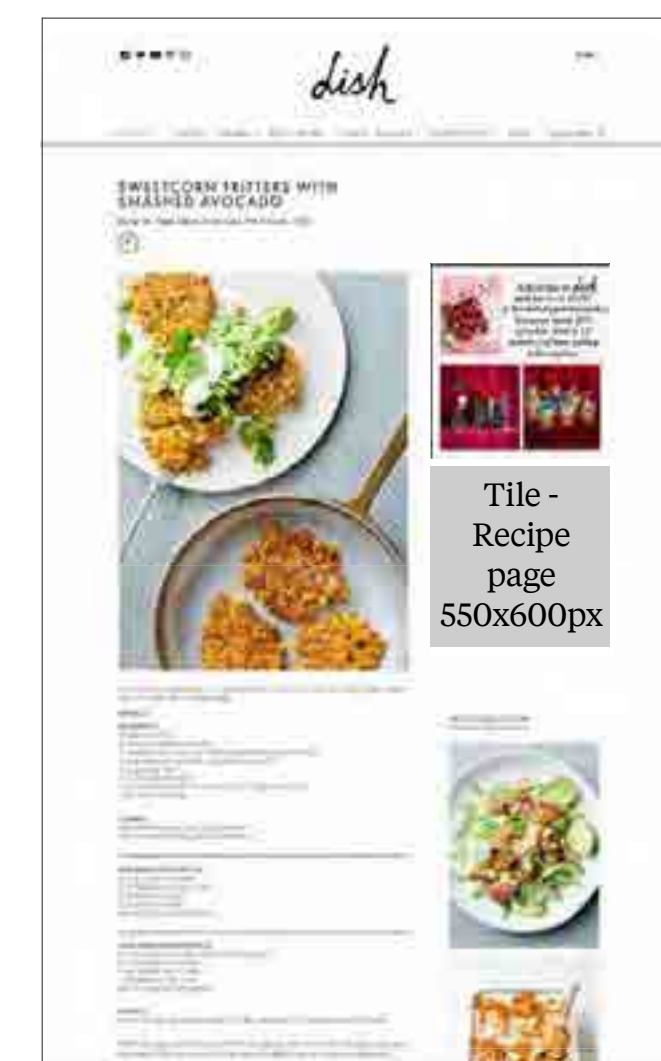
EDM



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
120	31 March 2025	19 February 2025	27 February 2025	3 March 2025
121	26 May 2025	9 April 2025	22 April 2025	28 April 2025
122	14 July 2025	4 June 2025	10 June 2025	16 June 2025

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
123	8 September 2025	30 July 2025	4 August 2025	11 August 2025
dish Christmas 2025:				
124	3 November 2025	24 September 2025	29 October 2025	3 October 2025

A top-down view of a rustic wooden table. In the top left, a vase holds several white flowers with dark centers. To the left, a tall, faceted glass stands next to a shorter, wider glass. In the top right, a shallow, faceted glass dish is visible. On the right side, a silver fork and a silver spoon are laid out, next to a dark-colored glass. The wood grain of the table is prominent, and the lighting is warm and natural.

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

Commercial Manager

+64 21 869 590

bel.bonnor@scg.net.nz