

# Food New Zealand

NZ'S AUTHORITY ON FOOD TECHNOLOGY, RESEARCH AND MANUFACTURING

# 2018 MEDIA KIT





## The official magazine of The New Zealand Institute of Food Science & Technology, (NZIFST)

Food New Zealand, New Zealand's most credible and informative magazine covering the food manufacturing industry, is published under contract to NZIFST.

It is a feature based publication which covers the industry from meat to dairy, produce to packaging and refrigeration to high pressure processing.

Nutrition, food safety, sensory and new product development are all featured.

The editor and writers in the magazine are food technologists or food scientists with extensive industry experience.

Each issue profiles a sector of industry, such as laboratory equipment, analytical services, ingredients, materials handling equipment, consumables and capital items.

### Regular features include

**News from NZIFST:** member activities, conferences

**Meat Industry Association News:** FoodNZ is endorsed by the MIA and carries its regular news for members

**Reports** from Crown Research Institutes and Universities on activities in food science and technology, including engineering, microbiology, research into new preservation technology, digestion, nutrition and food production, for example.

**Packaging Developments:** NZIFST is allied with the Australian Institute of Packaging and FoodNZ is mailed to all New Zealand members of AIP.

**News** from the Oils and Fats Group of the NZ Institute of Chemistry.

*The FoodNZ Scientific review board enables the occasional publication of peer reviewed papers.*

## Why advertise in Food New Zealand?

Food NZ is unique in the marketplace because it is the official magazine of the New Zealand Institute of Food Science and Technology (NZIFST).

NZIFST is the premier professional association for those working in the technical/production/research area of the New Zealand food industry.

The magazine is individually addressed and mailed to all members of the Institute plus others with active interest in the food industry including those who contribute through research, government and other bodies engaged in the industry, including suppliers.

Readers include technical managers, senior management, NPD professionals, sensory scientists and nutritionists, regulators, educators, scientists and analytical technicians.

Readership is closely targeted to food industry technical and science professionals.

Food New Zealand covers all facets of the food manufacturing and production industry.

High quality, full colour, A4 format

Mailing list 2700, estimated pass-on rate is 4, i.e. readership estimated at 10,000.

## Published six times per year:

- February/March
- April/May
- June/July
  - NB June/July issue carries a full preview of the NZIFST annual conference with the Conference Handbook
- August/September
- October/November
- December/January

Publication date is first week of even months

Deadline for material 20th of the month prior

Booking form for advertising at <http://www.foodnz.co.nz/advertising-info/advertisement-booking/>

## History

Food New Zealand was launched in 2000, building on the foundations established by New Zealand Food Journal, formerly The Food Technologist, (Journal of the New Zealand Institute of Food Science and Technology (NZIFST)) and Dairy Technology, the publication of the Dairy Industry Association of New Zealand (DIANZ) which were discontinued as independent magazines in 2000.

Food New Zealand is published by Peppermint Press Limited,

P O Box 11 530 Auckland 1542

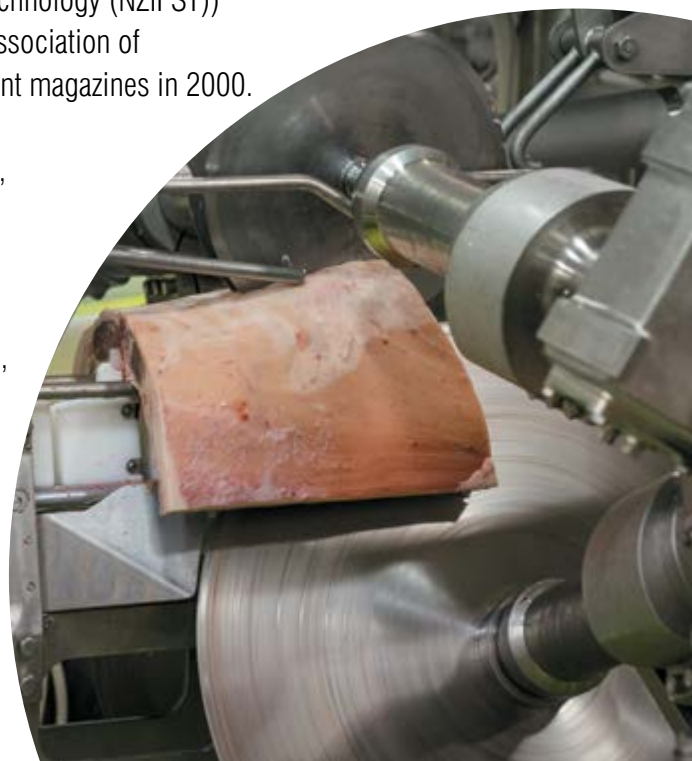
Ph. +64 9 527 8449

[www.foodnz.co.nz](http://www.foodnz.co.nz)

Principals are Anne Scott, Managing Editor, and David Pooch, both graduate food technologists and long-time NZIFST members with significant experience in publishing and business.

Anne Scott also handles advertising sales for the magazine.

Email: [anne@foodnz.co.nz](mailto:anne@foodnz.co.nz) | Cell: 021 901 884





# Food New Zealand

## Features 2018

### February/March 2018

**Booking Deadline:** 19th January 2018

**Material Deadline:** 19th January 2018

**Publication Date:** 1st February 2018

**Overview:** Analytical, Food Safety and Consulting Services including HACCP auditing, food safety planning/review, Analytical services – routine and special requirements, new product development, problem solving.

Food Packaging news and views with Australian Institute of Packaging

### April/May 2018

**Booking Deadline:** 19th March 2018

**Material Deadline:** 19th March 2018

**Publication Date:** 2nd April 2018

**Overview:** Food Ingredients – flavours, functional ingredients, core ingredients, clean label

Food Packaging news and views with Australian Institute of Packaging

### June/July 2018

**Booking Deadline:** 18th May 2018

**Material Deadline:** 18th May 2018

**Publication Date:** 4th June 2018

**NZIFST CONFERENCE HANDBOOK** – *Full Programme and speaker highlights.*

Preview of NZIFST Conference exhibitors

Preview of Red Meat Sector Conference

Food Packaging news and views with Australian Institute of Packaging



### **August/September 2018**

**Booking Deadline:** 20th July 2018

**Material Deadline:** 20th July 2018

**Publication Date:** 3rd August 2018

**NZIFST Conference Report** – Fellows, JC Andrews, featured speakers

**Red Meat** Sector Conference Report

**FoodTech PackTech** Preview

Food Packaging news and views with Australian Institute of Packaging

### **October/November 2018**

**Booking Deadline:** 21st September 2018

**Material Deadline:** 21st September 2018

**Publication Date:** 1st October 2018

**Packaging Feature** Issue with Australian Institute of Packaging:

Inline and online marking and inspection

New technology and materials for food packaging

Sustainable and recyclable packaging – state of play

IFT Emerging Leaders Report

### **December 2017 / January 2018**

**Booking Deadline:** 20th November 2018

**Material Deadline:** 23rd November 2018

**Publication Date:** 3rd December 2018

**Overview:** Laboratory consumables and equipment, rapid analysis technologies and instrumentation

FIET Update

Food Packaging news and views with Australian Institute of Packaging

Additional features will be included to suit.

### **Regular Columns**

1. In-brief; people, products and research
2. Fats and Oils News
3. Start-ups and SME's - feature articles
4. Meat Industry Association News
5. NZIFST News including Who's Where and Careers Programme Report
6. Dairy Industry news and research reports
7. Careers column from Lawson Williams
8. Australian Institute of Packaging pages
9. Nutrition – NZIFST Special interest Group
10. Food Safety – NZIFST Special Interest Group
11. Travellers' Tales
12. Local and International Conference Reports
13. Events Diary

**Contact for**

**Editorial and Sales:**

**Anne Scott,**

**Publisher and Editor**

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**(09) 527 8449**

**(021) 901 884**

# Food New Zealand

## Rate Card

Size	Casual	3-Insert: per issue	6-Insert: per issue i.e. full year
Double Page Spread	\$4630.00	\$4245.00	\$3700.00
A4 Page	\$2750.00	\$2525.00	\$2250.00
Half Page	\$1650.00	\$1525.00	\$1320.00
Third Page (Horizontal preferred)	\$1115.00	\$999.00	\$899.00
Quarter Page	\$998.00	\$915.00	\$798.00
40mm Strip	\$555.00	\$510.00	\$445.00

**Loose Leaf Inserts up to 8 pages \$2100.00.**

**Require 2500 copies, inserts included in NZ addresses only.**

**Rates for over 8 pages or tip-ons by negotiation.**

**Advertising booking available online at**

**[www.foodnz.co.nz/advertising-info/advertisement-booking/](http://www.foodnz.co.nz/advertising-info/advertisement-booking/).**

**All prices quoted are \$NZ and GST exclusive.**

**Commission Bearing rate card available on request.**

### Contact

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Phone:- +649 527 8449

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Email:- [anne@foodnz.co.nz](mailto:anne@foodnz.co.nz)

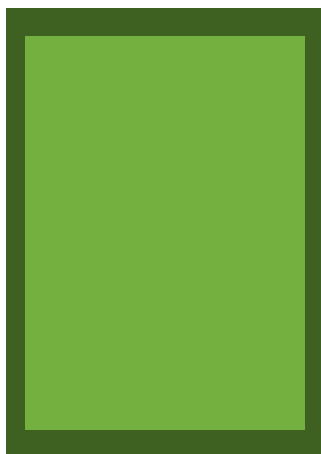
[www.foodnz.co.nz](http://www.foodnz.co.nz)





# Food New Zealand Advertising Sizes and Specifications

'Basic size' refers to the margins used in FoodNZ. 'Bleed size' refers to using the full page width and height available. Use either size at your discretion depending on the look you are after. For all bleed size adverts, please add at least 3mm bleed and trim marks to your artwork.



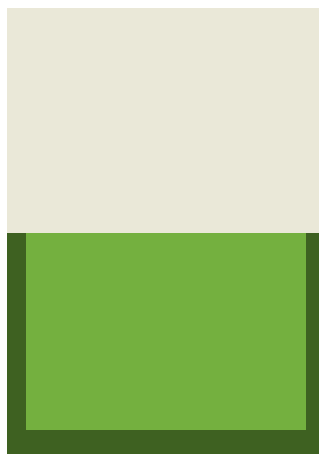
## FULL PAGE A4

■ Basic size: 185mm x 260mm  
■ : 210mm x 297mm



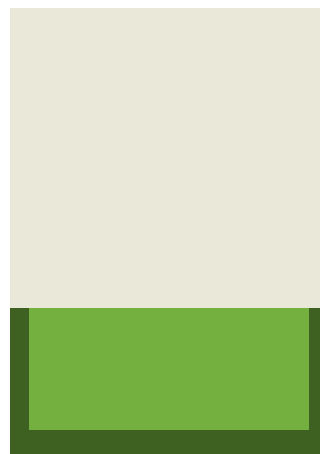
## HALF PAGE VERTICAL

■ Basic size: 90.5mm x 260mm  
■ Bleed size: 103.5mm x 297mm



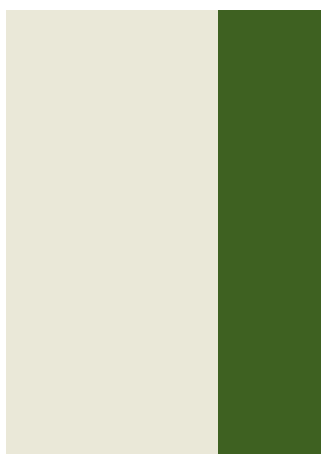
## HALF PAGE HORIZONTAL

■ Basic size: 185mm x 128mm  
■ Bleed size: 210mm x 145mm



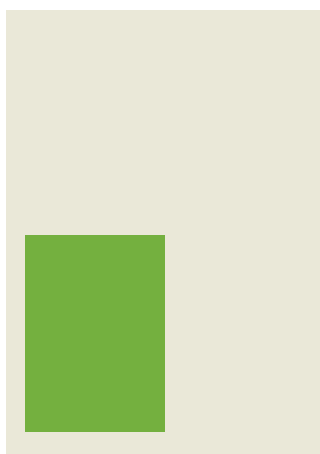
## THIRD PAGE HORIZONTAL

■ Basic size: 185mm x 84mm  
■ Bleed size: 210mm x 101mm



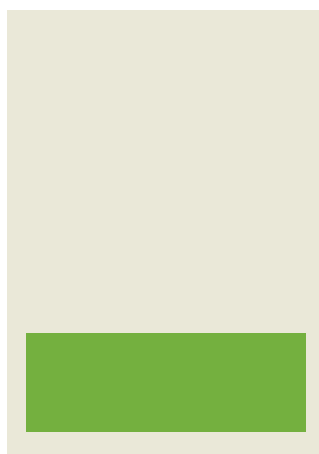
## THIRD PAGE VERTICAL

■ Bleed size: 72mm x 297mm



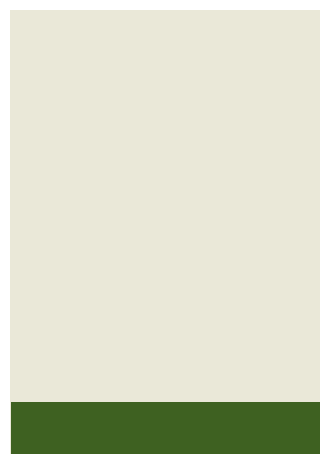
## QUARTER PAGE VERTICAL

■ Basic size: 90.5mm x 128mm



## QUARTER PAGE HORIZONTAL

■ Basic size: 185mm x 62mm



## STRIP

■ Bleed size: 210mm x 40mm

## NOTES:

- For all **BLEED SIZE** adverts, please add trim marks and least 3mm bleed on all sides
- Supply adverts as **CMYK**. Do not supply files that contain RGB colours. **Convert all spot colours to CMYK**
- Embed all links when supplying working files
- Convert all type to paths when supplying working files
- All images should be supplied at 300dpi
- Preferred format: Press-ready PDF
- Other acceptable formats: EPS, TIFF, JPEG, InDesign, Illustrator, Photoshop
- **Unacceptable formats:** Microsoft Office (Word, Publisher, Excel etc), CoreIDRAW, GIF, BMP

## SUPPLYING YOUR ADVERT FILES

Please email your adverts to [anne@foodnz.co.nz](mailto:anne@foodnz.co.nz)

For all correspondence, please include the name of the organisation, who the advert is for and your own contact details.

# Website advertising

Food New Zealand produces a supplement to NIBBLES, the NZIFST fortnightly e-zine which has a mail list of 3000 individuals and growing. The supplement is hosted on the FoodNZ website, driving traffic to [www.foodnz.co.nz](http://www.foodnz.co.nz).

Advertising is available on the FoodNZ website, rates and sizes below.

Book at <http://www.foodnz.co.nz/advertising-info/foodnz-website-advertisement-booking/>

## Nibbles Newsbites Advertising Sizes and Specifications

Advertising is available on Nibbles Newsbites viewed from the Food New Zealand Website, [foodnz.co.nz](http://foodnz.co.nz), visible on all pages and always visible when readers click through from the NZIFST fortnightly e-zine, Nibbles.

<p>Premium Banner 454px by 220px</p>	<p>Tile 159px by 220 px</p>	<p>Tile 159px by 220 px</p>	<p>Tile 159px by 220 px</p>
<p>Tower 170px by 320 px</p>	<h3>Advertising Prices</h3> <p>All advertisements will link to the advertiser's website</p> <ul style="list-style-type: none"><li>→ Premium Banner: \$NZ500.00 per month</li><li>→ Tile: \$NZ250.00 per month</li><li>→ Tower: \$NZ200.00 per month</li></ul> <p>All prices exclude GST and are subject to the Peppermint Press terms and conditions on the website, <a href="http://foodnz.co.nz">foodnz.co.nz</a></p>		
<p>Tower 170px by 320 px</p>	<p>Ads are to be supplied sized and web ready with link noted separately.</p>		



