



Lish

Premium food and
lifestyle community

**Cross-platform
media kit**

Christmas, Holiday
& Summer 25-26

ENZ'S #1 FOOD &
LIFESTYLE TITLE

A photograph of two glasses filled with a red cocktail, garnished with cherries on a skewer. In the foreground, a plate of olives with a sprig of rosemary is visible. The background is a solid green color.

WELCOME TO *dish*

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

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

Whether we're working on a full recipe creation package, a homewares showcase 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

39K

Print Run

16K

Subscribers

80-93%

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 compared to our closest competitor. Are Media Retail Scan Data 2025

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

dish

BEL.BONNOR@SCG.NET.NZ



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)

dish

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GET TO KNOW OUR COMMUNITY

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

dish

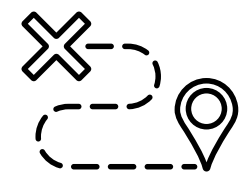
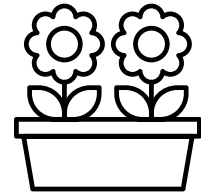
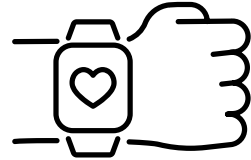



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POTENTIAL BEYOND FOOD

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.

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

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

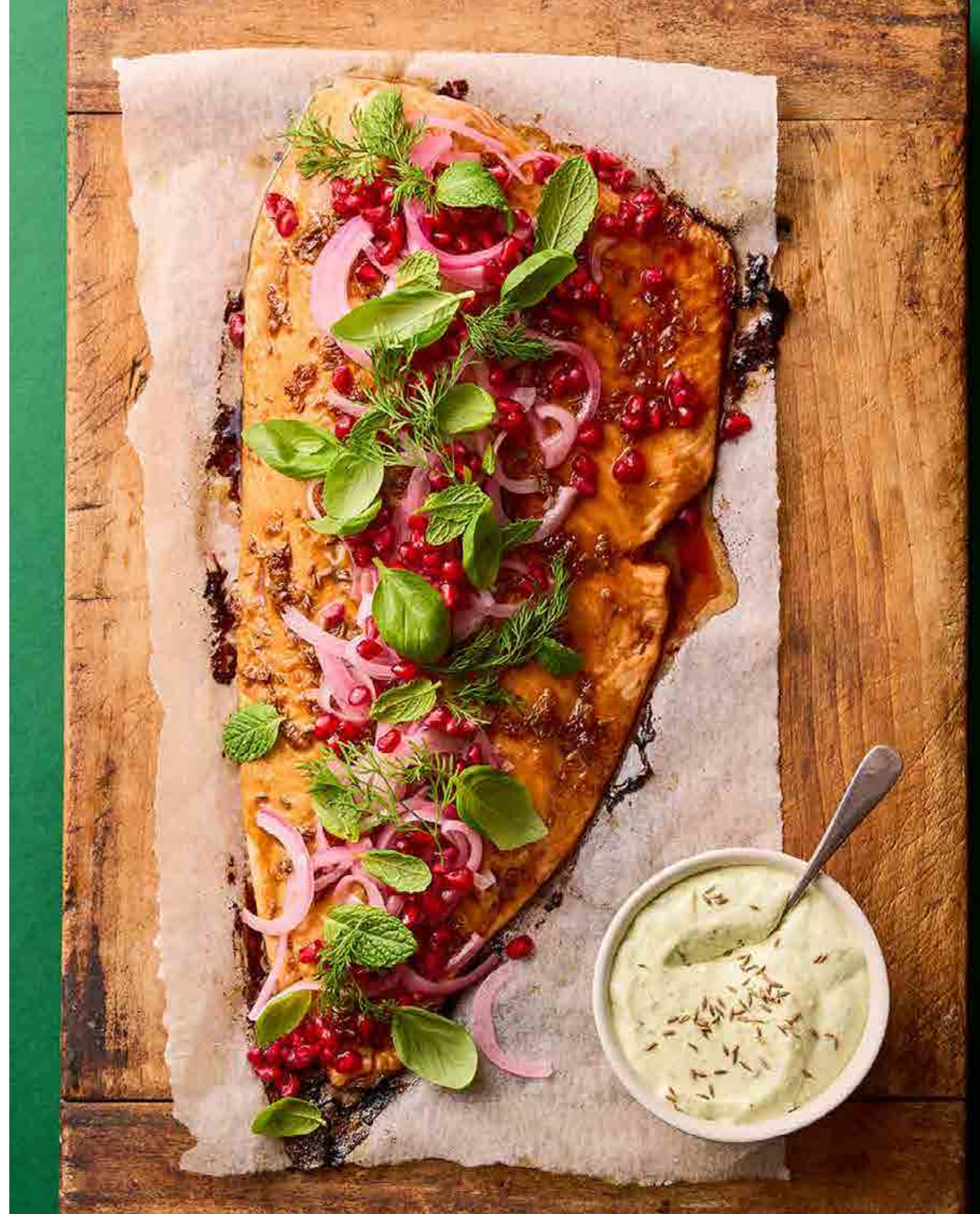
We work together to tell your story!

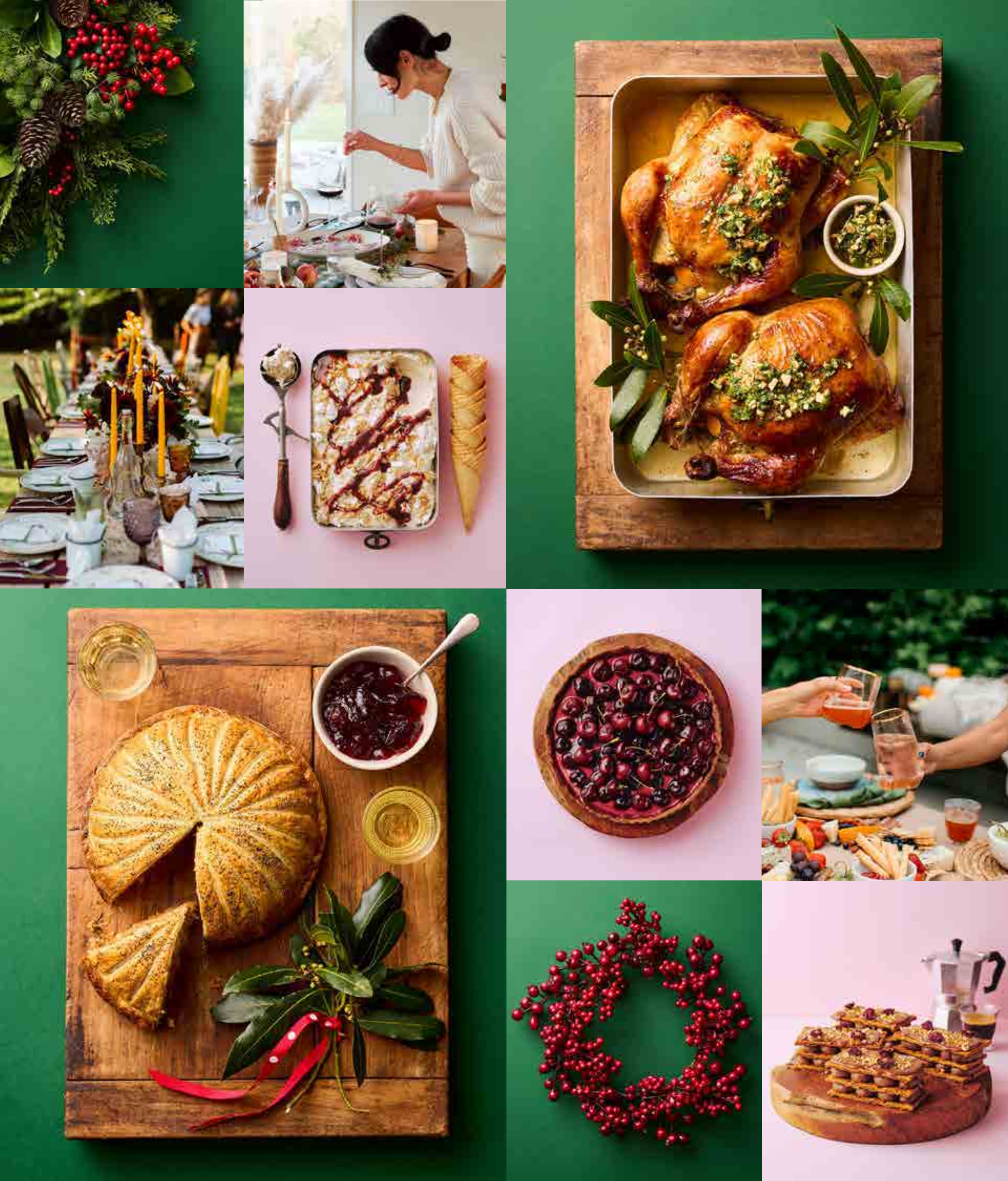
Our team collaborates with brands to deliver:

- 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

BEL.BONNOR@SCG.NET.NZ





dish 124

THE CHRISTMAS ISSUE

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	22 September 2025	29 September 2025	3 October 2025



HOLIDAY COLLECTORS EDITION

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



dish 125

SUMMER

As we return to the office from our summer breaks, and the weather really hits it's best – we need some summer-loving recipes to keep the holiday vibes going. Packed with quick, fresh and delicious dishes to throw together after work, (or a late afternoon swim), issue 125 really is all about making the most of summer's most abundant fresh produce. With barbecue fare, salads, seafood and quick put-together ideas this issue ensures readers will be eating great food, without slaving over a hot stove.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
9 February 2026	22 December 2025	22 December 2025	12 January 2026

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.

Please note there is a 20% surcharge to secure placements in the Australian edition of *dish*

**These rates are exclusive of GST.*

DIGITAL

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

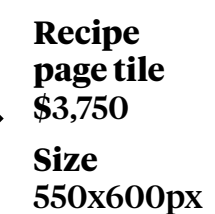
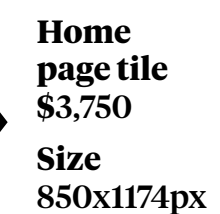
EDM feature	Rate*
Sponsor recipe collection	\$3,500
‘The latest’ feature	\$2,250
‘What we’re loving’ feature	\$1,250

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.**

SOLUS EDM



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



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.

Simple Summer Bruschetta	
<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*

126 DISH | 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 your dishies 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 • VIDEOS **WINNERS** • TEE • TRICKS • NEWS • REVIEWS • COMPETITIONS • SHOP • INDEX • SUBSCRIBE MY DISH

NEW WORLD WINE AWARDS HUB

WINNERS 2024

[EXPLORE THE TOP 50 WINNERS](#)



INSTAGRAM



FACEBOOK

CONTENT INTEGRATION EXAMPLES

Resene

the paint the professionals use

MAGAZINE

EDM

WEBSITE



INSTAGRAM



FACEBOOK



Bold charcoal for a kitchen with impact

When experienced renovators Sarah and Jared Davay 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 workers' cottage, the couple added 179sqm that became an open-plan kitchen and dining space connected to an alfresco area.

With culinary passion, we had Resene Double Fossil, against walls in Resene Half White and Resene Half 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 entertain and bustling, overgrowing family of five that includes three boys who are always in the pantry, in the fridge, with the refrigerator humming for food.

"We needed space for all of us to move around freely 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 informal 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 lunches or making breakfast."

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IN SARAH'S WORDS

Describe your cooking style:

Sarah: I'm more of a 'cook and bake' person. I love to try new recipes and I'm always looking for ways to make things a bit different. I'm also a bit of a 'cook and bake' person. I love to try new recipes and I'm always looking for ways to make things a bit different.

What is your favourite part of this kitchen?

Sarah: The island bench. It's such a busy focal point for our space. There's so much room for prepping food and it's the best for when we all gather in a more casual manner.

What recipe from this issue of dish would you like to cook and why?

Sarah: I absolutely love salmon and red curry so one of my favourites. It's a great one to make and you have the ingredients for it.

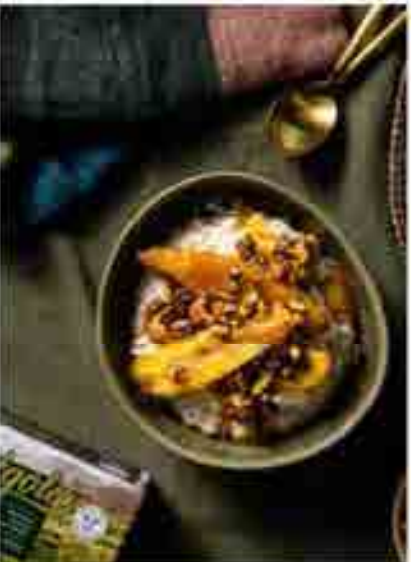
TOP TIP: If you're painting cabinets, use Resene Enamacryl semi-gloss or Resene Enamacryl gloss for a hard-wearing, durable finish. Check your kitchen supplies to see how Resene Choice approved Resene Aquatop, it's just a layer of Resene Aquatop over Enamacryl and you get the authentic Resene colour and quality finish.

Resene


the paint the professionals use

For more decorating inspiration visit your Resene ColourShop, resene.com.au, or call 0800 763 633.

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

dish

RECIPES • VIDEOS • DRINKS • LIFE • TRICKS • **NEWS & EVENTS** • COMPETITIONS • SHOP • SUBSCRIBE MY DISH

BOLD CHARCOAL FOR A KITCHEN WITH IMPACT

From issue 118 | August 11, 2023



Resene BROUGHT TO YOU BY RESENE

When experienced renovators Sarah and Jared Davay 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 workers' cottage, the couple added 179sqm that became an open-plan kitchen and dining space connected to an alfresco area.

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"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 lunches or making breakfast."

Subscribe to dish and be in to win a Resene Appliances, for over \$270 worth, and a 12 month Lululemon coffee subscription.

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

Sign up today

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

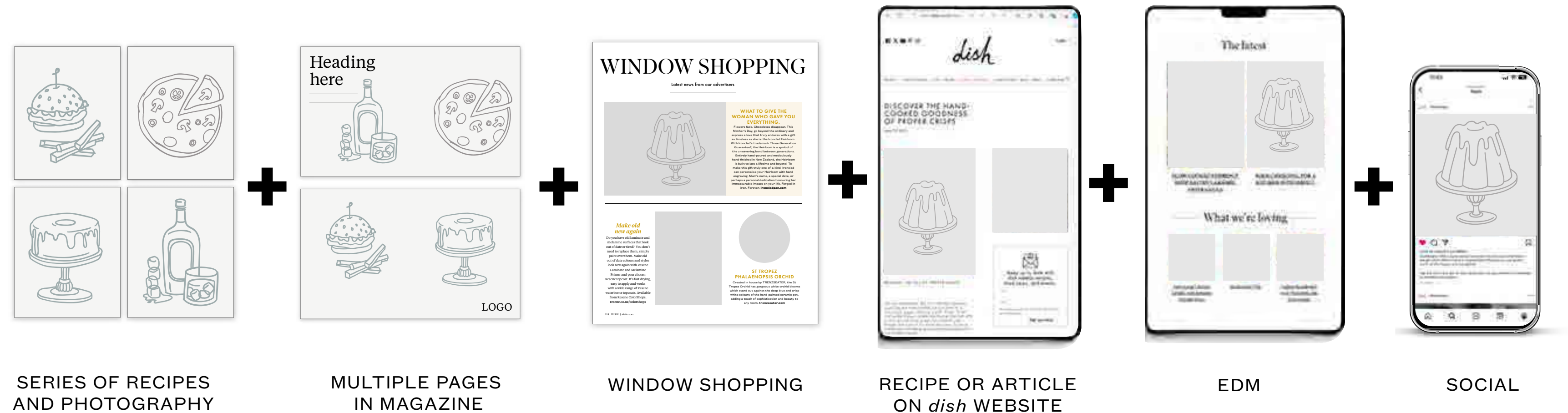
\$12,250



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



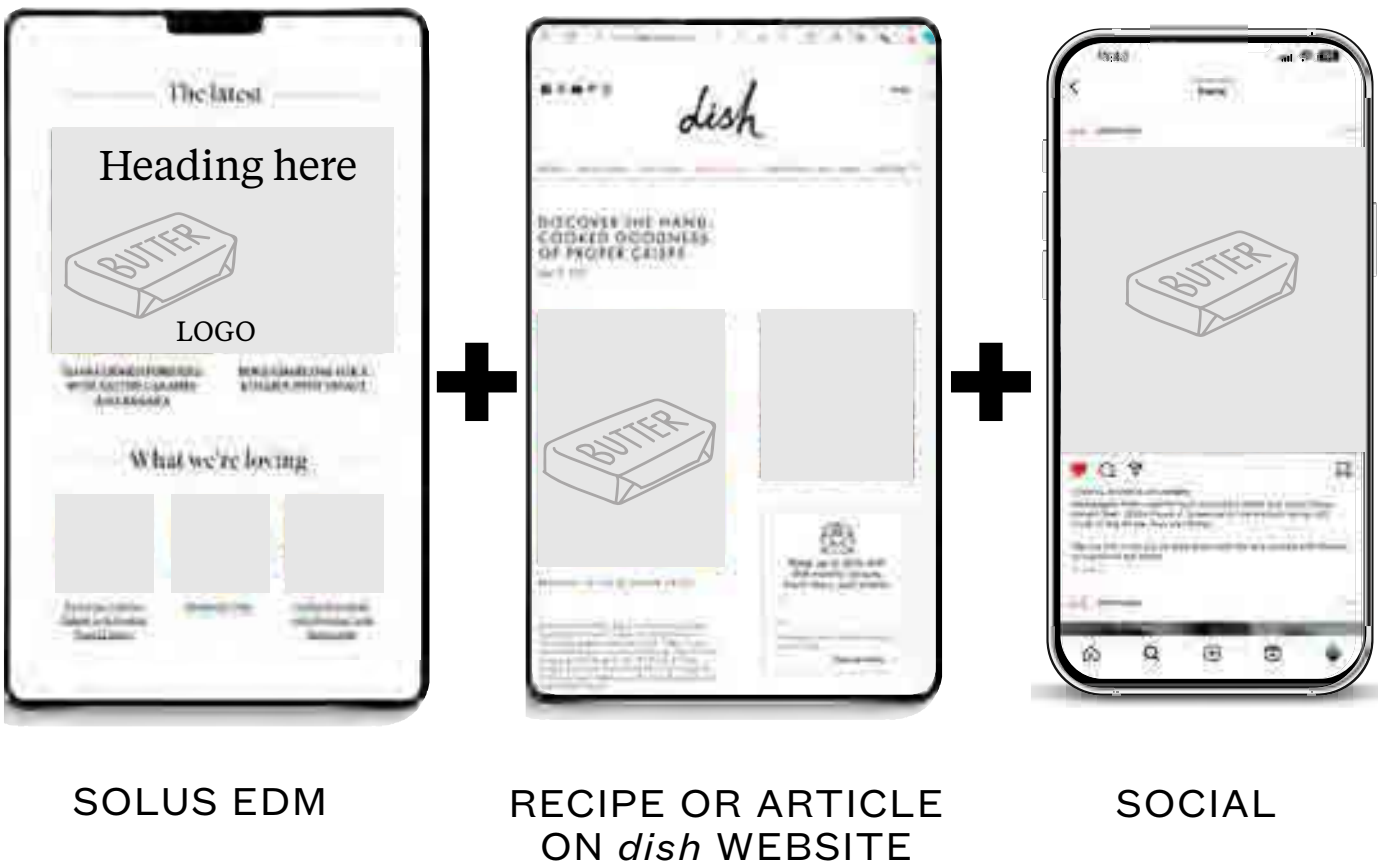
DIGITAL PACKAGE EXAMPLES

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.

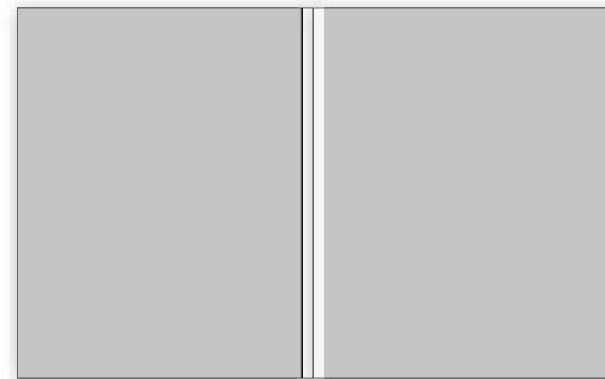
Single page image area

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

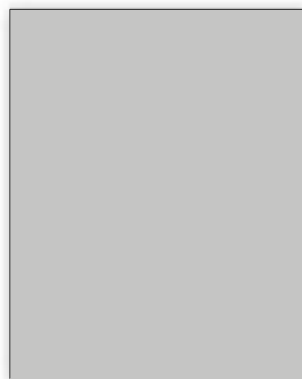
Bleed: 230mm (w) x 306mm (h)

Back cover

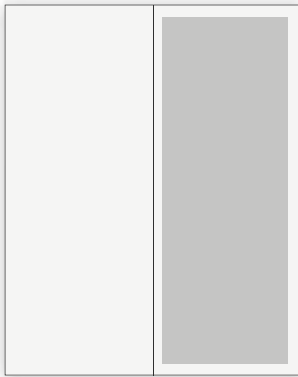
Full page portrait



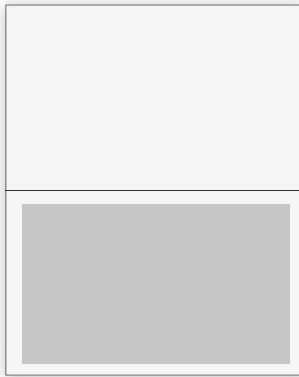
Double page spread
460mm (w) x 300mm (h)
+ 3mm bleed



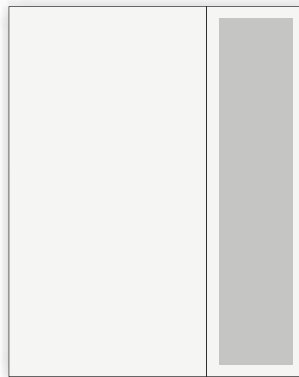
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



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
124 (Christmas issue)	3 November 2025	22 September 2025	29 September 2025	3 October 2025
HOLIDAY (Special edition)	15 December 2025	31 October 2025	5 November 2025	12 November 2025
125	9 February 2026	22 December 2025	22 December 2025	12 January 2026

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
126	30 March 2026	13 February 2026	17 February 2026	23 February 2026
127	25 May 2026	13 April 2026	15 April 2026	20 April 2026



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