



dish

PREMIUM FOOD AND LIFESTYLE COMMUNITY

People's Choice Magazine of the Year
2020, 2021, 2022

Best Magazine of the Year in home,
food and lifestyle category 2022

Supreme Magazine of the Year 2020



dish PROFILE

dish is a multi-award-winning magazine and New Zealand's most-loved foodie title, packed with reviews, recipes, drinks, travel, interviews and more.

A cross-platform high-achiever, it spans print, digital, social, video, events and content creation.

Our audience is made up of vibrant, high socio (predominantly) women, enjoying lives full of wine, food, travel and more

***dish* is more than a magazine.
Its a community.**

CONTACT

Karrin Macleod, Sales Manager
karrin.macleod@scg.net.nz
+64 21 606 886

dish COMMUNITY



dish PUBLISHED CHANNEL MIX

WEBSITE

TOTAL UNIQUE VISITORS
IN PAST SIX MONTHS

680,000

TOTAL UNIQUE VISITORS
IN THE LAST MONTH

125,000

MAGAZINE

NIelsen TOTAL READERSHIP

226,000

READERS: WOMEN 20+

160,000

PRINT RUN

33,500

FACEBOOK

TOTAL FOLLOWERS

482,911

EDM

TOTAL SUBSCRIBERS

55,788

AVERAGE OPEN RATE

55.36%

CLICK THROUGH RATE

10.92%

INSTAGRAM

TOTAL FOLLOWERS

67,950

dish SPONSORSHIP CONTENT PILLARS



RECIPES

Recipes are at the very heart of *dish* magazine. Our audience rely on us to provide exciting, successful, easy to prepare recipes to enjoy with friends and family – and that’s what we do. Every issue, every year, for over 18 years. That’s why our relationship with the audience is rock solid – based on trust, reliability, and authenticity.



RESTAURANT REVIEWS

dish readers are an adventurous bunch and love to dine out when they’re not cooking up a storm at home. We serve them up the low-down on where to go to eat, the latest openings and hot-spots to try, with informative chef interviews as a side order.



DRINKS

dish is lucky to have esteemed wine writer Yvonne Lorkin as drinks editor, delivering all the latest beverage news, and driving our successful Tasting Panel – a professionally judged round-up of wines, beers, or spirits in every issue. Winners display their *dish* medal stickers with enormous pride.



TRAVEL

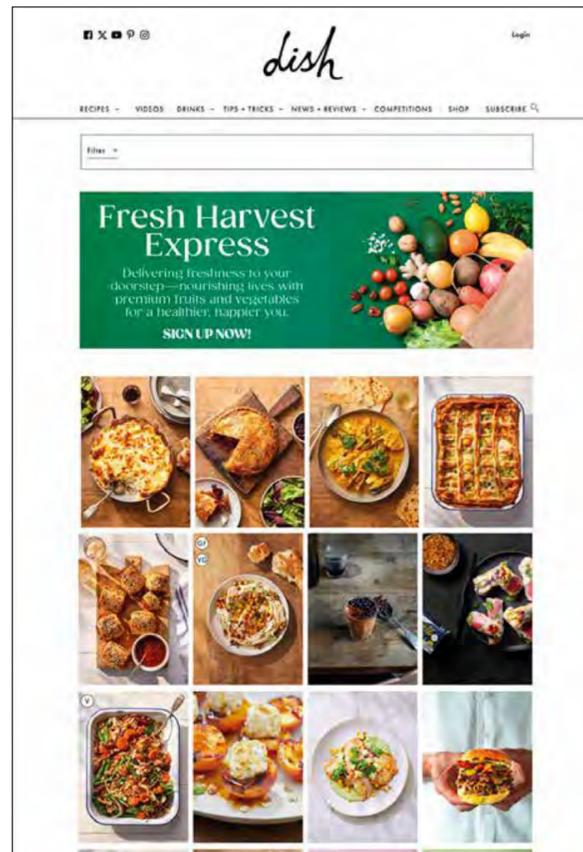
dish readers love to explore Australasia and the world. We help them out by featuring roundups of places to eat, drink and visit in different locations, taking all the stress out of trip-planning. From stunning lodges to hole-in-the-wall bars, we do the legwork.



FOOD NEWS

There is always something happening in the world of food – we keep our *dish* audience up-to-date with new products, chefs, trends and producers, as well as highlighting how best to use produce in season.

dish SPONSORSHIP CONTENT PILLARS EXAMPLES



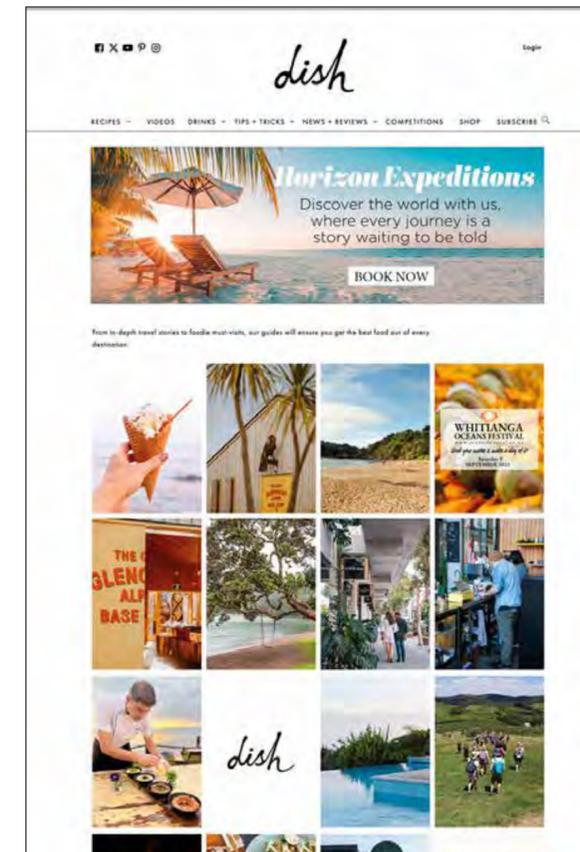
RECIPES



RESTAURANT
REVIEWS



DRINKS



TRAVEL



FOOD NEWS

RATE CARD

MAGAZINE

Size

Double page

Single page

Single page (3 issue booking)

Single page (6 issue booking)

1/2 page

1/3 page

1/4 page

Inside front cover, double page

Outside back cover

Frequency

Casual

\$12,900.00

\$7,250.00

\$6,162.50 each

\$5,800.00 each

\$4,000.00

\$3,000.00

\$2,000.00

\$15,500.00

\$7,500.00

DIGITAL

Website:

Duration: 1 month

Fortnightly rates available on request

Home page banner ad \$3,000.00

Home page tile \$2,000.00

Recipe page tile \$1,000.00

Sponsor page banners \$2,000.00

EDM

Sponsor recipe collection

Gif and logo \$3,000.00

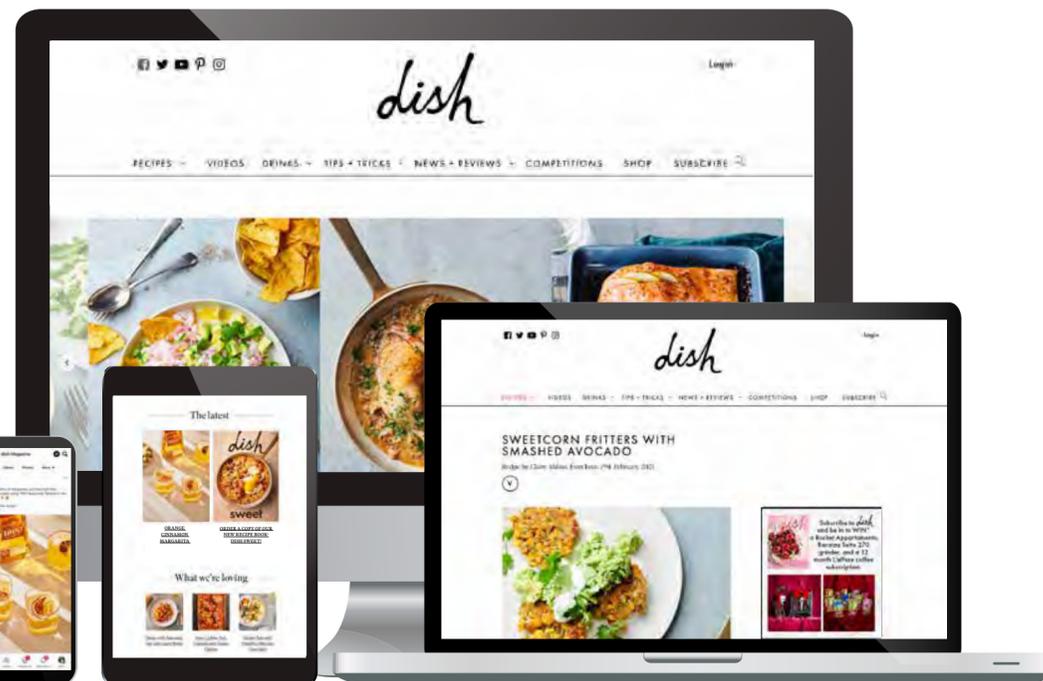
Digital and Social feature \$2,000.00

What we're loving tile mention \$1,000.00

Solus EDM \$5,000.00

(Specs and examples page 13 and 14)

The above rates are exclusive of GST.



CUSTOM CONTENT CREATION

Working closely with our clients, *dish* creates bespoke branded content that can be utilised independently or amplified across all our platforms. Claire Aldous, our talented food editor, is renowned for working with clients and their brands to create easy seasonal recipes. We take care of everything – recipe creation, art direction, styling, design, copywriting and photography - your one stop-shop for the very best content



Options available

- Recipe development
- Recipe development, styling and photography
- Recipe development, styling, photography and video
- Bulk costing available

POA



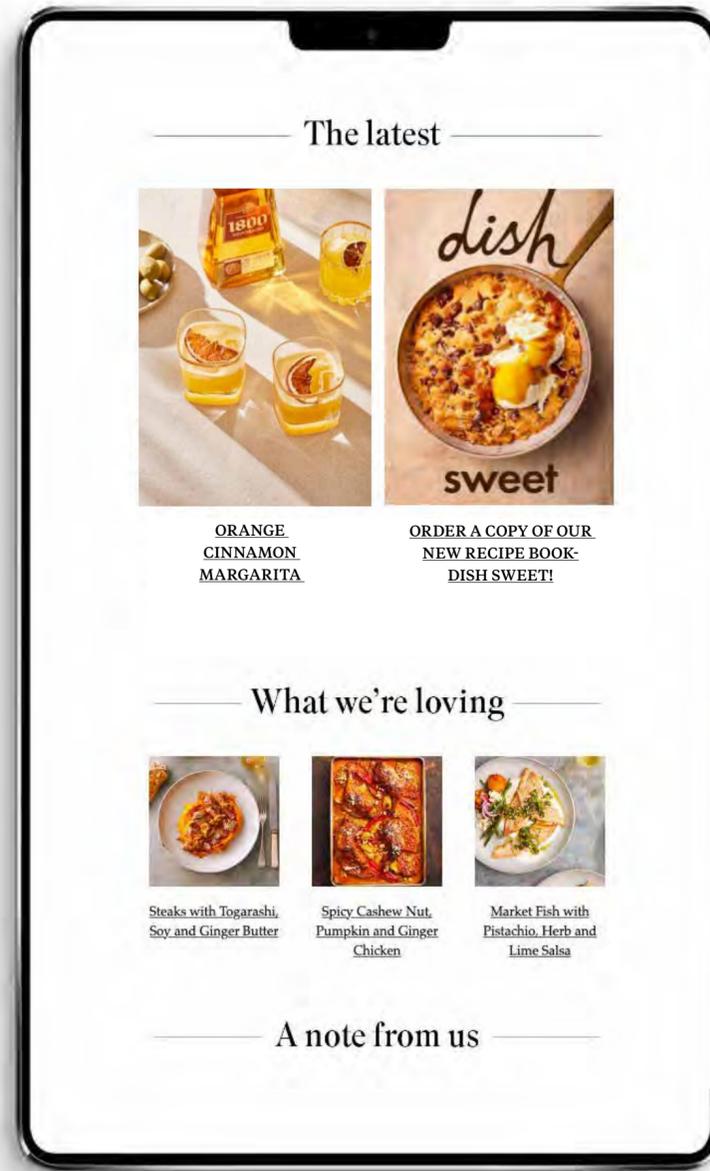
CONTENT INTEGRATION EXAMPLES



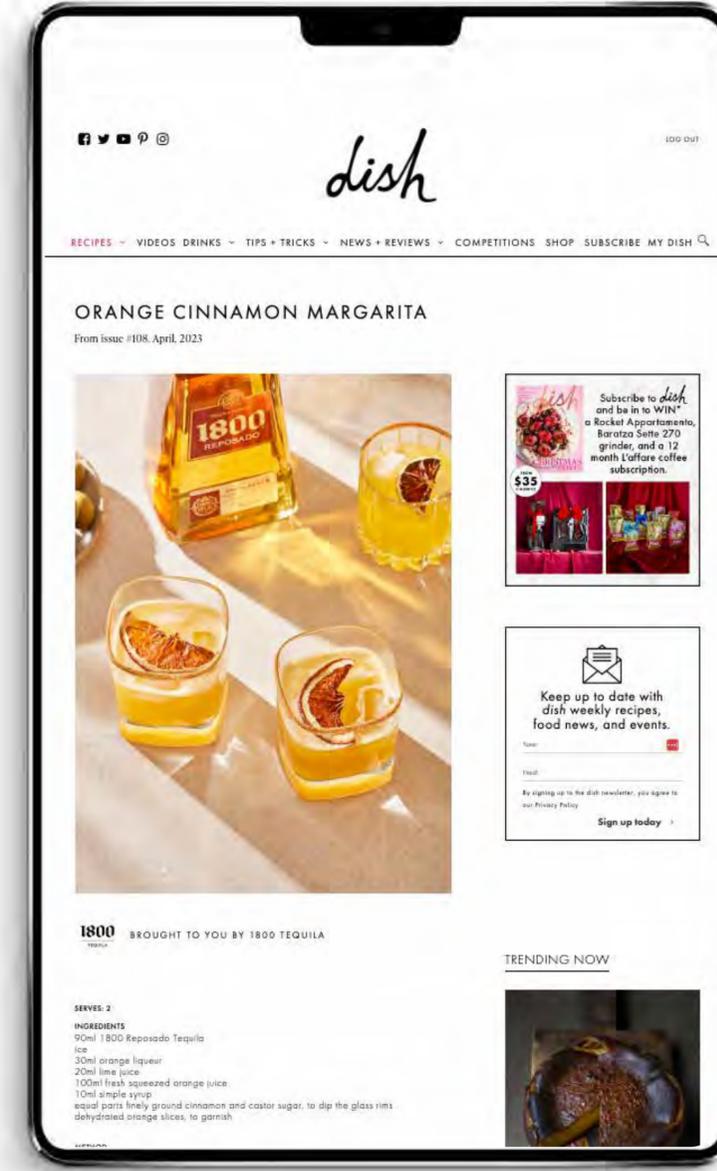
MAGAZINE



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 AquatAQ, 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

Photo: iStockphoto.com/Thomas Heuser

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

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'Espresso coffee subscription. \$35

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

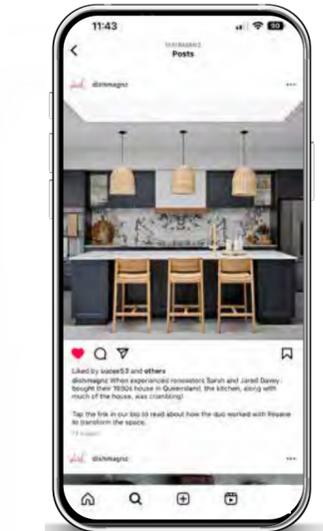
Sign up today

Resene BROUGHT TO YOU BY RESENE

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.



INSTAGRAM



FACEBOOK



WAYS TO ENGAGE

BRAND ADVERTISING

Simple and effective – deploy across *dish* platforms print and digital.

CREATED CONTENT

Working together to tell your story. Print, video, photography, deployed across the *dish* platforms – print, digital and social.

CREATING CONTENT FOR YOUR USE

Recipe creation, video – from how-tos right through to TVCs, we can work with you to create your brand advertising. This content would belong to you to deploy where you would like.

EVENTS

dish creates, designs and produces a wide variety of events – from our well known Dine with *dish*, through to one-off bespoke events. No idea is too ambitious.

BENEFITS

Engaging with the *dish* community gives our commercial partners access to an incredibly loyal, motivated audience. Their relationship with *dish* is based on a level of trust and genuine friendship that has been built over many years with absolute authenticity. Our partners can enjoy that relationship with our community, across each of the *dish* platforms.

dish READERS TAKE ACTION AS A RESULT OF SEEING SOMETHING IN A MAGAZINE:

- 71% have visited a website
- 72% have purchased products reviewed
- 85% talk to someone about what they have seen

PACKAGE EXAMPLES

LET US MIX AND MATCH TO CREATE YOUR PERFECT PACKAGE

1

- Full page brand ad
- Mention in magazine Window Shopping section

\$9,250



SUPPLIED BRAND AD



WINDOW SHOPPING MENTION

2

- Full page brand ad
- Mention in magazine Window Shopping section
- EDM tile
- Instagram tile

\$11,250



SUPPLIED BRAND AD



WINDOW SHOPPING MENTION



EDM



SOCIAL

PACKAGE EXAMPLES

3

- Recipe development
- Styling and photography
- Full page advertorial writing and design
- Mention in magazine Window Shopping section
- EDM tile
- Instagram tile

\$12,250



RECIPE DEVELOPMENT AND PHOTOGRAPHY



MAGAZINE FULL PAGE ADVERTORIAL: INCLUDES WRITING AND DESIGN



WINDOW SHOPPING MENTION



EDM



SOCIAL

4

- Four recipes
- Styling and photography
- Multiple page story in magazine
- Mention in magazine Window Shopping section
- EDM tile
- Instagram carousel

\$33,400



SERIES OF RECIPES AND PHOTOGRAPHY



MULTIPLE SPREADS IN MAGAZINE



WINDOW SHOPPING MENTION



EDM



SOCIAL

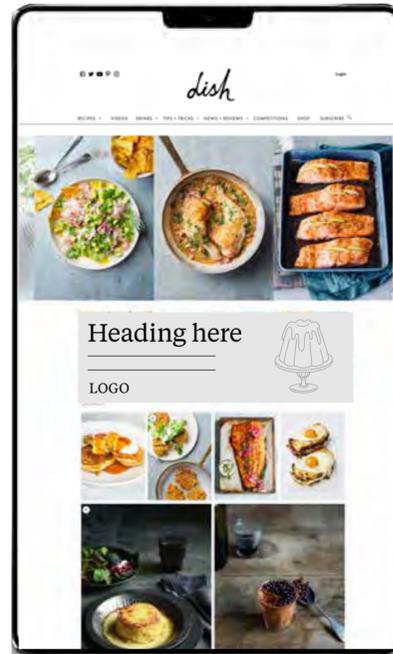
PACKAGE EXAMPLES

5

Content creation with supplied material:

- Website banner ad
- EDM tile
- Instagram tile

\$6,000



WEBSITE BANNER AD



EDM



SOCIAL

6

Content creation for independent use:

- Six recipe development
- Styling and photography

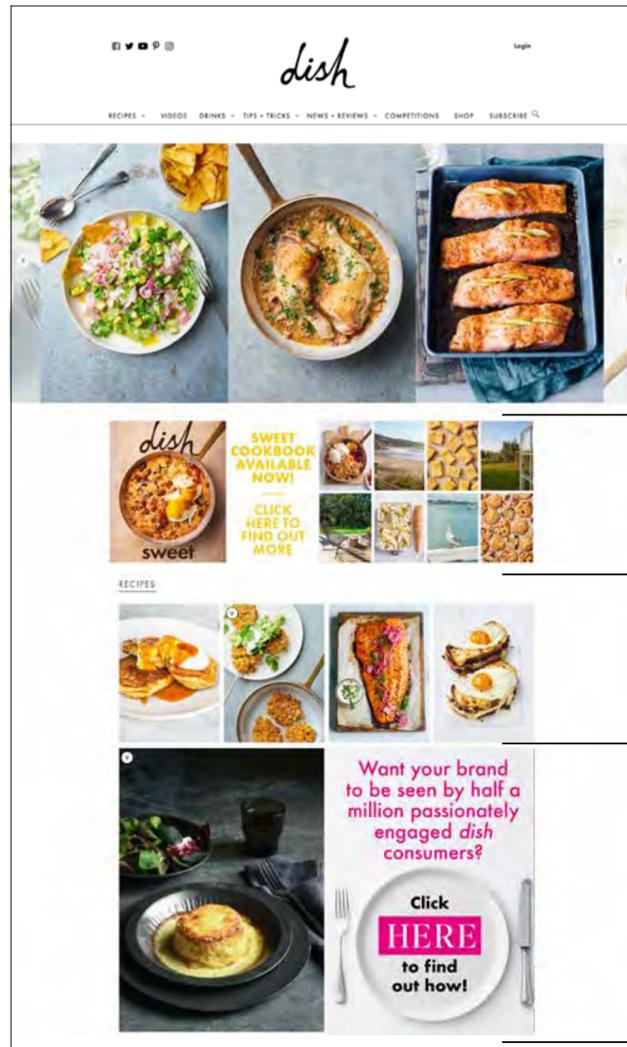
\$8,400



SERIES OF RECIPES AND PHOTOGRAPHY

DIGITAL SPECIFICATIONS AND PRICES

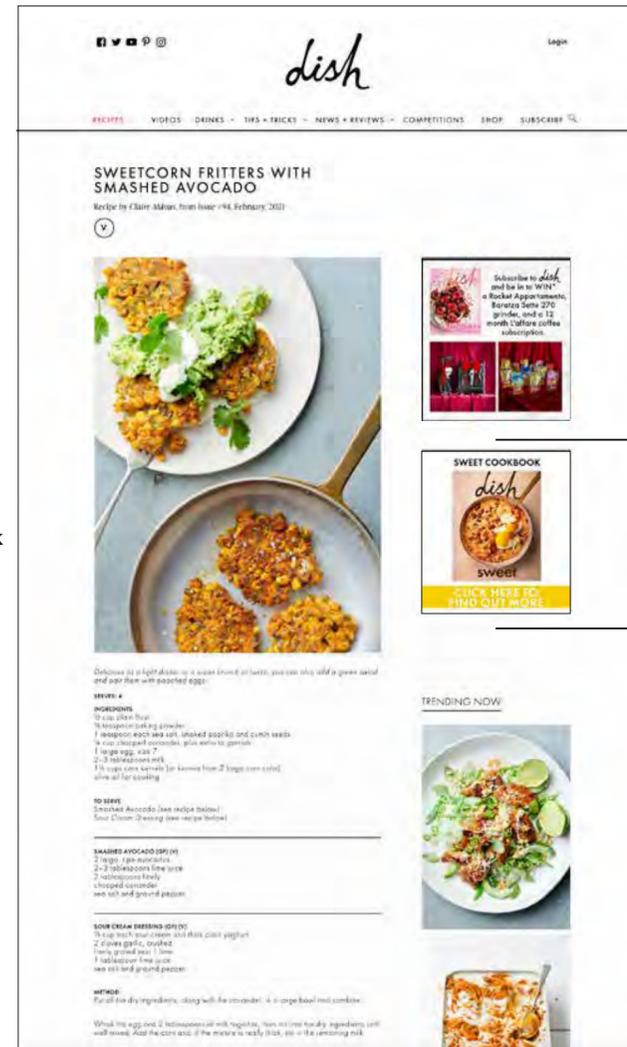
HOME PAGE



Banner
\$3,000
Size
1200x500px

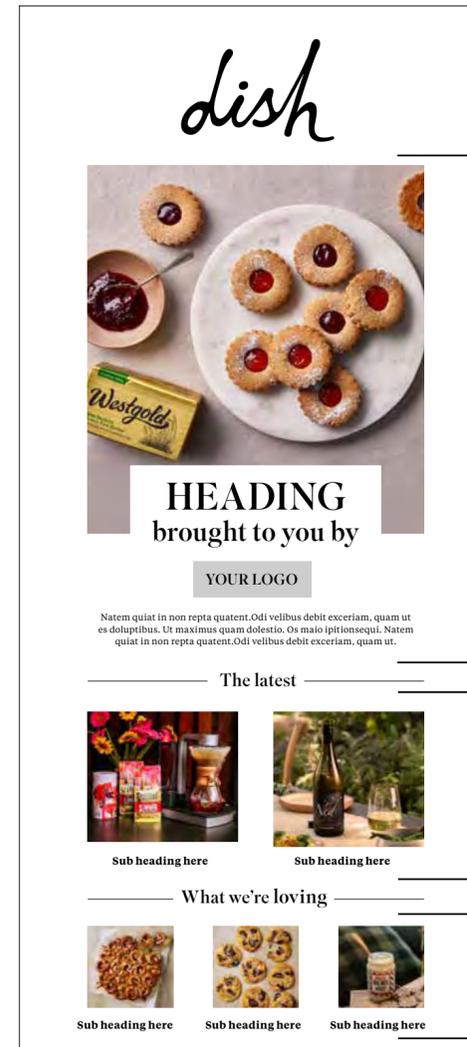
Tile
\$2,000
Size
850x1174px

RECIPE PAGE



Tile
\$1,000
Size
550x600px

EDM



Sponsor recipe collection - gif
\$ 3,000

Second tier tile digital and social feature
\$2,000

What we're loving
\$1,000

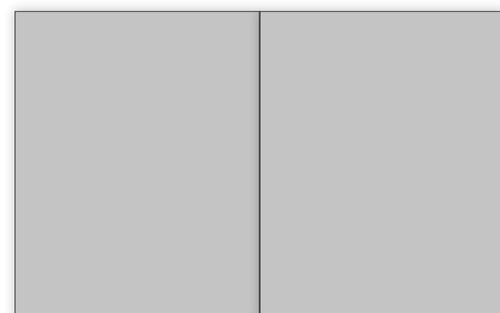
SOLUS EDM



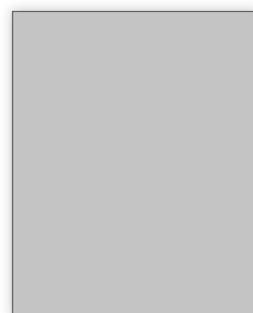
Solus EDM
\$ 5,000

SUPPLIED AD PRINT DEADLINE AND SPECIFICATIONS

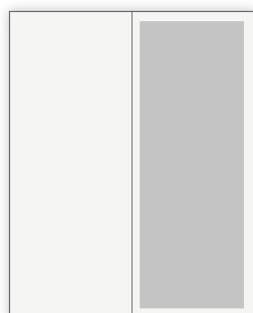
Issue	Booking deadline	Material deadline	On-sale
20th Birthday Celebrations issue			
116	5 June 2024	19 June 2024	15 July 2024
117	7 August 2024	21 August 2024	16 September 2024
118	25 September 2024	9 October 2024	4 November 2024
dish holiday			
	6 November 2024	20 November 2024	16 December 2024
119	25 December 2025	8 January 2025	3 February 2025
120	19 February 2025	5 March 2025	31 March 2025
121	16 April 205	30 April 2025	26 May 2025
122	4 June 2025	18 June 2025	14 July 2025
123	30 July 2025	13 August 2025	8 September 2025
124	24 September 2025	8 October 2025	3 November 2025



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



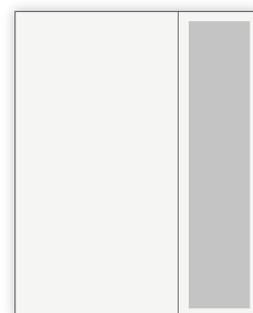
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



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

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

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.



dish EDITORIAL PROFILE



SARAH TUCK, CEO AND EDITOR

In May 2019, Sarah Tuck embraced the role of *dish* Editor, drawing on her extensive background in recipe development, food styling, blogging, and photography. Her culinary philosophy centers on food’s unifying power and the importance of sharing delectable meals to foster connection in our fast-paced world. She prioritizes stylish, seasonal, and easy-to-prepare recipes, emphasizing flavor and texture. Sarah, a bestselling cookbook author (*Coming Unstuck* 2017 and *Stuck Together* 2019), views her role as that of a friendly mentor, eager to whip up a delightful meal and teach you how. She actively engages with readers, conducts surveys, and participates in events to build stronger connections. Additionally, she collaborates with TVNZ and Radio NZ for regular appearances.



CLAIRE ALDOUS, FOOD EDITOR

Food editor Claire is the mastermind behind recipes enjoyed by thousands of readers for more than 15 years, having been with *dish* since the very first issue. With a vast knowledge of ingredients and techniques, her constant innovation and imagination are an invaluable source of inspiration. Always generous and welcoming, she focuses on creating recipes that are neither fussy nor overly fancy, producing delicious dishes that delight her guests and fill the kitchen with gorgeous aromas. “My favourite night of the week? Sunday. Having family and friends over for a casual, delicious dinner, usually followed by an indulgent dessert, encapsulates everything I love about cooking.”

MEET THE TEAM



**MARCUS
HAWKINS**
SCG MEDIA CEO

marcus.hawkins@scg.net.nz



**SARAH
TUCK**

CEO AND EDITOR

Magazine editorial submissions
and commissions

sarah.tuck@scg.net.nz



**CLAIRE
ALDOUS**
FOOD EDITOR

claire.aldous@scg.net.nz



**KARRIN
MACLEOD**
SALES MANAGER

Advertising and promotions

Karrin: +64 21 606886
karrin.macleod@scg.net.nz



**TAMSIN
MORGAN**
DEPUTY EDITOR

tamsin.morgan@scg.net.nz



**CAITLIN
WHITEMAN**
DIGITAL EDITOR

caitlin.whiteman@scg.net.nz



**CHRISANNE
TERBLANCHE**
ART DIRECTOR

chrisanne.terblanche@scg.net.nz



**MONIQUE
BULMAN**
PUBLISHER SERVICES
MANAGER

monique.bulman@scg.net.nz



**YVONNE
LORKIN**
DRINKS EDITOR

yvonne@yvonnelorkin.com



**OLIVIA
GALLETLY**
FOOD CONTRIBUTOR



**MELIE
FERRIER**
FOOD CONTRIBUTOR





RECIPE

Beef Ragù with White Beans and Burrata

I love cooking for my sons, and recently put this together for my eldest for a warming weekend dinner.

3 tablespoons olive oil	2 tablespoons tomato paste
120 grams pancetta, chopped	2 tablespoons plain flour
1.2-kilograms Wagyu brisket or stewing steak	400-gram tin cannellini beans, drained and rinsed
1 onion, finely chopped	GREMOLATA
1 carrot, finely chopped	½ cup finely chopped parsley
1 stick celery, finely chopped	finely grated zest of 1 lemon
sea salt and black pepper	2 tablespoons extra-virgin olive oil
3 cloves garlic, crushed	1 tablespoon lemon juice
finely grated zest of 1 lemon	1 large clove garlic, crushed
½ teaspoon chilli flakes	sea salt and black pepper
large sprig of thyme	TO SERVE
2 bay leaves	125 grams burrata, drained and patted dry on a paper towel
2 cups beef stock	300 grams pappardelle, cooked according to packet instructions, until al dente
1½ cups red wine	

Heat the oil in a large heavy-based pot or casserole dish and fry the pancetta for 4-5 minutes until it is crispy, then remove and set aside. Chop the beef into 4cm pieces, add to the pan and sear the beef on all sides, in batches, for a few minutes to brown, then set aside. Add the onion, carrot and celery to the pot, season well with salt and pepper, lower the heat, and cook for 10 minutes. Add the garlic, lemon zest and chilli flakes and cook for 2 more minutes, then add the thyme, bay leaves, beef stock, wine and tomato paste. Bring to a boil, then add the beef, reduce to a simmer, (*move the lid so it is just slightly ajar*) and cook over a gentle heat for 3½ hours. Remove ½ cup of the cooking liquid from the ragù and whisk it with the flour in a small jug, stir back into the ragù and increase the heat, stirring until the sauce thickens. Cook a further 30 minutes, then add the beans and cook a further 5 minutes until the meat is tender and everything is heated through.

GREMOLATA: Mix all the ingredients together in a small bowl.

TO SERVE: Serve the ragù with the pasta, topped with torn burrata and a good dollop of gremolata. **SERVES 4-6**



**WE LOOK FORWARD TO
WORKING WITH YOU**
