

*dish*

GOOD ENOUGH TO EAT

tangible 



# Dish is a magazine for people who enjoy cooking and reading about good food.

Published every two months, it offers inspiring yet achievable recipes using fresh, seasonal produce for every occasion – from entertaining friends to simple weeknight meal solutions. With a mixture of readers who are experienced cooks and enthusiastic beginners, Dish offers a practical, down to earth approach in its recipes with useful glossary notes and explanations for techniques and ingredients.

Dish also inspires and informs readers through beautifully photographed stories which showcase innovative and interesting food producers, trends, chefs and food destinations both in New Zealand and overseas. The magazine is renowned for its beautiful design and presentation and particular attention is paid to the art direction, cover and interior paper stocks.

Dish is designed to be:

- a magazine readers look forward to receiving
- a magazine readers keep because it is too beautiful, interesting and useful to discard
- a magazine kept close at hand in the kitchen that inspires them to cook and eat great food.

Above all, Dish is focused on making food an enjoyable experience and something everyone can take pleasure in reading and learning about. It is the perfect magazine for those who love to cook, those who aspire to new heights in their cooking and those who simply love to read about good food.

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“Dish has been a fantastic communication tool for the Fisher & Paykel brand and we thoroughly enjoy working with the Dish team, who consistently produce a premium quality product with great attention to detail every issue. It’s a magazine we’re very proud to be a part of.”

Roger Bridge, New Zealand Marketing Manager, Fisher & Paykel

## reader profile

Dish readers are predominantly female, aged 35-59. They enjoy cooking and entertaining at home and are happy to spend more on quality products – in fact 42% of Dish readers have an annual household income of more than \$100,000. They are a mixture of accomplished cooks and those keen to learn something new. They like trying new recipes, reading about food producers, issues and trends around food in New Zealand and overseas. They like to be kept up-to-date with new products and trends in food and cooking, and are looking for a mix of recipes for entertaining, and simpler solutions for weeknight meals.

### THE STATS:

Circulation:	22,752*
Readership:	108,000**
Subscribers:	11,000
Frequency:	Bi-monthly
Cover price:	\$8.95

\*ABC Jul-Dec 09

\*\*Nielsen Q2 09-Q1 10



### DISH RATE CARD — ALL FOUR COLOUR

SIZE	CASUAL
Double page	10,345
Single page	5,445
1/2 page	3,375
1/3 page	2,395
1/4 page	1,851
Inside front cover	12,400
Outside back cover	6,050

The above rates are exclusive of GST

“We are now in our second year of profiling Yalumba’s fine wines in Dish magazine. The positioning of Yalumba, recently voted top winery in the new wine world, within the Dish format alongside specially created recipe dishes, is wholly appropriate and a very good fit. Simply put, top quality meets top quality.”

Clive Weston, Managing Director,  
Negociants New Zealand

### EXTRA READER NOTES:

- 80% female
- 44 is the average age of a Dish reader
- 69% put quality ahead of cost when it comes to shopping
- 20% say finer things in life are important
- 46% would buy environmentally friendly products where possible
- 85% drink beer/wine/spirits
- 29% indulge in treats/luxuries

\* Nielsen National Readership Survey Jan-Dec 09

### CONTACT DETAILS

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# terms and conditions

# advertisement sizes, shapes and technical data

## CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Tangible Media Ltd.

## CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

## POSTPONEMENT OR CANCELLATION OF SPACE

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

## Material

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

## RATE PROTECTION

Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

## TERMS

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

## TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

## GENERAL

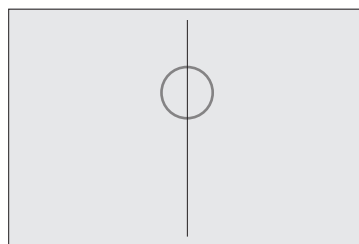
- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

## TERMS OF ACCEPTANCE OF ADVERTISING COPY

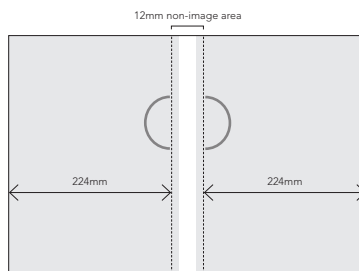
The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

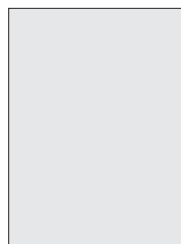
The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.



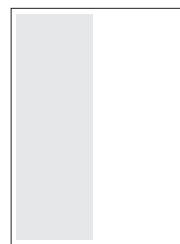
Double page spread  
460 x 300 (deep)\* – no allowance for gutters



Inside covers  
224 x 300 (deep)\*  
The IFC and IBC are a different size due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



Full page  
230 x 300 (deep)\*



Half page vertical  
105.5 x 288 (deep)

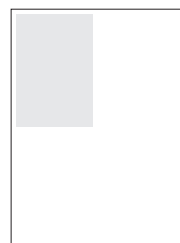


Third of a page vertical  
66 x 288 (deep)



Half page horizontal  
218 x 141 (deep)

\*Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.



Quarter page square  
105.5 x 141 (deep)

## MECHANICAL

Size: 230 x 300 (deep)  
Binding: Perfect bound  
Colour: CMYK

## SIZES

### Full page

Trim: 230 x 300 (deep)  
Bleed: 236 x 306 (deep)

### Double page spread

Trim: 460 x 300 (deep)  
Bleed: 466 x 306 (deep)

### 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: 224 x 300 (deep)  
Bleed: 230 x 306 (deep)

### 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

- Print document to file by selecting PostScript® File printer option in the print dialogue window
- Select Adobe PDF or Acrobat Distiller PPD
- Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- Select crop marks
- Select composite CMYK output
- Include all fonts
- Set transparency flattening options to high resolution
- Save to create the PostScript® file
- Launch Adobe Acrobat Distiller
- Select PDF/X1a as the default job options
- Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

### Exporting from InDesign

- From the export options, select preset PDF/X1a
- Select crop marks and 3mm bleed all round
- Ensure font subsetting is set to 100%
- Set transparency flattener options to high resolution

## SCREEN

175 lpi (screen ruling)

## 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.

Tangible Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz> By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479 The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.