

dish

Digital rate card



1.0 Reach a growing audience of discerning food lovers

Over the past year, traffic to Dish's online properties has increased dramatically. In September 2015 Dish launched a new-look website, and for the first time, included over 3000 recipes from previous issues of the magazine. In the past six months our readership has more than doubled, and we currently receive an average of 40,000 unique visitors to the site a month (and rapidly growing).

We are a nimble platform for brand partnerships, and can tailor imaginative digital packages to suit a variety of advertising and marketing goals. In the past we have successfully partnered with a number of clients to create integrated campaigns featuring video, syndicated content, recipe commissions, photography and content marketing pieces. We have the ability to deliver a significant reach to a highly engaged community of passionate food lovers.

2.0 Display Advertising Options

WEBSITE

We have the capability to offer display advertising that runs across the whole site, or can specifically target pages that offer the most value for your brand.

Megaheader: \$4000 a month. This is a premium homepage advertising space that takes over the Dish header position.

Hero Homepage: \$3500 a month. Middle of the homepage, this is a prime position for visibility amongst engaged readers.

Recipe Leaderboard: \$4000 a month. Integrated within the top of recipe pages, this space gives clients the ability to present horizontal display ads in an obvious, eye-catching location.

Medium Rectangle: \$3000 a month. Run of site in the right hand column, this prime position offers the most visibility across all features, articles, recipes and events.

Leaderboard: \$2500 a month. Integrated within the recipes, features and events above the comments, key placement of horizontal material for engaged readers.

QUICK STATS:

- **www.dish.co.nz** visitors are 86% female, and 67% are aged 45+
- **Average monthly unique browsers:** 40,000*
- **Average monthly sessions:** 85,000* (*Google Analytics, January-June 2016)
- **Our average page duration** is 1:07 minutes (**Nielsen Market Intelligence Report, Website Data, June 2016)
- **Average session duration:** 2:06 minutes (**)
- **EDM:** 23,800 subscribers
- **Facebook followers:** 540,000. Posts routinely have a reach of 50,000 with over 1.5K likes, comments and shares.
- **Instagram:** 16,300 followers



3.0 Tailored Content Options

We are able to create original copy, recipes and photography to deliver your brand's message, as well as host pre-written advertorial and high-res imagery, presented in an editorial environment.*

RATE:

Copy and photography created by Dish: requirements and price to be discussed

Food News – hosted copy and photography (high res and approved by Dish in advance of booking): \$1000

Each feature is promoted on the Dish Home page. There are also EDM and social media promotion opportunities available that can be discussed.

**In the interest of transparency, we do highlight when content is sponsored in an elegant manner.*

EDM:

Our weekly newsletter has a reach of 23,800 unique subscribers. It features at least three recipes per week, and as such has an incredibly high open rate of 40%.

We are able to host both display ads and advertorial copy on the newsletter.

Editor's note side bar: \$2000 per week. This space is custom built to run alongside the Dish Online Editor's weekly Editor's Note.

Top rectangles: \$750 per week. There are two rectangular ad spaces that run in-between latest recipes and the news section. This is a prime location near the top of the EDM, sandwiched between highly viewed content.

Middle rectangles: \$400 per week. These are slightly lower spaces that are still sandwiched between popular content – the news and 'win!' section.

Promotional box: \$750 per week. A semi-flexible section which allows clients to provide us with an image and short paragraph of copy which can link directly to a website relevant to the brand campaign.

SOCIAL MEDIA OPTIONS

Dish's social media platforms outperform our competitors by a huge margin. We have a rapidly expanding Facebook following of over 540,000 likes, and increasing engagement on Instagram, Twitter, and Pinterest.

We value the trust our Facebook followers place in us and are keen to align with sponsor messages relevant to our followers.

Facebook post with 6 photos + audience targeting: \$1000 per post.**
Instagram post: \$1000 per post.**

We are also able to tailor social media packages to suit your needs – from Instagram takeovers to hashtag campaigns.

***Supplied content to be curated by the Dish team.*

SPONSORED COLUMNS

Sponsorship of regular editorial features such as recipe columns and our café features is also possible. Contact karrin@dish.co.nz to discuss.

Sponsored Collections

Sponsored collections are the perfect opportunity to be involved in showcasing highly popular relevant content, in the form of a themed recipe collection on the Dish website. Featuring homepage presence, a dedicated introduction page, inclusion in the Dish weekly newsletter, social posting and sponsorship branding. Monthly: \$5,000.



DIGITAL RATE CARD

Ad positions on the Dish weekly e-newsletter

28 October 2015

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RECIPES DRINKS PEOPLE & PLACES **SUBSCRIBE**

LATEST NEWS | *this weeks top stories from dish.co.nz*



FRIDAY BAKING
Lamington Cake

I love individual lamingtons but they're quite time-consuming to assemble. An easier but equally delicious option is a generous slice of this beautiful, moist lamington cake.

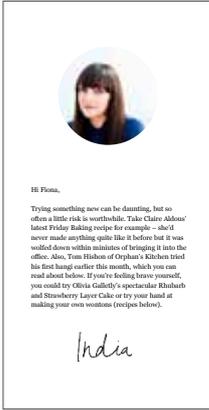
[Read more](#)



PEOPLE & PLACES
Digging in

Tom Hishon of Orphans Kitchen recently held a spring feast at Kilmara Gardens to help keep the inner-city oasis on its feet.

[Read more](#)



Hi Fiona,

Trying something new can be daunting, but so often a little risk is worthwhile. Take Claire Aldous' latest Friday Baking recipe for example - she'd never made anything quite like it before but it was wadded down within minutes of bringing it into the office. Also, Tom Hishon of Orphans Kitchen tried his first hangout earlier this month, which you can read about below. If you're feeling brave yourself, you could try Olivia Gabbey's spectacular Rhubarb and Strawberry Layer Cake or try your hand at making your own waffles (recipes below).

India

Editor's note ad
300 x 600

LATEST RECIPES | *our favourite recipes from this week*



White Pizza with Asparagus and Green Olives



Sarah Tuck's Lemon Chessecake Tart with Lemon Curd



Salmon with Caramelised Shallot and Mango Salsa

300 x 250

300 x 250

NEWS | *Latest stories from dish.co.nz*

FOOD NEWS

Experience Meets Experimentation: Chef Francky Godinho Celebrates His Life's Work

With a wealth of experience behind him, Francky Godinho of St George's Restaurant is set to spice up the Hawkes Bay as he hosts a series of sought-after events during F.A.W.C.'s Summer Series.

[Read more](#)



RECIPES

Beef and Smoked Cheddar Burger

The two most important tips for a great burger: use really good quality beef mince with a decent fat content, and don't work the mixture too much otherwise you'll end up with a dense, hard burger instead of a big juicy one!

[Read more](#)



SPONSORED COLLECTION | *In association with Bosch Home Appliances*



DISH PROMOTION

Brighten Your Morning Ritual with Sunbeam

The new Sunbeam Torino espresso machine combines design flair, retro styling and modern technology.

[Read more](#)



It's in the bag

Fisher & Paykel has kicked off a delicious new collaboration with My Food Bag. Spend \$4000 on 'Designed to Match' Fisher & Paykel Kitchen appliances at participating retailers before 29 February, 2016 and you can claim a \$500 My Food Bag gift (determined by your delivery location).

[Read more](#)



READER COMPETITION

Win \$200 to spend at Maldito Méndez and tickets to Taste of Auckland

Taste of Auckland have announced that a key part of this year's festival will see top chefs create a weekend hangout.

ENTER NOW



READER COMPETITION

Win a pack of Honeywraps gorgeous food covers

Thanks to Honeywraps, we have three packs of their new-friendly food clubs to give away.

ENTER NOW



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Subscribe to Dish print magazine & save 35% off the cover price. Plus options now available to access our digital back catalogue of recipes.

SUBSCRIBE TODAY



FORWARD TO A FRIEND

WWW.DISH.CO.NZ

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5.0 Advertisement sizes, shapes and technical data

Technical Specifications:

- Max file size 40kb / 150kb for 1920x480 ads.
- Creative with a white background must have a border.

Specifications for advertising in EDMS:

- Resolution should be 72 dpi.
- We recommend animated .gifs use a start frame that delivers the key advertising message as in some browsers .gifs will rotate once and then remain on the first slide.

Specifications for advertising on dish.co.nz:

- We accept .gif, .png, .jpg and HTML5 (upon consultation)
- Third party HTML banners are acceptable. Creative files must be included with third party tags. You must use {clickurl} and {random} as your place holders if you are not using a known third party redirect listed below. You will need to use the relevant method when creating your banner html.

Terms and Conditions:

- Effective 1 December 2015.
- All rates are direct and non-agency commission bearing.
- All creative due 5 working days before live date
- Rates are in New Zealand dollars and exclusive of GST.
- Rates do not include and third party ad serving charges.
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats.
- Advertisers are responsible for the creation of their own ads.
- Unique visitor and page impression numbers are estimates sourced from Google Analytics data.
- 'Run of site' may exclude sponsored 'columns' such as Friday Baking.

All website rates are for one month

Ad Type	Size (pixels)	Monthly Rate
Megaheader Homepage	1920x480 (with compulsory 728x90 fallback and 320x100 mobile version)	\$4000
Hero Homepage	1920x480 (with compulsory 320x100 mobile version)	\$3500
Recipe Leaderboard	728x90 (with compulsory 320x100 mobile version)	\$4000
Rectangle (run of site)	300 x 250	\$3000
Leaderboard (run of site)	728x90 (with compulsory 320x100 mobile version)	\$2500

All EDM Rates are for one week

Ad Type	Size	Weekly Rate
EDM Editor's Note	300x600	\$2000
Feature Story	Within the text	\$1000
EDM Top Rectangle	300x250	\$750
EDM Mid Rectangle	300 x 250	\$400
EDM promotion box	Selection of images and 100-200 words of copy	\$750
Solus EDM	Email blast to 20,000 subscribers	\$3000

6.0 Contacts

ADVERTISING ENQUIRIES:

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