

NEW ZEALAND

FOODtechnology

The latest news on food processing & technology



Media Kit 2010

HAYLEYMEDIA

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From the editor

The last two years have probably been the most challenging for New Zealand businesses as the global financial crisis has impacted on domestic and export markets. However, New Zealand food products continue to gather a solid international reputation for integrity, ingenuity, and dependability.

With a focused and proactive national food safety authority, our food is better protected than ever before, and regulations and codes have streamlined production practices, ensuring best practice and reliable food products.

Editorial profile

Since 1965 *NZ Food Technology* has been at the forefront of news, opinions, new developments, and products in New Zealand's most important and technologically driven economic sector.

The food and beverage technology and processing industries are in constant flux to incorporate new practices and products to increase the appeal of food products to ever aware consumers, and *NZ Food Technology* reports on all of these advances. From plant automation and the integration of hardware and software advancements to the implementation of new science for ingredients and additives, *NZ Food Technology* is the trade magazine that represents current and emerging science and technology. Our editorial aim is to provide New Zealand food and beverage producers and processors with the most up-to-date information to keep them informed and aware of the business news relevant to their sector.

Each month we deliver a carefully chosen blend of news, opinions, case studies, product information, and business overviews to keep our readers in touch with what is happening in this incredibly diverse and engaging industrial sector. We also regularly canvass the opinions of our readers to ensure our format and editorial focus stays fresh and appropriate to New Zealand producers and processors.

It is always our intention to continue and improve the legacy of a magazine that has an enviable publishing history of nearly 45 years and stay true to our tagline to be, 'the essential publication on food processing, ingredients, and technology'.

Magazine Profile

NZ Food Technology is published ten times a year and is accompanied by an annual Directory that is published in December. *NZ Food Technology* runs regular features highlighting the latest machinery, technology, services, and developments across the varied areas of the food and beverage sector. Features are an ideal opportunity for advertisers to promote their products to a targeted audience.

NZ Food Technology is published by HAYLEYMEDIA LTD.

Why *NZ Food Technology*?

NZ Food Technology subscribers are not readers who simply qualify to receive this publication each month. There are more than 6000 food

Economic signals for 2010 are certainly more promising than they have been in the last two years and after reorganisation and optimisation of staff, resources, and business practices, New Zealand food processing companies are in a wonderful position to develop market share and continue the strong legacy of New Zealand food and beverages.

Best Wishes

Steve Best, Editor

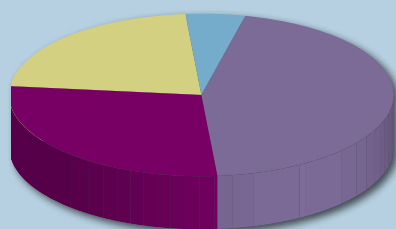
technologists or food technology, manufacturing companies on our readership database. We distribute 4,000 magazines per issue, with subscribers guaranteed a magazine and the rest of the readership database rotated. However, the entire database is utilised with our online marketing campaigns. These readers rely on *NZ Food Technology* for information on ingredients, food industry news, government regulations, and food industry controversies. *NZ Food Technology* readers have key buying influence, making purchasing decisions within every food category. *NZ Food Technology* provides the scientific credibility, applied technology, market insight, and consumer trend information that key decision-makers need. By providing balanced perspectives, *NZ Food Technology* delivers sound insight, particularly on issues where the science is still evolving. *NZ Food Technology* is the best marketing tool available and the strongest brand for reaching your prospects.

Circulation and Readership

Trade magazine advertising is valuable.

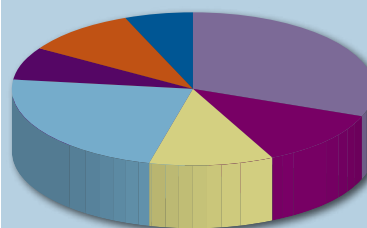
Magazines offer a number of unique appeals: the chance for readers to study the benefits of an advertised product or service at their leisure; the fact that print ads can be referred to again and again; and the trade magazine reader is usually part of a better-educated audience, hence more likely to be decision makers.

1. Advertising in *NZ Food Technology* engages its targeted audience – *NZ Food Technology* has a highly targeted, researched audience of food technologists, food technology and manufacturing, processing companies
2. *NZ Food Technology* advertising moves readers to action, including visiting and searching on the web – *NZ Food Technology* includes a monthly e-blast newsletter, a directory and online marketing packages
3. *NZ Food Technology* influences – *NZ Food Technology* is primarily targeted at business owners, managers and CEOs, the decision makers!
4. *NZ Food Technology* supplies credibility – *NZ Food Technology* content is researched, relevant and of a high standard. The content is peer reviewed by the *NZ Food Technology* panel regularly and content supplied by well recognised professionals within the industry.



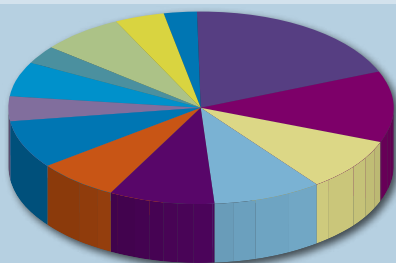
NZ Food Technology Circulation by Region

- Auckland to Northland
- Rest of North Island
- South Island
- Australia and rest of world



NZ Food Technology Readers by Job Title

- MD, GM, owner or director
- Engineers
- Food technologists
- Manufacturing management
- Sales & marketing
- Distribution
- Other



NZ Food Technology Readers by Industry

- Food & beverage manufacturers
- Food packaging & machinery
- Food distributors
- Food safety & hygiene
- Meat
- Equipment suppliers
- Baking
- Manufacturers suppliers
- Waste pollution
- Warehousing & distribution
- Dairy
- Refrigeration
- Fish & seafood

Quick Facts

Circulation: 4,000

Publication dates: Third week of publication month

Frequency: Monthly from February to November. December: Annual Directory

Features	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	DIR10
Annual Directory 2010												
Automation												
Baking												
Beverages incl. Wine/Alcoholic												
Conveyors												
Dairy												
Filtration												
Flooring												
Food Flavours and Ingredients												
Food Safety and Hygiene												
Freezing and Refrigeration												
Fruit and Vegetables												
Laboratory/Analytical Equipment												
Materials Handling												
Meat/Seafood and Poultry												
Mixers/Agitators/Blenders												
1Z PACKAGING/ Labelling & Barcoding												
Ovens and Incubators												
Pumps and Valves												
Sanitation/Cleaning												
Snack Food and Confectionery												
Sustainability												
Wastewater and Environmental												
Weighing												
X-rays, Sensors and Monitoring												
Foodtech/Packtech preview / review												

Deadline Dates	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DIRECTORY
Editorial contributions	25/1	1/3	29/3	26/4	31/5	28/6	26/7	30/8	27/9	26/10	-
Advertising booking & material deadline	28/1	4/3	31/3	29/4	3/6	1/7	29/7	2/9	30/9	28/10	19/11
Publication dates (approx)	12/2	19/3	16/4	14/5	18/6	16/7	13/8	17/9	15/10	12/11	12/01/2011

Magazine rates	CASUAL	2-4 issues	5-7 issues	8-11 issues
Inside front cover/outside back cover	2995	2800	2700	2550
Double page spread	3,750	3,565	3,400	3,200
Full page	2625	2490	2350	2225
Half Page	1560	1480	1400	1300
Quarter Page	890	845	800	750
Eighth Page	550	520	495	460
ONSERTS (Maximum weights and sizes apply. Contact us for details)	POA			

Rates are in NZ Dollars, exclusive of GST. Prices are for print ready material, as per mechanical data.

Profile

Monthly magazine reporting on the production, development, processing, packaging and distribution of food and beverages.

Frequency

Monthly, February to November. December – Annual Directory.

Established

1965.

Subscription

\$80.00 New Zealand. 10 issues plus Annual Directory.

Circulation

4,000 monthly.

Audience

All levels within food technology ingredients and processing, including the suppliers of plant, equipment and goods and services to the industry.

Annual Directory

Printed and Online. Distributed each January, the Directory of Suppliers lists companies and their contacts, cross-referencing companies to their products and services.

Editorial Material

We will be seeking top quality exclusive editorial submissions for each issue of *NZ Food Technology*. These should be sent to Steve Best, editor, for appraisal. Email: sbest@hayleymedia.com

Publication date

Third week of the publication month.

Advertising booking deadline

Three weeks prior to publication date. The publisher reserves the right to use previous material if copy is not supplied by deadline and to charge in full for advertising cancelled after deadline, regardless of the date of booking.

Loose onserts

Maximum size: 297mmH x 210mmW (A4). Maximum weight: 100gsm. Maximum no. of pages: 4. Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment. Concertina folds are NOT suitable.

Please supply a sample OR a 'clear description' of the onsert to the HAYLEYMEDIA advertising sales representative or the advertising coordinator for approval, at time of booking.

NOTE: Onserts that may vary from the given description above, need to be discussed with the HAYLEYMEDIA advertising sales representative, prior to time of booking.

Cancellations

Cancellations to be in writing six weeks prior to booking deadline.



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Added Value – Additional Marketing Solutions

At *NZ Food Technology*, we follow the integrated marketing communications principle where all aspects of a company's promotional efforts work together with a unified purpose to deliver a consistent and relevant message; recognising that all contact points with customers and potential customers are important.

Feature Advertising

Placing an advertisement in the special feature section of *NZ Food Technology* means you reach a highly targeted interested audience in your sector.

Direct Mail (inserts)

With the most up-to-date database in the food processing sector, insert your brochure, pamphlet or sales sheet with each issue of *NZ Food Technology* for less than half the cost of posting them yourself.

e-Blasts

Here at *NZ Food Technology* we have the definitive e-mail address list of decision-makers in the food processing industry. Purchase advertising or advertorial to reach your target audience. Drive sales leads directly to your own website using our e-blasts.

Online Banner Website Advertising (per month)

Leaderboard	728 x 90 pixels	NZ\$300
Skyscraper	120 x 600 pixels	NZ\$200
Tower	120 x 240 pixels	NZ\$150
Button	120 x 90 pixels	NZ\$100
Button	120 x 60 pixels	NZ\$50

e-Blast/e-Newsletters (per month)

Tower	120 x 240 pixels	NZ\$250
Button	120 x 90 pixels	NZ\$200
Button	120 x 60 pixels	NZ\$100

Leaderboard
728 x 90 pixels

Skyscraper
120 x 600 pixels

Tower
120 x 240 pixels

Button
120 x 90 pixels

Sml Button
120 x 60 pixels

e-Newsletters

It takes a lot of writing and information-gathering to create a newsletter. It takes a lot of time and effort to produce something others will want to read. And it takes a lot of organisation to distribute that newsletter to your readers. So, why bother with a newsletter at all? Why not just focus on your core business and use our well read, well written *NZ Food Technology & Packaging* newsletters to reach your targeted audience?

Website

Marketing and advertising are not the same thing. You need to spend money on advertising, but it is not an exact science. If you want prospective customers to be aware of your website, you must do more than just advertise; you need to capture their interest then give them a reason to go there. Certain pages of the *NZ Food Technology* website are available for this purpose and are very cost effective.

Added Value – Additional Marketing Solutions

At *NZ Food Technology*, we follow the integrated marketing communications principle where all aspects of a company's promotional efforts work together with a unified purpose to deliver a consistent and relevant message; recognising that all contact points with customers and potential customers are important.

Online Banner Website Advertising (3 month package)

Leaderboard	728 x 90 pixels	\$750 – save \$250
Skyscraper	120 x 600 pixels	\$400 – save \$200
Tower	120 x 240 pixels	\$300 – save \$150
Button	120 x 90 pixels	\$200 – save \$100
Button	120 x 60 pixels	\$100 – save \$50

Platform

Mac OS

Acceptable Software

Quark Xpress 4.2 (or earlier version)
 Adobe CS2
 InDesign 4.0
 Adobe Illustrator 12.0
 Adobe Photoshop 9.0
 Adobe Acrobat 7 (or earlier version)
 PDF (add 5mm bleed)
 Microsoft Word (TEXT FILES ONLY).

Unacceptable Software

Pagemaker
 Corel Draw
 Publisher
 Powerpoint
 Microsoft Excel
 Microsoft Word (other than plain text).

Resolution

ppi: 350 (300 is acceptable)
 lpi: 175 (150 is acceptable)
 dpi: 2400.

Fonts

All text must be converted to paths/outlines or fonts must be supplied with the file. (PC fonts are not acceptable).

Do not use pseudo bold, caps etc. Use the correct font. Do not use type smaller than 8pt and do not reverse type smaller than 10pt unless it is bold.

Text

A spell-check must be done on initial file or document before it is emailed or sent to the publisher. (This step is crucial, to avoid the spelling of industry names or processes of products and systems incorrectly.) All text saved as Microsoft Word file 'plain text'.

Images

All images supplied as electronic files must be 300 ppi, be CMYK and 100% of the required final printed image size or bigger. We do not accept gif files.

Colour

All colour documents must be set up in CMYK (cyan, magenta, yellow and black). Any documents using spot colour must be converted to CMYK.

Format

Editable (unlocked) EPS.
 PDF files are acceptable as long as they are the correct size, have 5mm bleed where necessary, all fonts are embedded, and all images are CMYK.

Logos

Please supply electronic files in the specified acceptable software and formats.

Proofs

Please supply an industry recognised press proof, eg. digital proofs – staccato.
 A colour laser copy should be included with the electronic files.
 Should you require us to supply the above from your files, we will be happy to assist.

Include on disk

All electronic files that make up the document, eg. all links high resolution images, logos, fonts (if not converted to paths/outlines).
 NB: A colour or black & white laser must accompany all digital material.

Acceptable transporters

CD.

Files via internet

We accept files as emailed PDF attachments as either a stuffed or zipped file to accommodate electronic file transmission.

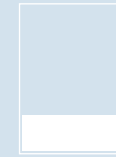
Studio charges

HAYLEYMEDIA Studio is able to provide well designed, well written advertisements and editorial for a nominal charge. On average a new advertisement will cost you \$180* plus GST. The services of a professional PR writer is \$250 plus GST.

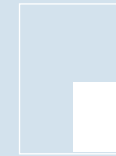
*Please note studio time is charged at \$80 per hour.



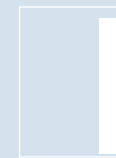
1/8 page mini tabloid
 horizontal
 W107.5mm x H70mm



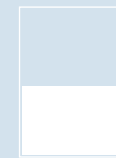
1/4 page mini tabloid
 horizontal
 W220mm x H70mm



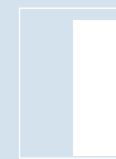
1/4 page mini tabloid
 vertical (a: square)
 W107.5mm x H145mm



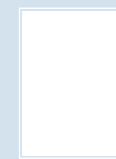
1/4 page mini tabloid
 vertical (b: Skinny)
 W51.25mm x H290mm



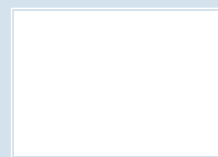
1/2 page mini tabloid
 horizontal
 W220mm x H145mm



1/2 page mini tabloid
 vertical
 W107.5mm x H290mm



Full page mini tabloid
 Live area: W220mm x H310mm
 Trim size: W240mm x H330mm
 Bleed size: W250mm x H340mm



Double page spread
 Live area: W460mm x H310mm
 Trim size: W480mm x H330mm
 Bleed size: W490mm x H340mm