

Targeted

DELIVERING YOUR MESSAGE TO A BUOYANT INDUSTRY SECTOR

For over 50 years, NZ FOODtechnology has been the source the market turns to for important, business-rich information. With a reach in print and digital of more than 13,000 per month, you can be sure New Zealand and even Australian suppliers to the food and beverage industry are well catered for when it's time to pass their manufacturing messages on.

Through quality editorial that includes special and monthly category-focused features – in print, online and in a new dynamic digital eMagazine – it's the perfect platform to establish and maintain brand awareness, launch new products or present your company's message to the market. In 2018, DRINKtechnology will continue to feature as a strong component of the magazine, recognising an important and growing sector.



AVENUES TO MARKET

PRINT

NZ FOODtechnology goes to people that count, that make decisions and that you want to hear from. Unlike new technologies that claims massive numbers but delivery to every 'tyre kicker' under the sun, NZ FOODtechnology magazine is posted to a specified, targeted and continually updated readership database that connects your company with real buyers who hold the purse strings and make the decisions. Food Technology has an all-encompassing readership of nearly 30,000 and began in 1965. With the most comprehensive database of food and beverage businesses in New Zealand, NZ FOODtechnology is the information source turned to for the latest equipment and processes in an increasingly automated and diverse industry. The popular annual directory caps off a print offering not only targeted but with an innovative editorial and advertising mix from a well-respected source.

ONLINE/ E-NEWSLETTER

NZ FOODtechnology is fully supported by extensive online content at www.foodtechnology.co.nz. We also offer an email 'blast' e-newsletter option that has an astonishing open rate of more than 30%. More ways to connect you.

DYNAMIC DIGITAL EMAG

The eMag portal to market allows added content, and is spread to 8,000+ readers. It's the magazine, but with even richer, added vibrant digital content that includes links, video, photogalleries, dynamic articles and advertising, sharing and so much more. The eMag delivers to a widening audience, and provides NZ FOODtechnology with yet another strong avenue to disperse both information and company messages – but in a cutting edge manner and beyond the world of print.

NEW ZEALAND FOOD TECHNOLOGY DISTRIBUTION BREAKDOWN



Breakdown by Industry

- Food and Beverage Processors (including meat, poultry & seafood, water & wine) 61%
- Food Packaging and Machinery 15%
- Food Distributors 10%
- Food Safety and Hygiene 4%
- Baking and Catering 3%
- Dairy 3%
- Warehouse and Distribution 2%
- Cool Stores 2%



Breakdown by Job Function

- Chief Executive, Owner, Manager 57%
- Food Technologists 19%
- Production Management 11%
- Engineers 6%
- Sales And Marketing 4%
- Distribution 3%



Online and Print Data
(as of 1 Oct 2016)

- E Newsletter and online database - 7261 readers
- Print distribution database - 5000 readers
- eMag distribution database - 8000+ readers

SPECIAL FEATURES FOR 2018

ISSUE	SPECIAL FEATURES	INGREDIENTS	PROCESSING	DEADLINE
No issue published in January				
February	Dairy	Bakery Ingredients	Meat, Seafood & Poultry	15 January
March	Baking Technology & Equipment	Flavourings, Colourings, Coatings & Concentrates	Automation & Control Systems	12 February
April	Microbiology	Meat Ingredients	Fruit & Vegetables	12 March
May	Dairy	Dairy Ingredients	Meat, Seafood & Poultry	9 April
June	Baking Technology & Equipment	Bakery Ingredients	Automation & Control Systems	14 May
July	Foreign Matter Detection	Flavourings, Colouring, Coatings & Concentrates	What's new in Australasia	11 June
August	Dairy	Nutritional Ingredients	Fruit & Vegetables	12 July
September	Avoid Product Recall	Meat Ingredients	Meat, Seafood & Poultry	13 August
October	Microbiology	Dairy	Automation & Control Systems	11 September
November	Foreign Matter Detection	Flavourings, Colourings, Coatings & Concentrates	What's new in Australasia	11 October
December	Annual/Directory 2019			12 November

ISSUE	PACKAGING	FACTORY	LOGISTICS	DEADLINE
February	Plastic, Glass, Cardboard & Foil	Sprayers & Spraying Equipment	Conveyors & Materials Handling	15 January
March	Labelling, Barcoding & Printing	Flooring & Surfacing	Robotics	12 February
April	Automated Packaging Systems	Hygiene & Safety	Critical Temperature Products & Services	12 March
May	Food Packaging & Processing Machinery	Engineering Services & Equipment	Conveyors & Materials Handling	9 April
June	Plastic, Glass, Cardboard & Foil	NZ Made	Forklifts, Cranes & Hoists	14 May
July	Beverage Packaging	Flooring & Surfacing	Pallets & Pallet Wrapping Solutions	11 June
August	Labelling, Barcoding & Printing	Hygiene & Safety	Critical Temperature Products & Services	12 July
September	Food Packaging & Processing Machinery	Engineering Services & Equipment	Conveyors & Materials Handling	13 August
October	Automated Packaging Systems	Sprayers & Spraying Equipment	Forklifts, Cranes & Hoists	11 September
November	Labelling, Barcoding & Printing	Flooring & Surfacing	Pallets & Pallet Wrapping Solutions	12 November

ISSUE	TESTING	DEADLINE
February	Monitoring & Sensors	15 January
March	Metal & Contaminates Detection	12 February
April	Food Safety & Hygiene	12 March
May	Analytical Equipment	9 April
June	Monitoring & Sensors	14 May
July	Microbiology	11 June
August	Food Safety & Hygiene	12 July
September	Analytical Equipment	13 August
October	Monitoring & Sensors	11 September
November	Food Safety & Hygiene	12 November

ISSUE	DRINKTECHNOLOGY
February	15 January deadline
March	12 February deadline
April	12 March deadline
May	9 April deadline
June	14 May deadline
July	11 June deadline
August	12 July deadline
September	13 August deadline
October	11 September deadline
November	12 November deadline

For more information contact Margie Lindsay
 Sales Manager Mobile **0275 718 555** Margie@hayleymedia.com

COMBO

All prices exclude GST.

Advertising plus the same space in editorial prepared by our Journalists

Full page Ad + full page editorial content	\$3950
Half Page Ad + half page editorial content	\$2690
Quarter page Ad + Quarter page content	\$1800
Stocktake page 1/3 page (approx. 150 words + image + logo)	\$650

SUPPORTING EDITORIAL COMBO GUIDE

AD SIZE	JUST WORDS	WORDS / IMAGES
Full page	1000 (approx)	700 + images
Half page	500 (approx)	400 + images
Quarter page	230 (approx)	150 + images

STANDARD (per issue/s)

	1 – 3	4 – 6	7 +
Full page	\$3550	\$3330	\$3100
Half page	\$2350	\$2000	\$1800
Quarter page	\$1500	\$1400	\$1250
Fifth page (5H)	\$1150	\$1000	\$990
Business card (B8) (102mm W x 67mm H)	\$590	\$550	\$490
Inside Front Cover + page 1	\$5990		
Outside Back Cover	\$3950		
Inserts (weight and size limitations apply)	\$2300		

ONLINE ADVERTISING (monthly rates)

Home page billboard (1078w x 185h)	\$690
Home page leaderboard (top) (728w x 90h)	\$470
Home page leaderboard (bottom) (728w x 90h)	\$370
Home page Island (every page) (300w x 250h)	\$425
Category pages (300w x 250h)	\$275

All prices exclude GST.

***All rates + pricing are non commission agency bearing.**

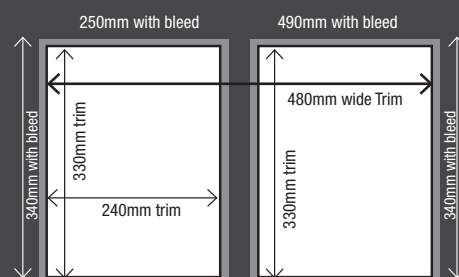
TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

SUPPLYING MATERIAL

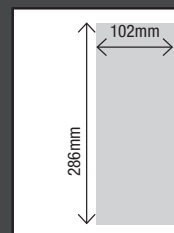
Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts **smaller than a full page**). Files can be sent via CD-Rom, USB stick, email, Dropbox/YouSendit.

SPECIFICATIONS

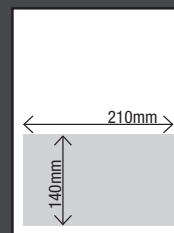


Full Page
240mm W x 330mm H
Include 5mm bleed.

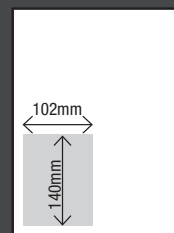
Double Page Spread
480mm W x 330mm H
Include 5mm bleed.



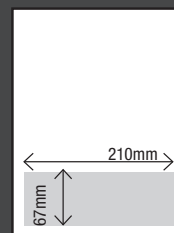
Half page vertical



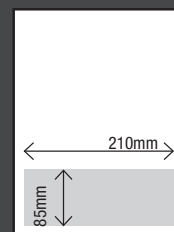
Half page horizontal



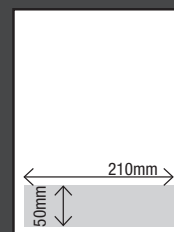
Quarter page vertical



Quarter page horizontal



Stocktake



Fifth page (5H)

CONTACT US

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FOODtechnology

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