



**A Food  
technology  
industry  
reference  
guide**

## The best way to reach the New Zealand Food and Beverage Technology sector for a whole year

The New Zealand FOODTechnology Annual Directory 2017

### **COMPANY PROFILE**

Our company profiles are an excellent way to present your company and key staff to the NZ food and beverage manufacturing sector. You can use the entire space as an editorial assisted by our professional writers or support the editorial with advertising – the choice is yours.

### **WHO'S WHO**

100 people are selected for their outstanding and enduring contributions to the New Zealand food and beverage sector. These are the people whose efforts keep the food industry in the robust position it is today.

### **BEST OF THE BEST**

These companies are selected by a panel of food industry experts on the basis of creativity and innovation in such areas as product development, export, marketing, and technology or business strategy.

### **DIRECTORY**

The NZ FOODtechnology Directory has been published annually for the past 25 years. It has always been the main resource for the New Zealand food and beverage industries to provide a full and comprehensive database of equipment, product and service suppliers to this industry.

**IN PRINT, ONLINE AND EMAG FOR 2017**

**BOOKING DEADLINE IS 25TH NOVEMBER 2016**

# Company Profile



**FREE**

## METAL DETECTION AND OXYGEN ABSORPTION SACHETS

Until now, you could not use a regular metal detector to check packaged goods that contained Oxygen Absorption (O<sub>2</sub>) sachets. "Times, they are a changing."

ABO Sachets for just added on "Velocity" metal detectors are designed to prevent oxygen from affecting food quality, thereby extending shelf life. The new metal detector is designed to detect the sachets with no risk of an inaccurate reading. The new detector is designed to detect the sachets with no risk of an inaccurate reading. The new detector is designed to detect the sachets with no risk of an inaccurate reading.

**BUY 1 GET 1 FREE**



**PAY**

## CHECKWEIGHING SIMPLIFIED

Inspection Systems | Metal Detectors | Checkweighers | Data Capture

Ensure you consistently meet your Safety, Compliance and Quality Control requirements

800.0 289 722  
or visit [www.andweighing.com.au](http://www.andweighing.com.au)

Come Visit **PROTECT** **FOODS**

## HANCHA FORKLIFTS

### ESTABLISHED SUCCESSFULLY IN NZ

It's been more than six years since Northern Forklifts officially introduced Hancha forklifts to the New Zealand market - and the company has well and truly proven itself in the local field.

Northern Forklifts once thought the Hancha range of forklifts was over-engineered and overpriced. The Hancha range was designed to be a rugged, reliable, and easy-to-use forklift that could handle the toughest jobs in the construction and industrial sectors. The Hancha range is now a proven success story, with the company's sales growing steadily over the years. The Hancha range is now a proven success story, with the company's sales growing steadily over the years.

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## POWERED PALLET TRUCK

The big question when it comes to deciding that it's time to invest in a new piece of equipment is whether the benefits will outweigh the costs. The answer is a resounding yes. The benefits of a new piece of equipment are many, and the costs are minimal. The benefits of a new piece of equipment are many, and the costs are minimal.

# BUY 1 GET 1 FREE



# FREE



## is and dust with a StkArt

is and dust with a StkArt

## NZ DUCT-FLEX

### FILTRATION + EXTRACTION SPECIALISTS

## ARE YOU COMPLIANT WITH YOUR FUMES?

Are you compliant with your fumes? Are you compliant with your fumes? Are you compliant with your fumes?

# PAY

[illegible]

NEW ZEALAND  
**FOOD**technology

## FULL PAGE COMBO

## Pay for a full page and get one free

You can book a full page advertisement and we will provide you with a full page story or company profile. You can use your own PR company or department or we can provide you with a writer. The option is also open to use both pages for editorial and just include a logo and address – the choice is yours.

**\$2800 +qst**

## SUPPORTING EDITORIAL SPECIFICATIONS

Just text, no pic = **Max 1000 words**

Recommended = **Approx 700 words and up to 3 pics**

Full page specs

Full page trim: 240 width x 330mm high  
add 5mm bleed

## HALF PAGE COMBO

### Pay for a half page and get a half free

The same applies to this half page option with a combination of editorial and advertising to suit your budget.

**\$1850 +qst**

## SUPPORTING EDITORIAL SPECIFICATIONS

Just text, no pic = **Max 500 words**

Text and pic = **Max 350 words**

## Half page specs

Half vertical: 102 width x 286mm high  
Half Horizontal: 210 width x 140mm high

## QUARTER PAGE COMBO

**Pay for a quarter page  
and get a quarter free**

A quarter page advertisement will give you a free quarter page of editorial. It is ideally suited to product launches or product profiles.

**\$1200 +qst**

## SUPPORTING EDITORIAL SPECIFICATIONS

Just text, no pic = **Max 230 words**

Text and pic = **Max 150 words**

## Quarter page specs

Quarter vertical: 102 x 140mm high  
Quarter Horizontal: 210 x 67mm high

## DISPLAY ADVERTISING & COMBOS

Margie Lindsay has looked after NZ FOODtechnology clients since 2001. She is there to help you decide on your space and make it easy to arrange your company profile or display advertising. Call her on **027 571 8555**

**Margie@havlevmedia.com**



# Directory Listings

NEW ZEALAND  
**FOOD**technology



		<b>Gold</b> \$620 GST included	<b>Premium</b> \$425 GST included	<b>Basic</b> \$220 GST included
PRINTED ANNUAL DIRECTORY	Company logo	✓	✓	–
	Company profile words	150	100	50
	Contact Details	4	2	✓
	Key Executives contact	✓	✓	–
	Branches/Agents	✓	–	–
	Product & Services listings	Up to 30	Up to 20	Up to 10
	Brand Listings	Unlimited	10	5
ONLINE	Online – Company logo	✓	✓	–
	Online – Website, Email Address	✓	✓	–
	Online – Address, Phone & Fax	✓	✓	✓
	Online – Company Profile	✓	✓	–
	Online – Key Executives	✓	✓	–
	Online – Branches/Agents	✓	✓	–
PRINT	JUNE FOODTechnology	✓	–	–
5000 eMag Digital Magazine	DECEMBER Annual Directory	✓	✓	✓
	FEBRUARY FOODTechnology	✓	–	–
	MARCH FOODTechnology	✓	–	–
	APRIL FOODTechnology	✓	–	–
	MAY FOODTechnology	✓	–	–
	JUNE FOODTechnology	✓	–	–
	JULY FOODTechnology	✓	–	–
	AUGUST FOODTechnology	✓	–	–
	SEPTEMBER FOODTechnology	✓	–	–
	OCTOBER FOODTechnology	✓	–	–
	NOVEMBER FOODTechnology	✓	–	–
<b>DISTRIBUTION</b>		<b>104,000+</b>	<b>45,000+</b>	<b>45,000+</b>

Additional logo's for Product & Services are available for \$50 per logo

## It's so easy to list your business

1. Go to [www.foodtechnology.co.nz/buy-directory-listing-sales-page/](http://www.foodtechnology.co.nz/buy-directory-listing-sales-page/)
2. Choose your listing (Basic, Premium or Gold)
3. Pay online with your credit card
4. Set up your listing.

For more information contact Jenny on **027 540 3317**

[jenny@hayleymedia.com](mailto:jenny@hayleymedia.com)



# Package deals

With 3 options available you have the listing options to suit your marketing goals and budget.

## Gold \$620

GST included

**GOLD:** This is the option to get maximum exposure in New Zealand and overseas. All the benefits of the Premium option but more, bigger and better with a cost per insertion of 0.6 cents and a distribution of 104,000+.



Annual  
Directory



Logo listing



Digital edition x11



Print June

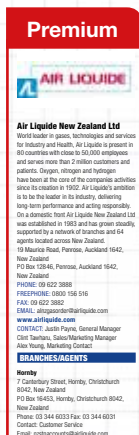
## Premium \$425

GST included

**PREMIUM:** You get all the benefits of a Basic listing plus a company logo to capture maximum attention. Included in the pricing is a longer company statement, up to 20 categories and brand; unlimited branches.



Annual  
Directory



Logo listing

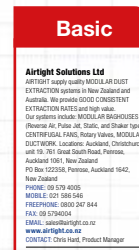
## Basic \$220

GST included

**BASIC:** As well as your company name and telephone number, you also get to include a link to your website, an email address, contact name, fax number, plus a short company statement and 10 category or brand listings.



Annual  
Directory



Basic  
Listing

As easy as 1, 2, 3, 4...listed!

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