

DRINK^{NEW ZEALAND}***tech***



Media kit

NEW ZEALAND
Foodtechnology

About DRINKtech

Drinktech – a new publication for and about drink manufacturers of all genres in New Zealand - is about to be introduced to food and beverage manufacturers and processors throughout the length and breadth of the country...and we'd love to involve your company in this exciting opportunity to strut your stuff.

Drinktech, which will be published as part of established sister publication New Zealand Food Technology magazine, will encompass all sectors within the drinks industry – water, milk products, wine and spirits, juices, beer, soft drinks, tea, coffee and liquid food, including protein drinks and pharmaceutical products.

We'll be offering spots in monthly Drinktech and along the way, we'll be giving you the chance to have your say on hot issues affecting the industry. We'll be sourcing opinions from leading voices, writing case studies and profiles

on companies of all sizes, and celebrating the success of one of New Zealand's most prosperous and opportunity-filled food sectors. You will also get the chance to win special subscriber prizes as well.

And, come December, you and/or your company can be profiled in our special 2018 New Zealand Food Technology Annual Directory, a hi-spec publication used throughout the year by scores of subscribers.

Oh, and did we mention that New Zealand Food Technology is also published as an e-Mag with imbedded video to offer your company even more opportunity to showcase your processes and products?!

We're looking forward to working with you.
For more information, contact **Margie Lindsay**
0275 718 555 | E: margie@hayleymedia.com

Leading New Zealand manufactures and processors will read each issue of DRINKtech

- ❑ Ingredients
- ❑ Process technology
- ❑ Filling and packaging (machinery and products)
- ❑ Process automation
- ❑ Packaging (containers and machinery)
- ❑ Designers and labelling
- ❑ Beverage process security
- ❑ Water
- ❑ Milk products
- ❑ Wine & spirits
- ❑ Juices
- ❑ Beer – brewery sector
- ❑ Soft drinks
- ❑ Tea and coffee
- ❑ Liquid food
- ❑ Processing and production of beverages, milk, water and liquid foods
- ❑ Filling and packaging technology
- ❑ Cleaning & filling machinery
- ❑ Design, labelling, finishing and identification equipment
- ❑ Palletising and materials handling equipment
- ❑ Plastic, metal and glass container production and handling equipment
- ❑ Beverage dispensing and vending equipment.

DRINK^{NEW ZEALAND}*tech*

ADVERTISING COMBOS

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.

\$3950

SUPPORTING EDITORIAL SPECIFICATIONS

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

Recommended = **Approx 700 words and pics**



AUSPACK 2017
PACKAGING PROCESSING & SUPPLY



APPMa
AUSTRALIAN PACKAGING & PROCESSING MARKETING ASSOCIATION



EVENT SPONSOR
EIDEN OLYMPIC PARK



PAY



FREE



AUSPACK 2017 IT'S ON!

It's expected to reach a global value of \$50 billion in the next three years, making it one of the most lucrative markets in the world. It's called pharmaceutical packaging, and next month thousands of packaging pioneers descending on Sydney for the AUSPACK 2017 event will see a comprehensive overview of the game.

REGISTER NOW

While decisions are still up in the air regarding the possibility of a postponement, the AUSPACK 2017 event will go ahead as planned on 12-14 November 2017 at the Eidsvoll Olympic Park in Sydney.

THE MAIN EVENT FOR PROCESSING & PACKAGING

AUSPACK - AUSTRALIA'S MOST ENCOMPASSING EXHIBITION FOR THE PROCESSING AND PACKAGING INDUSTRY.

DISCOVER

Insights from over 100 speakers, representing 120 global brands

ENJOY

Networking for breakfast, lunch, productivity, and more

SEE

REVOLUTIONARY

Technology and the way the packaging industry is changing, from design to delivery



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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.

\$2690

SUPPORTING EDITORIAL SPECIFICATIONS

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

Text and pic = **Max 400 words**

FREE

GEA WINS NUTRITIONAL POWDERS PATENT SUIT

A contract to construct a nutritional powder plant in Michigan won't save for Nutricia Valley Mills' lawsuit over GEA's, with the patent infringement in the mid double-digit million Euros.

Nutricia Valley Mills (NVM) has filed a lawsuit with the Dutch District Court of Rotterdam against GEA, claiming that the company has infringed on its patents for the production of nutritional powders. The lawsuit was filed in late 2014, following a long history of legal disputes between the two companies. GEA, a leading manufacturer of industrial machinery for the food and pharmaceutical industries, has been accused of copying NVM's proprietary technology for the production of high-quality nutritional powders. NVM, on the other hand, claims that GEA's machinery is a direct imitation of its own, designed to produce powders with superior nutritional properties. The case is currently ongoing, with both parties presenting evidence to support their claims. The outcome of the lawsuit could have significant implications for the industry, as it may set a precedent for patent infringement in the production of nutritional powders.





Specialists in dairy processing

Our years of experience and comprehensive knowledge is leading the way in processing one of the world's most important and versatile foods.

The design engineer will supply complete plant processing lines and equipment including, but not limited to, mixing, filling and packaging machinery. We have a proven track record in dairy processing, with a focus on high-quality, hygienic equipment.

GEA group of companies

PAY

EFFICIENCY IN COMPLIANCE

At the heart of compliance is the ability to manage risk. This is where the power of automation comes in. By automating compliance processes, companies can ensure that they are always up-to-date with the latest regulations. This not only saves time and money, but also reduces the risk of non-compliance. Automation allows companies to track changes in regulations and automatically update their systems accordingly. This ensures that they are always in compliance, even if they are operating in multiple jurisdictions. Automation also allows companies to generate reports and documentation automatically, making it easier to audit and prove compliance. In short, automation is a powerful tool for managing risk and ensuring compliance.

FREE



Quality as always, in brief.

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Saveris 2 Wifi Data Logging System

Temperature and Humidity monitoring to the Cloud – anytime.



Now you can shop for your **FACE2** **FACE2** products at **www.testo.nz**

EUROTEC

www.testo.nz

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.

\$1800

SUPPORTING EDITORIAL SPECIFICATIONS

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

Text and pic = **Max 150 words**

[illegible]

GST additional to all prices

ADVERTISING RATES

COMBO

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
Production cost advertisement make up	\$110

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) *units are in mm	1 – 3	4 – 6	7 +
Full page (240 W x 330 H) + 5mm bleed	\$3550	\$3330	\$3100
Half page (Hori -210Wx140H) (vert - 102Wx286H)	\$2350	\$2000	\$1800
Quarter page (Hori -210Wx67H) (vert - 102Wx140H)	\$1500	\$1400	\$1250
Fifth page (210Wx50H)	\$1150	\$1000	\$990
Business card (102mm W x 67mm H)	\$590	\$550	\$490
Inside Front Cover + page 1	\$5990		
Outside Back Cover (240 W x 330 H) + 5mm bleed	\$3950		
Inserts (weight and size limitations apply)	\$2300		
Production cost advertisement makeup	\$110		

ONLINE ADVERTISING (monthly rates)

Billboard (1078w x 185h)	\$690
Leaderboard (top) (728w x 90h)	\$470
Leaderboard (bottom) (728w x 90h)	\$370
Island (every page) (300w x 250h)	\$425
Mini island (300w x 250h)	\$275

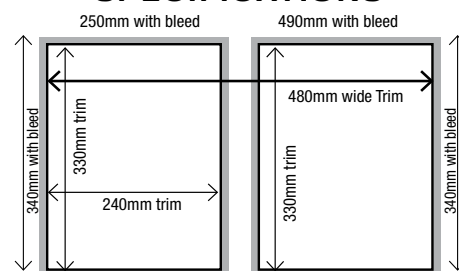
All prices exclude GST.

For more information on advertising in DRINKtech contact

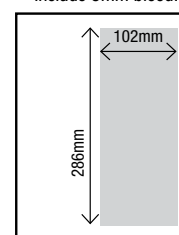
Margie Lindsay 0275 718 555 or

email: Margie@hayleymedia.com

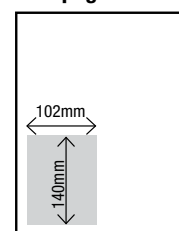
SPECIFICATIONS



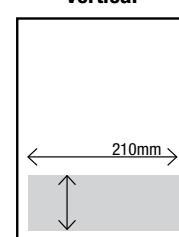
Full Page
240mm W x 330mm H
Include 5mm bleed.



Half page vertical

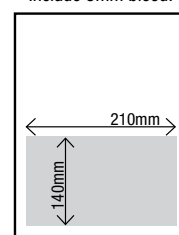


Quarter page vertical

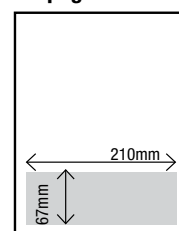


Stocktake

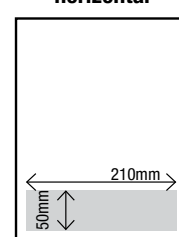
Double Page Spread
480mm W x 330mm H
Include 5mm bleed.



Half page horizontal



Quarter page horizontal



Fifth page (5H)