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	**19 January**
March	Baking Technology & Equipment	Flavourings, Colourings, Coatings & Concentrates	Automation & Control Systems	**16 February**
April	Microbiology	Meat Ingredients	Fruit & Vegetables	**16 March**
May	Dairy	Dairy Ingredients	Meat, Seafood & Poultry	**13 April**
June	Baking Technology & Equipment	Bakery Ingredients	Automation & Control Systems	**18 May**
July	Foreign Matter Detection	Flavourings, Colouring, Coatings & Concentrates	What's new in Australasia	**13 June**
August	Dairy	Nutritional Ingredients	Fruit & Vegetables	**13 July**
September	Avoid Product Recall	Meat Ingredients	Meat, Seafood & Poultry	**18 August**
October	Microbiology	Dairy	Automation & Control Systems	**17 September**
November	Foreign Matter Detection	Flavourings, Colourings, Coatings & Concentrates	What's new in Australasia	**17 October**
December	Annual/Directory 2019			**3 December**

ISSUE	PACKAGING	FACTORY	LOGISTICS	DEADLINE
February	Plastic, Glass, Cardboard & Foil	Sprayers & Spraying Equipment	Conveyors & Materials Handling	**19 January**
March	Labelling, Barcoding & Printing	Flooring & Surfacing	Robotics	**16 February**
April	Automated Packaging Systems	Hygiene & Safety	Critical Temperature Products & Services	**16 March**
May	Food Packaging & Processing Machinery	Engineering Services & Equipment	Conveyors & Materials Handling	**13 April**
June	Plastic, Glass, Cardboard & Foil	NZ Made	Forklifts, Cranes & Hoists	**18 May**
July	Beverage Packaging	Flooring & Surfacing	Pallets & Pallet Wrapping Solutions	**13 June**
August	Labelling, Barcoding & Printing	Hygiene & Safety	Critical Temperature Products & Services	**13 July**
September	Food Packaging & Processing Machinery	Engineering Services & Equipment	Conveyors & Materials Handling	**18 August**
October	Automated Packaging Systems	Sprayers & Spraying Equipment	Forklifts, Cranes & Hoists	**17 September**
November	Labelling, Barcoding & Printing	Flooring & Surfacing	Pallets & Pallet Wrapping Solutions	**17 November**

ISSUE	TESTING	DEADLINE
February	Monitoring & Sensors	**19 January**
March	Metal & Contaminates Detection	**16 February**
April	Food Safety & Hygiene	**16 March**
May	Analytical Equipment	**13 April**
June	Monitoring & Sensors	**18 May**
July	Microbiology	**13 June**
August	Food Safety & Hygiene	**13 July**
September	Analytical Equipment	**18 August**
October	Monitoring & Sensors	**17 September**
November	Food Safety & Hygiene	**17 November**

ISSUE	DRINKTECHNOLOGY
February	**19 January deadline**
March	**16 February deadline**
April	**16 March deadline**
May	**13 April deadline**
June	**18 May deadline**
July	**13 June deadline**
August	**13 July deadline**
September	**18 August deadline**
October	**17 September deadline**
November	**17 November deadline**

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

HAYLEYMEDIA
information & communication

www.foodtechnology.co.nz
Level 1, 16 Byron Avenue, Takapuna, Auckland. PO BOX 33 146
Takapuna, Auckland 0740. Phone: 09 486 0077 Fax: 09 486 0078
www.hayleymedia.co.nz

NEW ZEALAND FOODtechnology

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**
E-News Letter	**$990**

All prices exclude GST.

All rates + pricing are non commission agency bearing.

PRODUCTION COST

For Print

Full Page	**$250**
Half page	**$200**
Quarter page	**$150**

For eMag:
Our digital advert creation service can make your advert unique by utilising multimedia, interactivity and animation. **$POA**

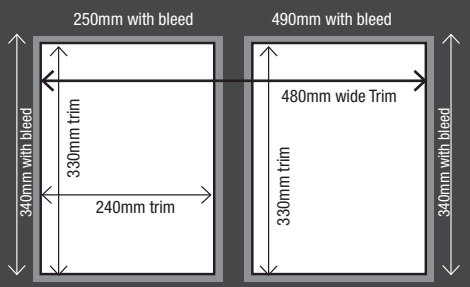
TECHNICAL DETAILS

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

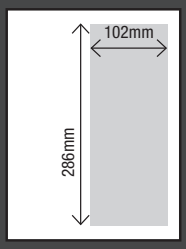
Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts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

SPECIFICATIONS

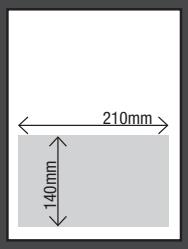


Full Page
240mm W x 330mm H
Include 5mm bleed.

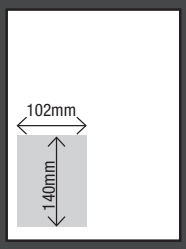
Double Page Spread
480mm W x 330mm H
Include 5mm bleed.



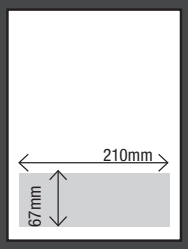
Half page vertical



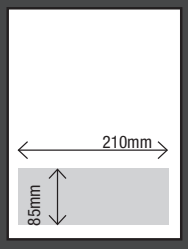
Half page horizontal



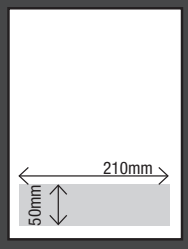
Quarter page vertical



Quarter page horizontal



Stocktake



Fifth page (5H)

CONTACT US

NEW ZEALAND FOODtechnology

Margie Lindsay
Sales Manager

Mobile **0275 718 555**
Margie@hayleymedia.com
www.foodtechnology.co.nz

HAYLEYMEDIA
information & communication
www.hayleymedia.com

Level 1, 16 Byron Avenue, Takapuna,
Auckland. PO BOX 33 146
Takapuna, Auckland 0740.
Phone: 09 486 0077 Fax: 09 486 0078