

NEW ZEALAND
FOODtechnology**NEWS**

MEDIAKIT 2019

TARGETED

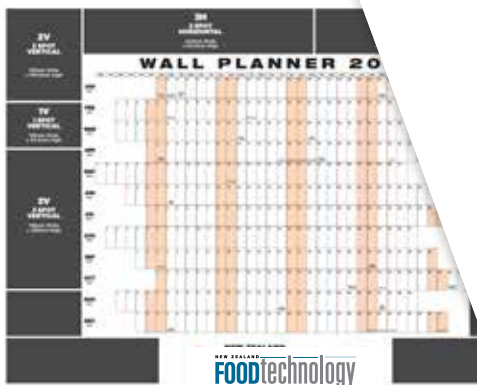
DELIVERING YOUR MESSAGE TO A BUOYANT INDUSTRY SECTOR

For more than 50 years, NZFOODtechnology 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 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.



TRUSTED BY NEW ZEALAND'S FOOD INDUSTRY SINCE 1965



WALLPLANNER

Sent out with the January Directory, this 13-month wallplanner starts the moment it hits desks (January 2019 - January 2020). It arrives the first part of December so users can transpose their information to it and immediately put it on walls.

Only one advertiser is allowed per product category to provide a solid level of exclusivity, while current advertisers have first option on the category spot for the following year.

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 claim massive numbers but deliver 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. NZ FOODtechnology 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 most 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 20%. More ways to connect you.

DYNAMIC DIGITAL EMAG

The eMag portal to market allows added content, and is spread to 8000+ readers. It's the magazine, but with even richer, added vibrant digital content that includes links, video, photo galleries, 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 2019

ISSUE	SPECIAL FEATURES	INGREDIENTS	PROCESSING	DEADLINE
No issue published in January				
February	Dairy	Bakery Ingredients	Meat, Seafood & Poultry	17 January
March	University Business Training	Flavourings, Colourings, Coatings & Concentrates	Food & Beverage Factory Machinery	14 February
April	Microbiology	Meat Ingredients	Fruit & Vegetables	19 March
May	Dairy	Dairy Ingredients	Meat, Seafood & Poultry	16 April
June	Baking Technology & Equipment	Bakery Ingredients	Automation & Control Systems	15 May
July	Foreign Matter Detection	Flavourings, Colouring, Coatings & Concentrates	New Packaging Sustainability	14 June
August	Dairy	Nutritional Ingredients	Fruit & Vegetables	19 July
September	Avoid Product Recall	Meat Ingredients	Meat, Seafood & Poultry	16 August
October	Microbiology	Dairy	Automation & Control Systems	17 September
November	Foreign Matter Detection	Flavourings, Colourings, Coatings & Concentrates	Food & Beverage Factory Machinery	21 October
December	Annual/Directory 2019			25 November

ISSUE	PACKAGING	FACTORY	LOGISTICS	DEADLINE
February	Plastic, Glass, Cardboard & Foil	Sprayers & Spraying Equipment	Conveyors & Materials Handling	17 January
March	Labelling, Barcoding & Printing	Flooring & Surfacing	Robotics	14 February
April	Automated Packaging Systems	Hygiene & Safety	Critical Temperature Products & Services	19 March
May	Food Packaging & Processing Machinery	Engineering Services & Equipment	Conveyors & Materials Handling	16 April
June	Plastic, Glass, Cardboard & Foil	Food Factory Premises Cleaning	Forklifts, Cranes & Hoists	15 May
July	Beverage Packaging	Flooring & Surfacing	Right Container For The Right Job	14 June
August	Labelling, Barcoding & Printing	Hygiene & Safety	Critical Temperature Products & Services	19 July
September	Food Packaging & Processing Machinery	Engineering Services & Equipment	Conveyors & Materials Handling	16 August
October	Automated Packaging Systems	Sprayers & Spraying Equipment	Forklifts, Cranes & Hoists	17 September
November	Labelling, Barcoding & Printing	Flooring & Surfacing	Food & Beverage Factory Machinery	21 October

ISSUE	TESTING	DEADLINE
February	Monitoring & Sensors	17 January
March	Metal & Contaminates Detection	14 February
April	Food Safety & Hygiene	19 March
May	Analytical Equipment	16 April
June	Monitoring & Sensors	15 May
July	Microbiology	14 June
August	Food Safety & Hygiene	19 July
September	Analytical Equipment	16 August
October	Monitoring & Sensors	17 September
November	Food Safety & Hygiene	21 October

**GET LISTED
IN THE ANNUAL
DIRECTORY TODAY**

www.foodtechnology.co.nz
or call 0275 718 555



For more information contact Luzanne Denysschen
Sales Manager Mobile **027 571 8555** luzanne@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	Not available	550 + images
Half page	500 (approx)	350 + images
Quarter page	230 (approx)	150 + images

STANDARD (per issue/s)	1 – 3	4 – 6	7 +
Full page	\$2990	\$2700	\$2490
Half page	\$2250	\$2000	\$1600
Quarter page	\$1500	\$1250	\$1100
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		

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**

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.*

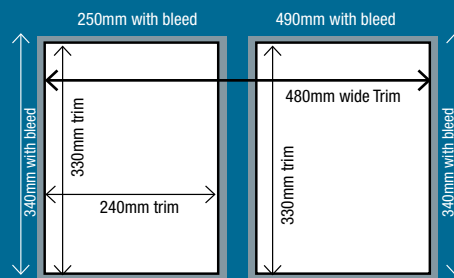
TECHNICAL DETAILS

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

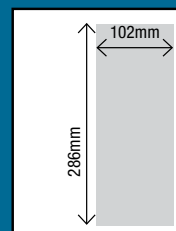


Full Page
240mm W x 330mm H

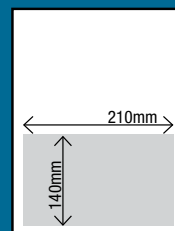
Include 5mm bleed.

Double Page Spread
480mm W x 330mm H

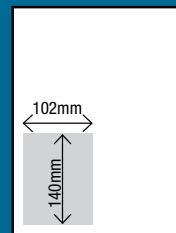
Include 5mm bleed.



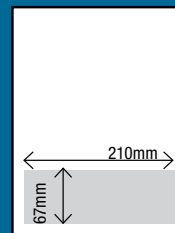
Half page vertical



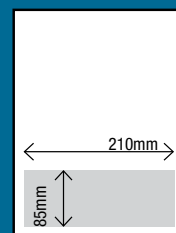
Half page horizontal



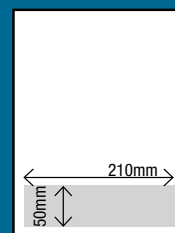
Quarter page vertical



Quarter page horizontal



Stocktake



Fifth page (5H)

CONTACT US