



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 2020

COMPANY PROFILE - Profile of Success

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 your's.

WHO'S WHO

Up to fifty 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.

IN PRINT, ONLINE AND EMAG FOR 2020

BOOKING DEADLINE IS 15TH NOVEMBER 2019

Company Profile

METAL DETECTION AND OXYGEN ABSORPTION SACHETS

Used now, you could not use a regular metal detector to check packaged goods that contained Oxygen Absorption Sachets. "There, you see a sachet."

ADP has been involved in the development of the first metal detector able to detect oxygen absorption sachets. The detector is able to detect the presence of sachets in a range of products, from food to pharmaceuticals. The detector is able to detect the presence of sachets in a range of products, from food to pharmaceuticals. The detector is able to detect the presence of sachets in a range of products, from food to pharmaceuticals.

Inspection Systems | Metal Detectors | Checkweighers | Data Capture

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

0800 289 722
or visit www.foodtech.co.nz

FREE

PAY

BUY 1
GET 1
FREE

HANGCHA FORKLIFTS

ESTABLISHED SUCCESSFULLY IN NZ

Northern Forklifts sales manager Phil Butler says, "We have been successful in the New Zealand market for over 10 years. Our success is due to our commitment to customer service and our range of products. We offer a wide range of forklifts, from compact to large capacity, and we have a strong reputation for reliability and performance. Our customers are satisfied with our products and our service, and we are looking forward to continuing our success in the future."

is and dust with a stKart

in the NZ Dust-Free award 2014

ARE YOU COMPLAINT WITH YOUR FUMES?

One New Zealand company is offering a solution to the problem of fumes in the workplace. The company has developed a new system that can remove fumes from the air, and it is now available for use in a range of industries. The system is easy to install and use, and it can help to improve the health and safety of workers. The company is looking for more customers, and it is offering a special discount to those who contact it now.

FREE

PAY

BUY 1
GET 1
FREE

LEAK DETECTION SPECIALISTS

FREE

GETTING THE RIGHT CONVEYOR SYSTEM

Why EQM?

EXPERTISE & KNOWLEDGE

QUALITY PRODUCTS

PERFORMANCE

Food fraud protection

Food fraud affects up to 10% of the global food supply. Protect your brand by scientifically proving the origin of your products.

ORITAIN

ONE PHILOSOPHY... CUSTOMER NEEDS COME FIRST

FREE

FREE

PAY

BUY 1
GET 1
FREE

NEW ZEALAND FOODtechnology

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 forward information to us so we can turn it into an informative article. The option is also open to use both pages for editorial and just include a logo and address – the choice is yours.

\$2800 +gst

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 +gst

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 +gst

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

Digital adverts

DISPLAY ADVERTISING & COMBOS

Luzanne Denyssen is here 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

luzanne@hayleymedia.com

Directory Listings

NEW ZEALAND
FOODtechnology



		Gold \$699 GST included	Premium \$425 GST included	Basic \$249 GST included
PRINTED ANNUAL DIRECTORY	Company logo	✓	✓	–
	Company profile words	150	100	50
	Contact Details	4	2	✓
	Key Executive contacts	✓	✓	–
	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	✓	–	–
DISTRIBUTION		104,000+	45,000+	45,000+

Additional logos 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/
2. Choose your listing (Basic, Premium or Gold)
3. Pay online with your credit card
4. Set up your listing.

For more information contact Lisa on **027 565 7779**

lharris@hayleymedia.com

Package deals

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

Gold \$699

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

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, and unlimited branches.



Annual
Directory



Logo listing

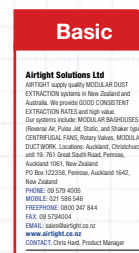
Basic \$249

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!

1. Go to 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.

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