



MINDFOOD DÉCOR



MiNDFOOD DÉCOR launched in July 2015.

Following the success of the 2014 launch of MiNDFOOD STYLE, there was a great demand from advertisers and readers alike to create a dedicated home title.

Less than six months after MiNDFOOD STYLE launched, the MiNDFOOD DÉCOR brand was created.

The aesthetic of MiNDFOOD DÉCOR is one that is unique in the New Zealand market. With many home titles currently available to readers and advertisers, it was important that MiNDFOOD DÉCOR gave them a different offering and created an immediate connection. Enjoy!



WELCOME

MICHAEL McHUGH
EDITOR-IN-CHIEF



“MiNDFOOD DÉCOR is about the potential to create memories for our homes. A place filled with a collection of objects from times in our lives that make us smile, make us remember and, most of all, feel very much loved.”

- Michael McHugh

In July 2015, MiNDFOOD DÉCOR was launched at an industry partner's event at the Seafarers Building in Britomart, Auckland. The launch issue was displayed alongside the August edition of MiNDFOOD.

Selling Decor with MiNDFOOD for the first two issues was a successful launch campaign. With MiNDFOOD's circulation continuing to grow each quarter (currently up to 36,924), MiNDFOOD DÉCOR was sure to reach its target market with an immediate impact.

Sent to MiNDFOOD's audience of 233,000 monthly readers resulted in an overwhelming success and demand for MiNDFOOD Decor. The August issue of MiNDFOOD, paired with MiNDFOOD DÉCOR, ended up being a top seller, recording the third-highest circulation figures for 2015.

Thanks to a nationwide distribution of the publication into all supermarkets, retailers, airports and magazine stores, many advertisers reported an instant response from the market within the first week of MiNDFOOD DÉCOR going on sale.

For our 3rd issue, we are going to take things up a notch by turning it into a beautiful, glossy 244 page + stand-alone magazine which will be sold independently on news stand across New Zealand.



MiNDFOOD READERS: PROUD HOME OWNERS

MiNDFOOD readers are passionate about their homes and are always looking for that next improvement or change. They never stop planning and are 39 per cent more likely than the national average to have made purchases in a homewares store in the last month.

Their planning makes for a busy year ahead. Compared to the national average, the MiNDFOOD reader is:

- 39 per cent more likely to renovate their kitchen
- 27 per cent more likely to replace their wallpaper
- 22 per cent more likely to either add a carpet or replace their existing one

MiNDFOOD readers also have green thumbs and will look at improving their landscaping this year. A huge 46 per cent are more likely to upgrade their outdoor spaces. MiNDFOOD readers have an average household income of more than \$109k.



THE EDIT

INSPIRATIONS NEWS SHOPPING PEOPLE PRODUCTS PLACES



ROSY GLOW
From Millipip to the soft blush of rose gold, there's a distinctly romantic feeling to the newest pieces in store. It's time to think pink.

1. De Goump hand-painted wallpaper, custom made to order, from Baran de Bordeaux
2. Cilia Design "Dove" copper-plated dish, \$94.90, from Corso de Fiori
3. M&P "Apple" dining chairs, from Starfield Brooks
4. Thread Design copper wire baskets, from \$42
5. French Country copper salad servers, \$60.00
6. Michael Anastassiou for Blue "Crayon" lamp, \$130, from ECC Lighting Furnitures
7. Ane Jacobson limited edition "Serenity" chair, \$1,429
8. Jean Guil Design "Aureole" copper desk lamp, \$189
9. John Utzon for Artek "501" lacquered copper pendant light, \$110, from Design Denmark
10. French Country vase, \$229 (limited 11. Day Birge et Mikulski Home glass vase, \$165
12. Faudon "Paloma" soap dispenser, \$29.95

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THE EDIT - METALLIC

METALLIC GOLDS Add a pop of shimmer to your accessories with your favorite jewelry before nightfall you can use precious metals to dress up your living space. White, silver and gray metallics lend an industrial look. The soft rose-gold and gold brings a warm glow with vibrant and luxury. Small touches of Rose Metallic are all you need to make an impact: glam up neglected furniture, or indulge in a feature wall.

GILDED EXCESS

As a decorative addition to a room, a metallic gold object speaks of luxury and warmth. Here, some of the season's shiniest imbue space with unique refractions of light.

PHOTOGRAPHY ANDREW COFFEY

Emerging after the Meiji ascendency of the beginning of the 20th century, the Art Deco artistic and design movement offered luxurious respite for society's elite, representative of the glitz of the interwar period. The gilded excess of the era, which can still be seen today in the Chrysler Building in New York, for example, was largely defined by geometric forms, bold colors and metallic materials such as aluminum, stainless steel and chrome, which speaks to the industrial growth of the Western world at the time. Art Deco's popularity inevitably faded during World War II, but the movement deemed *glam* for its connotations of wealth, but it has experienced a resurgence in recent years.

Like all design revivals, however, Art Deco's contemporary incarnation is representative of our more streamlined tastes and the incorporation of technology into the home in the 21st century. Adhering to the essence of the movement isn't about an entire furniture overhaul, or covering your walls in mirrored panels, but rather the simple addition of a statement piece rendered in metallic finishes, a styling device employed by such designers as Greg Natale and David Hicks in recent award-winning interiors. And the great thing about our post-modern mode of design: that periods and styles can be mixed - your gilded gold objects will look just as at home with a Mid-century Modern furniture set as they would in a minimal, open-plan space.



THE GOLD EFFECT Give your home a touch of metallic glam with the right Art Deco-inspired pieces. From the "Serenity" chair, \$1,429, and the "Aureole" lamp, \$189, to the "Paloma" soap dispenser, \$29.95, and the "Rockface" ing

“ I’m excited about this launch and being able to create a diverse look for our clients. ”

– Debbie Cavitt

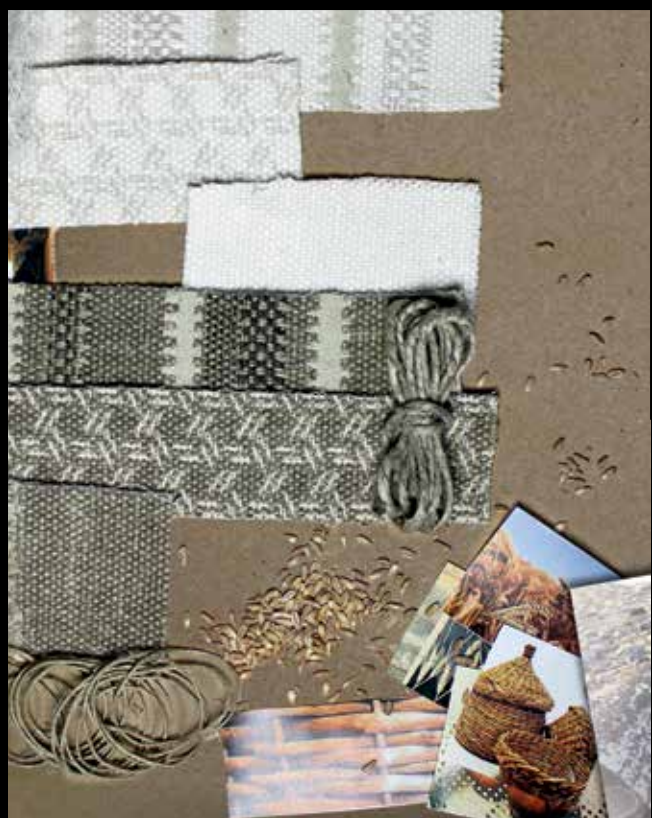
From luxe homewares and decorative objects to reports on the latest launches, openings and styles, MiNDFOOD DÉCOR’S The Edit is a carefully selected collection of features to inspire, update and bring you the latest news on shopping, people, products and places.



PROFILES & PROFESSIONALS

MINDFOOD DÉCOR calls on top local and international design and decorating experts to provide commentary on the latest and greatest offerings in the world of homewares and home decorating.

Our in-house editorial team of writers have their fingers on the pulse when it comes to trends in the industry.



“Ethical and original design takes care and time and must be protected. You can think locally and buy from our creative New Zealand design community.”

– Michelle Backhouse

THE EDIT – FURNITURE



GOOD THINGS TAKE TIME
As a result of some of the world's design greats, Michelle Backhouse values quality over quantity.

I take a lot of time and did it make something beautiful. I'm passionate about authenticity in design, a value that Backhouse Home has embraced since 1984. We want people to feel informed and excited about their purchase and we have the pieces they buy will be loved by one generation and passed onto the next. I am vehemently opposed to counterfeit design. An authentic piece made by artisans and designers is something that will not be replicated in our homes but like by future generations. Replicas and fake designs have no value and mostly end up in our landfill, becoming an environmental problem.

Lines are blurred with the “sustainable” label. These are designs where registration has expired. Examples of these are Charles and Ray Eames and Eero Saarinen pieces from the 1940s. The market is now saturated with cheap imitations that are not built to the designer's specifications, use sub-standard materials and often cheap labor. Not only this, but they steal the intellectual property of designers and disempower original manufacturers. However, it's the legal manufacture of furniture and lighting that does have copyright protection that is a bigger issue. One of our designers, Peter and Tom Dixon have all fallen prey to copyists.

What is the solution? Education is a great ethical and original design line care and time must be protected. While I understand the market desire to acquire beautiful design, believe we should be buying thoughtfully and ethically. And great design is not always expensive. You can think locally and buy from our creative New Zealand design community at top stages or from auctions. The main message is to compromise on quality or originality.

DESIGNER SPOTLIGHT
Some of the world's most revered designers and their iconic wares find their home in New Zealand.



FASHIONABLE FURNITURE
Just as in the fashion industry, the world of furniture boasts its own roll-call of star designers whose pieces have become a benchmark for good design. From top: Plat lamp, from \$550 each, Cameron Foggo 'Zenon' teardrop three-seater sofa, \$890, and Kari 'Compass' metal stools, from \$390, all from Backhouse Home; Mr. Baguette worthy 'G-Plan Quadrille Nesting' tables, \$750, Jasper Morrison for Vitra 'Hill' wood dining chairs, \$550 each, from Corso de Fiori.

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THE EDIT – DESIGNER FAMILY



MEET THE FAMILY
The Nottingham family are proof that following your heart can pay off as demand for their covetable Bianca Lorene Fine Linens soars.

Bianca Lorene Fine Linens has built a cult following for its beautiful bedding and it's not hard to see why. The artwork for its stunning original prints and textiles are all designed in-house from the family's base in New Plymouth; its linens are woven, dyed and embellished by artisans in India. Bianca Lorene is a true family business. Alison Nottingham, co-founder with husband Peter, is head designer. Peter works part-time in the business and is in charge of logistics and photography. Meanwhile, daughters Lauren, 21, and Bianca, 19, help with design and sales. “People love that we are based in New Plymouth,” says Alison. “They like to know there's a business not based in Auckland that's doing alright.”

Alison travels to India twice a year to work with their suppliers. “It's all woven and dyed to our specifications,” she says. “That gives our edge as well as control over exactly what we get, so that we're able to coordinate and mix and match collections.”

Searching for beautiful bedding and not finding any was the catalyst that inspired Alison to quit her “day job” as an accountant and indulge her passion for quilting and embroidery. Bianca Lorene has grown into a successful business that turns 50 in October this year and now supplies more than 800 boutique retailers and interior designers in New Zealand, as well as exporting to Australia and the UK. “We don't follow trends. We just do what we like and what our customers like,” says Alison. “Otherwise we'd be like everyone else.”

FINE LINEN LIBRETTO
Classical ballet Swan Lake was the inspiration for Bianca Lorene's latest 'Libretto' collection.



FAMILY PORTRAIT
Above: Bianca Lorene's Alison and Peter Nottingham with daughters Bianca, 19, and Lauren, 21, the company's namesakes who also now work in the business. Left: The 'Libretto' collection.

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KITCHEN & BATHROOMS

MiNDFOOD DÉCOR curates the latest news and trends in bathroom and kitchen design, with insights and tips from experts, updates on product releases and the latest in finishes.



CHASING WATERFALLS
Bathrooms will become a lot more chic with Malinen's seasonal collection of "Aur" showerheads available in a range of different forms and finishes.

BATHROOM NEWS

Add old world elegance to your daily grooming routine with Penn & Brown's freestanding mirror and bath heater (below), from In Residence.

BATH TIME
Invest in a bathroom that will stand the test of time with elegant forms and high-quality finishes.

The metallic finishes of these fixtures shine. These largely white bathrooms (left) and (above) with a sense of luxury. Available from In Residence.

The Gerflor range from Carpet Court offers an alternative to hard-surface flooring with its wood-look finishes, pictured here in Brushbox and Silvered Oak.

A gardenarium offers a natural light source in this serene bath home bathroom.

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“ The kitchen represents the centre of the house, an intimate gathering place where the rite of preparing meals is performed. ”

– Antonio Citterio



DESIGN & DECORATING

FURNITURE COLLECTIONS TABLEWARE TEXTILES COLOUR



STYLISH DESIGN

It's the cornerstone of interior design, the base upon which to decorate a room, and in the new season collections, designers marry classic function with innovative form. MiNDFOOD DÉCOR rounds up the best furniture and decorative objects to buy from our favourite design houses.

TEXTILES & COLOUR



ADDING WARMTH & DRAMA

Whatever the season, our senses crave a tactile experience in our home. The pages of MiNDFOOD DÉCOR bring you updates on decorating colours of the season as well as the latest in textile and fabric design, from curtains to rugs, bedspreads to throws and cushions.





“The growth of apartment living has led to an indoor-garden trend, with many stores now specialising in low-maintenance house plants.”



OUTDOORS

Alfresco style need not be an afterthought to interior design. MiNDFOOD DÉCOR takes outdoor lounging up a notch, providing readers with the latest in covetable furniture and furnishings for every outdoor space - big and small. Plus, tips on alfresco entertaining, including shopping pages and trends advice from industry experts.



DECORATING

“ Good design is something that will not only be cherished in our lifetime but also for future generations. ”

– Michelle Backhouse



Structural bearings form the base of a house, but it's the things that you put inside that make it a home. When it comes to decorative objects, MiNDFOOD DÉCOR curates beautiful still-life photography of must-have items that could help turn any house into a memorable home.



ART OF THE TABLE

Sitting down for dinner has far more benefits than the purely nutritional - it's where conversations start and relationships begin. MiNDFOOD DÉCOR provides plenty of beautiful photography and insider knowledge to inspire readers to curate the perfect table setting.



“Evoke the elegant simplicity of a Parisian apartment with clean lines and a sparse colour palette.”

HOMES

MINDFOOD DÉCOR takes readers inside some of the most stylish and unique homes, holiday houses and apartments around the world, from Paris to New Zealand. Plus, shopping pages make getting the look a breeze.



MiNDFOOD DIGITAL

mindfooddecor.com continues to grow its audience and new content is added on a daily basis. style.co.nz launches in September and will contain fashion, beauty, beautiful homes and decor for the home.

Advertisers are able to send through their own industry news with immediate exposure to the brand audience. MiNDFOOD DECOR content will also be included on MiNDFOOD's Facebook page which has a reach of over 272,000 people.

DÉCOR DEADLINES

MINDFOOD DÉCOR					
	DISPLAY AD BOOKING DEADLINE	DISPLAY ADVERTISING MATERIAL DEADLINE	ADVERTISING CANCELLATION DEADLINE	EDITORIAL DEADLINE	ON SALE NZ
Nov 2016	November 2	November 4	September 30	October 19	November 28
May 2017	April 14	April 16	March 19	March 31	May 8

DÉCOR AD RATES

PLATFORM	DETAIL	RATE CARD
MAGAZINE		
Inside Front Cover Outside Back Cover Double Page Spread Full Page Half Page Third Page	Brand Ads	\$17,700 \$9,000 \$14,750 \$8,600 \$4,300 \$2,860
ONLINE		
MINDFOOD.COM	Brand Ads	\$30CPM
E-NEWSLETTER		
DÉCOR newsletter	Sent every other Thursday to 17,000 NZers	Leaderboard- \$1,000 Skyscraper- \$600 Tile- \$450

ADVERTISING SPECS

TRIM: Trim is the edge of the printed magazine page (indicated by dotted magenta keylines on diagram opposite). It is important to centre your artwork within the specified trim area. This is to ensure all essential information is printed and does not get trimmed off in the production process.

SAFE TYPE AREAS: All your type and logos must be contained within these areas (indicated by blue area at right). No type can be placed within 5mm of the trim edge or it risks being trimmed off. Images may go right up to the trim and bleed off the sides if desired. Ideally you will not have any important information within 10mm on either side of the magazine spine as this may be lost during the binding process.

BLEED: This is an extension of your image/artwork past the trim lines and off the page (indicated by grey areas opposite). If your artwork touches the trim lines it must have an extra 5mm (minimum) added on to the image to extend it off the page completely. Otherwise, please design your artwork to be contained solely within the safe type area.

CROP MARKS: All artwork must have trim crop marks clearly indicated as below. This enables us to position your artwork correctly on the page.

* Let us know if any of these specifications are unclear or you require further explanation. Incorrectly supplied artwork will be returned to you for immediate correction.



BLEED MARKS

TRIM MARKS

(Note both bleed and trim marks are offset, so they don't appear on the artwork.)

TRIM LINE This is the edge of the printed page. The magazine is printed on large sheets of paper and then trimmed to size along this edge.

BLEED AREA If your artwork touches the trim or edge of the page it needs to be extended into the bleed area by at least 5mm. This gives the printer the necessary margin of error when trimming the pages down to size.

SAFE TYPE AREA

All text and important information, such as logos need to be within the safe type area or it risks being trimmed off. A minimum 5mm is required along the trim edge and a minimum of 10mm against the spine, otherwise the information may not be visible once the magazine has been bound.

SAFE TYPE AREA Needs to be extended by a minimum of 10mm against the edge of the spine.

ADVERTISING SPECS

GLOSS STOCK

3DAPv3 Papertype 1
Maximum ink weight: 300%

FILE PREPARATION GUIDELINES

- All colours to be used within the document should be set to print as process separations (CMYK).
- Double-page spreads are to be supplied as single pages
- Crop marks are to be set 8mm from the trim edge.
- Body copy text which is black should be 100% black only. Please check that black text is not set with registration black.
- Large black type (above 40mm in height) should be set to rich black (40% cyan under the black).
- Large areas of black should have a tint of 40% cyan run under the black to provide depth during printing, and this colour should not be set to overprint.
- The input resolution of images should be 300dpi.
- All fonts must be embedded.
- When viewing a PDF on screen ensure that the PDF is viewed with the Overprint Preview function turned on. Viewing the PDF this way will give a true representation of the way the file will be reproduced.
- To check the ink weights are not over the maximum amount: (270% Matt, 300% Gloss), open the PDF in Acrobat and go to: Tools/Print production/Output preview and select the box 'Total Area Coverage'. If the ink weights are too high they will appear highlighted.

DELIVERY

McHugh Media prefers advertising material to be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your advertisements will meet our exact specifications and arrive correct the first time.

If you're not already familiar with Quickcut, visit quickcut.co.nz and register for either Quickcut products or Quicksend (a web-based service).

The reproduction of advertising supplied by other methods, such as disk, cannot be guaranteed.

THE EDIT - BEDROOMS

SWEET DREAMS
Transform your bedroom into a relaxing oasis with a firm bed and plush linens.

FIVE MINUTES WITH ...
Sleeping's Editor, Therese, explains how to select the best bed to get a good night's sleep.

When it comes to choosing a bed, does size matter?
Always. For the biggest bed you can. The more room you have on your bed the better quality of sleep you'll have.

What are the most important things to consider when buying a bed?
Most of us spend more time in our bed than any other place in our house. So when you're buying a bed, think about it seriously and don't buy one until you're sure. You will have your bed for many years, probably longer than your car. Finding and investing in the right bed for you is an important decision. There is lots of great information online now, so use that to do your research before you go in store.

Are there any beds you can suggest that can help people when they're making this important decision?
Choosing the right bed can be confusing as it truly is a massive decision. Sleephead has designed Sleep Select, an easy-to-use online tool where we ask a few simple questions and based on your answers, provide a personalised recommendation on the best bed for you.

What is the average lifespan of a bed?
Many people aren't aware that beds have a "best before" date. The average lifespan of a bed, or at least its mattress, is about eight to 10 years. After this time, it used regularly, a bed may have deteriorated by as much as 75 per cent from its original condition, which is the last thing you want when you finally crawl into your retreat at the end of the day. So we always encourage people to ask themselves, "How old is my bed?"

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ART OF THE TABLE
Sitting down for dinner has far more benefits than the purely nutritional - it's where conversations start and relationships begin. Make your next meal a stylish one with this season's best and boldest in tableware, from Bernardaud's graphic plates to Tom Dixon's illustrious brass tea set.
PHOTOGRAPHY ANDREW COFFEY

HAND-TO-HAND
Bernardaud 'Le Magnifique' dinner plate (27cm), \$1890 (set of six), from the Studio of Tableware; Patek Calatrava porcelain and carbon steel kitchen tools (24cm), \$231, from Parker Studio.

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FORM & FUNCTION
It's the cornerstone of interior design, the base upon which to decorate a room, and in the new season collections designers marry classic function with innovative form. Here, the best furniture to buy now.
PHOTOGRAPHY ANDREW COFFEY

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ADVERTISING SPECS

DOUBLE-PAGE SPREAD

Trim: 450mm x 297mm
Safe Type: 440mm x 287mm
With Bleed: 460mm x 307mm

FULL PAGE

Trim: 225mm x 297mm
Safe Type: 215mm x 287mm
With Bleed: 235mm x 307mm

HALF-PAGE VERTICAL

Trim: 112mm x 297mm
Safe Type: 102mm x 287mm
With Bleed: 122mm x 307mm

HALF-PAGE HORIZONTAL

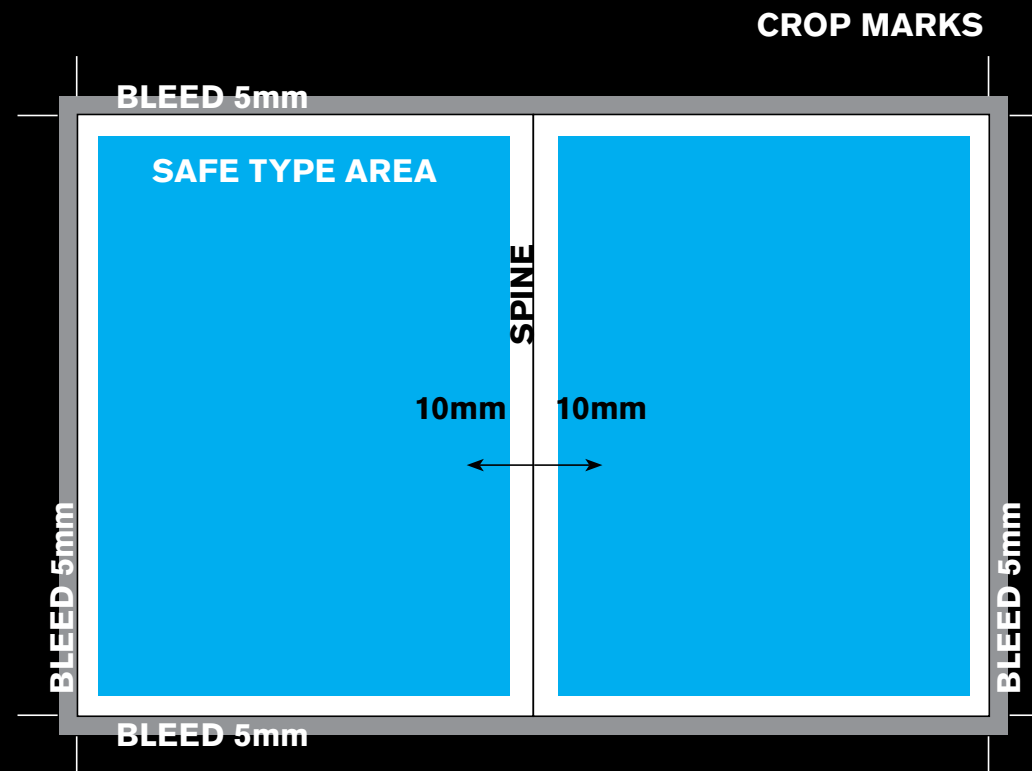
Trim: 225mm x 148mm
Safe Type: 215mm x 138mm
With Bleed: 235mm x 158mm

THIRD-PAGE VERTICAL

Trim: 83mm x 297mm
Safe Type: 73mm x 287mm
With Bleed: 93mm x 307mm

THIRD-PAGE HORIZONTAL

Trim: 225mm x 99mm
Safe Type: 215mm x 89mm
With Bleed: 235mm x 109mm



ADVERTISING SPECS

E-NEWSLETTER

Mrec (medium rectangle)

300 x 250px

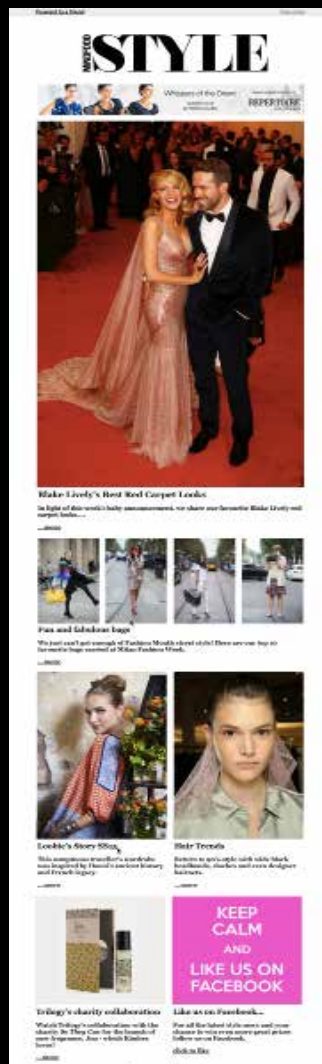
Leaderboard

728 x 90px

File format

JPEG or GIF

LEADERBOARD



MREC

ADVERTISING SPECS

WEBSITE

Mrec (medium rectangle)

300 x 250px

Leaderboard

728 x 90 px

Skyscraper

160 x 600px

Super Skyscraper

304 x 811px

Wallpaper/Skins

460 x 1200px

(safe zone: 140px from edge)

File format

JPEG or GIF. Max file size: 100KB



SKIN FILLER SPACE
(320px)

SKIN SAFE SPACE
(140px)

LEADERBOARD

728 x 90, jpeg, animated GIF

MOBILE LEADERBOARD

320 x 50, jpeg, animated GIF

MREC

300 x 250, jpeg, animated GIF, max file size is 50kb

SKINS (WEBSITE ONLY) -

Supply 2 separate files, each one to be, 460w x 1200h, jpeg, animated GIF, Max file size 80-100 kb

SKIN SAFE SPACE

140px in from the edge of content area. This is the space that will be viewed on all browsers.

SKIN FILLER SPACE

320px of the skins width filler space.

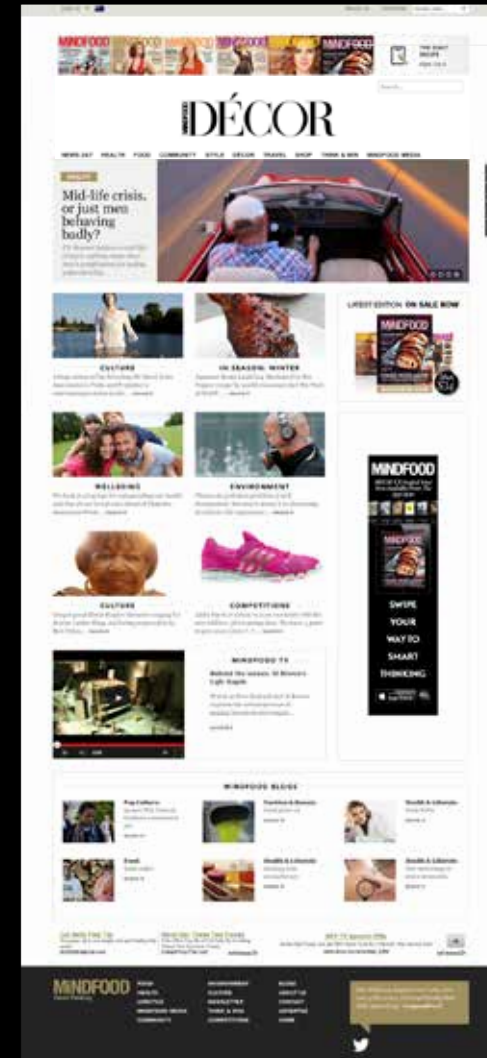
How much of this space will be viewed will depend on the browser. Try to avoid putting any text in this area, just an image.

iPAD

Full Page only – 2048 x 1536 pixels – supplied as a PDF.

SOCIAL MEDIA & CONTENT:

Please supply images in a jpeg, rr tiff. File minimum 5MB. Please supply logos in vector eps or .ai files.



LEADERBOARD

MREC

SKYSCRAPER

MINDFOOD DÉCOR
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