

# MINDFOOD

## Media Kit

### 2017

# MiNDFOOD



MAGAZINE



DIGITAL  
WEBSITE  
EDM  
iPAD



SOCIAL MEDIA  
FACEBOOK  
INSTAGRAM  
TWITTER  
PINTEREST



BESPOKE  
CONTENT  
CREATION



**M**iNDFOOD is an integrated media brand, delivering local and international content across a range of platforms. Smart Thinking is at the core of MiNDFOOD, attracting a highly engaged consumer, with a high disposable income and varied interests. MiNDFOOD's editorial pillars of Think, Health, Community, Beauty & Style, Décor & Travel and Food & Drink, engage the reader and introduce a world of intelligent content. MiNDFOOD's dedicated audience can be reached across a range of multimedia platforms. MiNDFOOD offers advertisers fully integrated campaigns, targeted and tailored for specific brands, products and reach.

# Reader Profile

30-59

YEARS OF AGE  
CORE DEMOGRAPHIC

\$114K

AVERAGE ANNUAL INCOME



60%

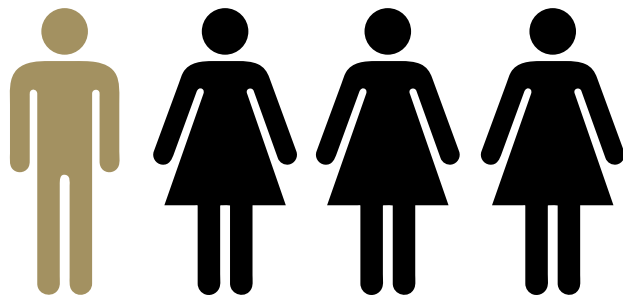
TERTIARY  
EDUCATED

67%

OF MINDFOOD READERS  
OWN THEIR OWN HOME

60%

MORE LIKELY TO BE  
IN THE TOP THREE  
OCCUPATIONAL  
CATEGORIES THAN  
THE NATIONAL AVERAGE



24% MALE | 76% FEMALE

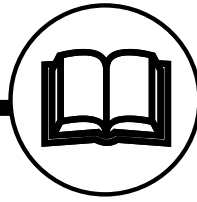
46%

READERS HAVE CHILDREN  
LIVING AT HOME

58%

ARE MORE LIKELY TO BE  
THE MAIN HOUSEHOLD  
SHOPPER THAN THE  
NATIONAL AVERAGE

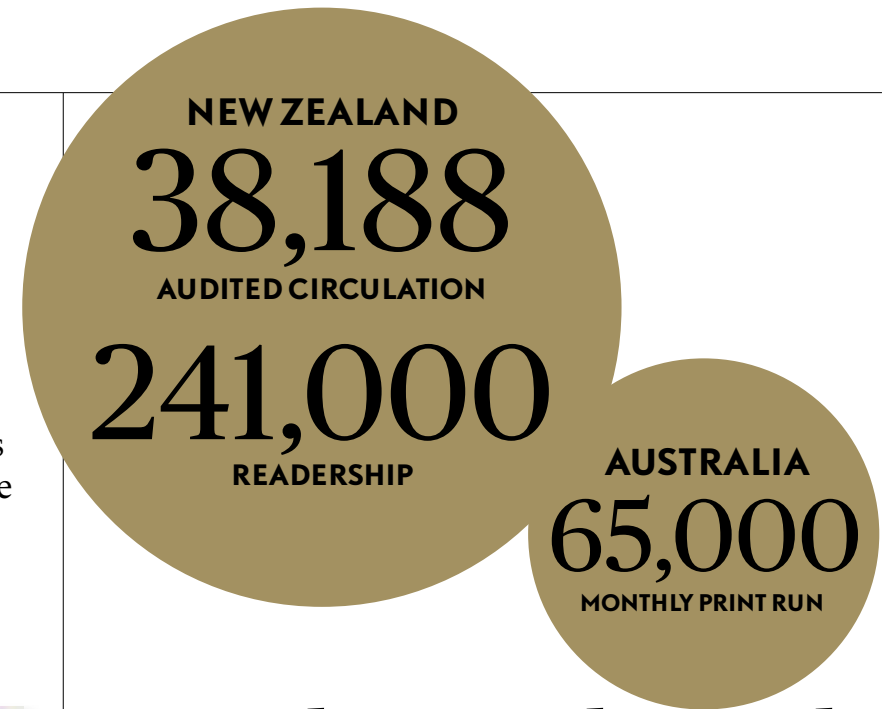
Source: Nielsen Media CMI July 2015 - June 2016



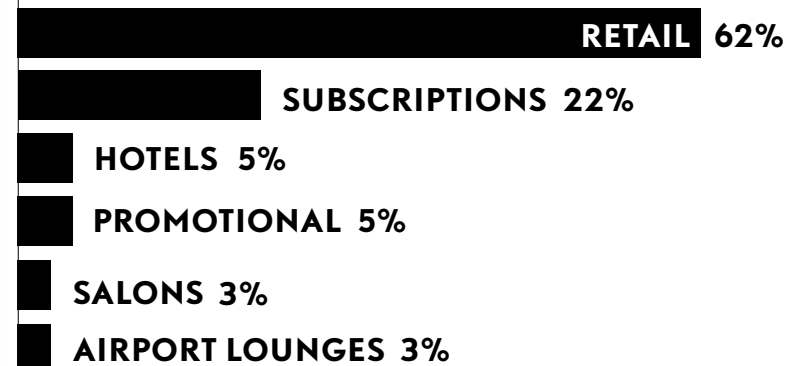
# Magazine

# Magazine

**M**iNDFOOD Magazine frequency is 11 issues per year (plus biannual titles, MiNDFOOD STYLE, and MiNDFOOD DÉCOR, in the New Zealand marketplace). Ranged nationally across all supermarket, newsagents and airport stores, MiNDFOOD magazine has almost 20% of its circulation in subscriptions. Printed on thick 118gsm paper stock and a 350gsm cover stock, the magazine welcomes readers with a beautiful design, using images that jump off the page. There is a section of matte stock at the back for all the puzzle and colouring-in pages. The cover is a satin stock, and as readers have said “When I first open up MiNDFOOD I find myself stroking the cover, I just love the feel of it.” The magazine engages the reader through a clean, modern design and journalism that makes readers think about their own lives and those around them. International and local content gives the reader the best in Smart Thinking.



## Circulation Channels



# Chapters

MiNDFOOD content is broken down into different chapters much like a book, so readers can easily navigate their way through the magazine, and know where to find their favourite sections. A tear-out bookmark is included in every issue, to be used with the magazine or elsewhere.



## CHAPTER 1: THINK

Connecting our readers to the latest global ideas and news, including a Smart Thinking opener, World Watch (amazing images from around the world) and the cover story, featuring well-known identities doing things differently.



## CHAPTER 2: COMMUNITY

Focusing on culture, the arts, global issues and the environment, this section opens with the news-based Smart Thinking community pages, followed by an in-depth feature and then “My Story”, a first-person piece from a reader about their life. Book Club introduces our readers to new fiction and non-fiction books each month.



## CHAPTER 3: HEALTH

These Smart Thinking pages include reports on latest research, while an in-depth feature takes a closer look at a particular issue. Our resident psychologist looks at topics relating to mental health such as trust and connection, while “Smart Eating” considers different ailments and the foods that help keep them at bay. On the fitness pages, personal trainers illustrate how to do exercises that relate to everyday problems.



## CHAPTER 4: BEAUTY & STYLE

This chapter opens with a short piece on a beauty muse, trend or new product, followed by “Most Wanted”, a round-up of new products, and a themed beauty shoot looking at fragrances, lip products etc. Our beauty feature reports on topics such as buying products online or the latest in anti-ageing technology. An industry interview is an opportunity to put a face to a particular brand while offering practical ideas to readers.



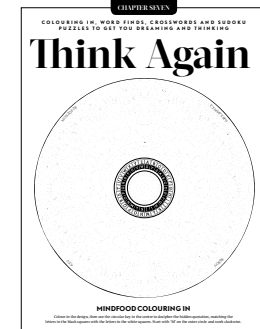
## CHAPTER 5: DÉCOR & TRAVEL

Content in this chapter ranges from trends in travel and home décor, to new hotels, tours and homewares. “Keeping it Local” is a guide from a local perspective, while the travel feature gives an in-depth look at one destination. Our new “Décor Update” section is a themed page of the latest, and our favourite, homewares, furniture and designers. The house feature takes a look inside inspiring homes around the globe.



## CHAPTER 6: FOOD & DRINK

MiNDFOOD is known for its original recipes and feature-length stories that introduce the producers that supply organic produce. Following the Smart Thinking opener filled with news items, three main sections provide recipes: “In Season”, based on produce available at the time the issue is out; “Weekly Menu” with recipes for every day of the week; and “Whole Kitchen”, a step-by-step guide on how to make a recipe from scratch.



## CHAPTER 7: THINK AGAIN

This section provides colouring-in, puzzles and sudoku. Readers have an opportunity to submit non-fiction writing for our “Short Story” competition, while the “Smart Thinker” page is a profile of people who are doing amazing things around the world. The MiNDFOOD Extra (NZ only) and competition pages provide a platform for advertisers to introduce new products to readers.



### BOOKMARK

Each issue includes a collectable bookmark with an inspirational quote.

# Magazine Features Calendar, Dates & Deadlines

ISSUE	ON SALE NZ	ON SALE AU	FEATURES	ADVERTORIAL BOOKING & MATERIAL DEADLINE	DISPLAY ADVERTISING BOOKING DEADLINE	DISPLAY ADVERTISING MATERIAL DEADLINE	CANCELLATION DEADLINE
MARCH 2017 <small>*NOTE: FROM MARCH 2017 THE MAGAZINE PAGE SPECIFICATIONS HAVE BEEN UPDATED</small>	6 FEBRUARY 2017	9 FEBRUARY 2017	FUTURE BEAUTY, EASTER	28 DECEMBER 2016	11 JANUARY 2017	13 JANUARY 2017	16 DECEMBER 2016
APRIL 2017	6 MARCH 2017	9 MARCH 2017	9TH BIRTHDAY SPECIAL	26 JANUARY 2017	9 FEBRUARY 2017	11 FEBRUARY 2017	14 JANUARY 2017
MiNDFOOD STYLE AW17	20 MARCH 2017	N/A	FASHION & BEAUTY	9 FEBRUARY 2017	23 FEBRUARY 2017	25 FEBRUARY 2017	28 JANUARY 2017
MAY 2017	3 APRIL 2017	6 APRIL 2017	FUTURE HEALTH TRENDS	23 FEBRUARY 2017	8 MARCH 2017	10 MARCH 2017	11 FEBRUARY 2017
JUNE 2017	1 MAY 2017	4 MAY 2017	YET TO BE ANNOUNCED	22 MARCH 2017	5 APRIL 2017	7 APRIL 2017	10 MARCH 2017
MiNDFOOD DÉCOR W17	15 MAY 2017	N/A	HOME & LIVING	7 APRIL 2017	21 APRIL 2017	23 APRIL 2017	26 MARCH 2017
JULY 2017	5 JUNE 2017	8 JUNE 2017	EDUCATION	26 APRIL 2017	10 MAY 2017	12 MAY 2017	14 APRIL 2017

# Magazine Features Calendar, Dates & Deadlines Continued

ISSUE	ON SALE NZ	ON SALE AU	FEATURES	ADVERTORIAL BOOKING & MATERIAL DEADLINE	DISPLAY ADVERTISING BOOKING DEADLINE	DISPLAY ADVERTISING MATERIAL DEADLINE	CANCELLATION DEADLINE
AUGUST 2017	3 JULY 2017	6 JULY 2017	FOOD SPECIAL	24 MAY 2017	7 JUNE 2017	9 JUNE 2017	12 MAY 2017
SEPTEMBER 2017	7 AUGUST 2017	10 AUGUST 2017	NEW ZEALAND SPECIAL	28 JUNE 2017	12 JULY 2017	14 JULY 2017	16 JUNE 2017
OCTOBER 2017	4 SEPTEMBER 2017	7 SEPTEMBER 2017	CRUISE SPEICAL	26 JULY 2017	9 AUGUST 2017	11 AUGUST 2017	14 JULY 2017
MINDFOOD STYLE S/S17	18 SEPTEMBER 2017	N/A	FASHION & BEAUTY	9 AUGUST 2017	23 AUGUST 2017	25 AUGUST 2017	28 JULY 2017
NOVEMBER 2017	2 OCTOBER 2017	5 OCTOBER 2017	HEALTH & WELLBEING	23 AUGUST 2017	6 SEPTEMBER 2017	8 SEPTEMBER 2017	11 AUGUST 2017
DECEMBER 2017	6 NOVEMBER 2017	9 NOVEMBER 2017	CHRISTMAS & CHRISTMAS COOKBOOK	27 SEPTEMBER 2017	11 OCTOBER 2017	13 OCTOBER 2017	16 SEPTEMBER 2017
MINDFOOD DECORS/S18	27 NOVEMBER 2017	N/A	HOME & LIVING	23 AUGUST 2017	6 SEPTEMBER 2017	8 SEPTEMBER 2017	11 AUGUST 2017
JANUARY/ FEBRUARY 2018	26 DECEMBER 2017	22 DECEMBER 2017	SUMMER, PLUS FUTURE TRENDS	9 NOVEMBER 2017	23 NOVEMBER 2017	25 NOVEMBER 2017	28 OCTOBER 2017



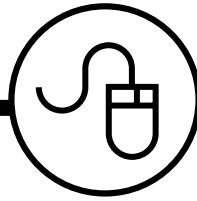
# Magazine Advertising Rates



ADVERTISEMENT	RATE
DOUBLE PAGE SPREAD	\$14,750
FULL PAGE PREMIUM	\$8,600
FULL PAGE	\$7,500
HALF PAGE (H/V)	\$4,300
THIRD PAGE (H/V)	\$2,860
INSIDE FRONT COVER, DPS	\$17,700
OUTSIDE BACK COVER	\$9,000

Rates exclude GST and are in NZD

Co-created content and advertorials will be quoted separately



# Digital

MiNDFOOD.COM ♦ E-NEWSLETTER ♦ iPAD ♦ MiNDFOODTV ♦ MiNDFOOD RADIO

# MiNDFOOD.com



Of the monthly women's lifestyle magazines in New Zealand, MiNDFOOD has the highest online audience

Nielsen CMI Fused Q4 14-Q3 15  
TV/Online (November 2015)

348,791  
PAGE VIEWS PER MONTH

95,394  
Users per month

2.11  
Pages per session

2.26mins  
Average time on site

*Statistics from January 2016*

Smart Thinking content is produced across the MiNDFOOD media platforms throughout the day to offer readers a stimulating and interactive extension to the magazine. In addition to editorial, mindfood.com features a range of galleries, videos and podcasts. A rich media experience adds an extra dimension in bringing brands to the MiNDFOOD audience. Mindfood.com offers a mobile compatible site.

ADVERTISEMENT	RATE
LEADERBOARD (on homepage or specific category page)	\$50 cpm
MREC (on homepage or specific category page)	\$50 cpm
SKINS (homepage only)	\$90 cpm
100% share of voice	\$120 cpm

## iPAD DEADLINES

Material is required 3 business days prior to advertisement going live.

- Prices exclude GST.
- Minimum 10,000 page impressions bookings.
- URL link through to nominated website.
- Advertisement can be animated.

# E-Newsletter

MiNDFOOD sends out 360,000+ e-newsletters each week to an ever increasing opt-in database. Advertising is available across these e-newsletters. E-newsletters allow us to drive exposure to a brand campaign instantly and drive traffic to nominated websites.

## MiNDFOOD Daily Recipe

**30K+**  
EVERY DAY  
SUBSCRIBERS

**16.48%**  
OPEN RATE



## MiNDFOOD Style & MiNDFOOD Décor

**15K+**  
WEEKLY  
SUBSCRIBERS

**16.32%**  
OPEN RATE



ADVERTISEMENT	RATE
DAILY RECIPE E-NEWSLETTER LEADERBOARD OR MREC	\$750
WEEKLY E-NEWSLETTER LEADERBOARD OR MREC	\$750
STYLE & DÉCOR E-NEWSLETTER LEADERBOARD OR MREC	\$750

- Prices exclude GST.
- Deadlines – Material is required two weeks prior to advertisement going live.

**360,000+**  
E-NEWSLETTERS  
SENT EACH WEEK

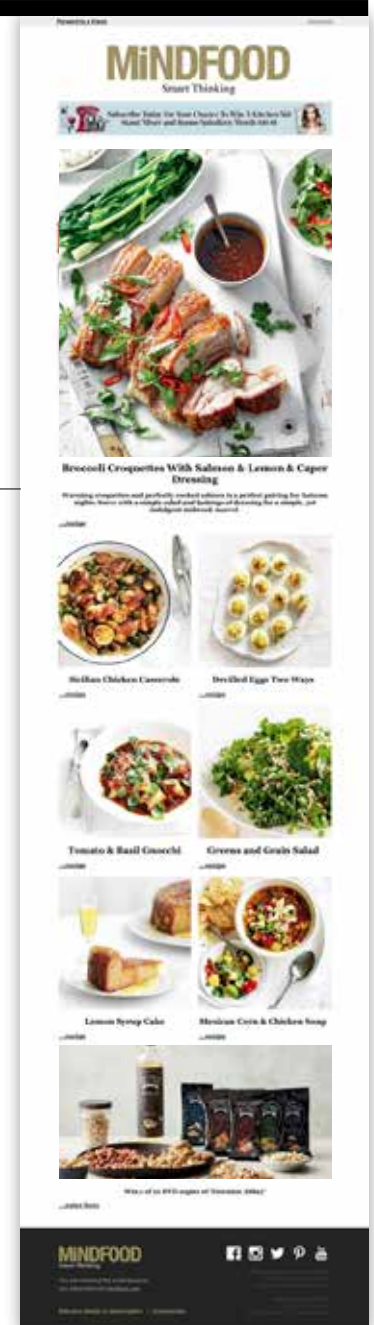
## MiNDFOOD Weekly

**45K+**  
SUBSCRIBERS

**12.47%**  
OPEN RATE

**MAILED**

- M:** Weekly Menu Planner
- W:** Health Update
- F:** News Round-Up



# iPAD

## Swipe Your Way to Smart Thinking

Launched in 2012 and awarded the Best App two years running by the Apple Store, the MiNDFOOD app provides a platform that perfectly integrates MiNDFOOD content. In addition to editorial, the app is a media rich experience, with video, podcasts and galleries embedded throughout. There are opportunities for app sponsorship through integrated advertising campaigns.

### iPAD RATES

Full Page only – \$1000 + GST.

### iPAD DEADLINES

Same as print deadlines, please refer to page 7.

# 99,439

TOTAL APP DOWNLOADS

# 2485

ISSUE DOWNLOADS PER MONTH



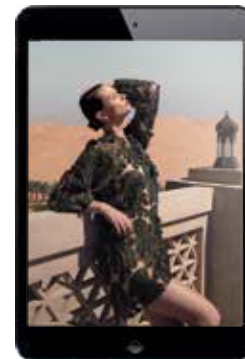
**CHAPTER ONE**  
THINK



**CHAPTER TWO**  
COMMUNITY



**CHAPTER THREE**  
HEALTH



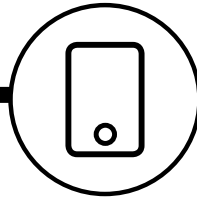
**CHAPTER FOUR**  
BEAUTY & STYLE



**CHAPTER FIVE**  
DÉCOR & TRAVEL



**CHAPTER SIX**  
FOOD & DRINK



# Social Media

FACEBOOK • INSTAGRAM • TWITTER • PINTEREST



# Social Media



**M**iNDFOOD manages a suite of highly dynamic and fast-growing social media platforms, used to drive traffic to mindfood.com and spotlight news relating to the core MiNDFOOD pillars. All staff at MiNDFOOD are involved across the range of social media platforms, bringing the best and most relevant content and showcasing client products, new information and updates. MiNDFOOD consumers are active participants and are engaged with content, commenting, liking and sharing with their own communities.

## SOCIAL MEDIA RATES

\$2800 + GST (includes 1x Facebook post and 1x Instagram post).

## SOCIAL MEDIA DEADLINES

Material is required 5 days prior to activity being posted.



# 280K

FOLLOWERS

## FACEBOOK

[facebook.com/mindfoodmag](https://facebook.com/mindfoodmag)

The MiNDFOOD Facebook page is a highly dynamic distributor of content. Articles that go live on mindfood.com get posted on the MiNDFOOD Facebook page.



# 14.5K

FOLLOWERS

## INSTAGRAM

[@mindfoodmag](https://instagram.com/mindfoodmag)

Daily posts featuring photography from around the world, as well as recipe images and inspirational quotes.



# 6.7K

FOLLOWERS

## TWITTER

[@mindfood\\_mag](https://twitter.com/mindfood_mag)

Official tweets on the latest happenings at MiNDFOOD magazine and website.



# 2.7K

FOLLOWERS

## PINTEREST

[pinterest.com/mindfoodmag](https://pinterest.com/mindfoodmag)

Vision boards to inspire MiNDFOOD readers.



# Content

**ADVERTORIALS** ♦ **MINDFOOD EXTRA** ♦ **VIDEO CREATION** ♦ **RECIPE DEVELOPMENT**  
**PRODUCT PLACEMENT** ♦ **COMPETITIONS**



# Custom Video Creation

Generating engaging, Smart Thinking content, which includes how-to material, from the source, Q&As and recipes. MiNDFOOD creates the content and the video, this can be pushed out through the MiNDFOOD channels and/or used by the client independently. MiNDFOOD channels include mindfood.com, Facebook, YouTube as well as our weekly e-newsletters (please refer to rates).

## MiNDFOOD COOKING DEMO



REACH

7,344,066

VIEWS

249,000

SHARES

750

26 DECEMBER 2015

## MiNDFOOD FROM THE SOURCE



REACH

1,689,769

VIEWS

40,000

SHARES

89

13 JANUARY 2016

## MiNDFOOD HOLLYWOOD INTERVIEWS



REACH

169,383

VIEWS

13,900

SHARES

3

2 MARCH 2016

## Hollywood Foreign Press

There are multiple opportunities where products can be seamlessly integrated into editorial content, both through the MiNDFOOD magazine and the MiNDFOOD digital and social multimedia platforms. For example:

MiNDFOOD is part of the Hollywood Foreign Press with our LA-based writer Michele Manalis, who since launch has written exclusively and interviewed the celebrities you see on the MiNDFOOD cover. MiNDFOOD not only interviews a range of celebrities each month but also videos them on MiNDFOOD TV. There is opportunity for clients to work alongside MiNDFOOD with these interviews.



### CUSTOM VIDEO RATES

Please contact your account manager for rates, which are POA.

### DEADLINES

TBA, dependent on activity, location etc.

# Recipe Development

Recipes are created by MiNDFOOD's Food Director and are triple tested. Recipes showcase the client's products and inspire readers to engage with MiNDFOOD and the client's brands. Recipes can be used independently of MiNDFOOD or the client can pay to feature the recipe in an issue of MiNDFOOD, on [mindfood.com](http://mindfood.com), in an E-newsletter and/or through the MiNDFOOD social media channels. Recipe development is POA. Clients can choose recipe only, or with images and accompanying video.



## RECIPE DEVELOPMENT RATES

Please contact your account manager for rates, which are POA.

## DEADLINES

TBA

MINDFOOD PROMOTION

## SUMMER JUST GOT HEALTHY

Tight on time in the kitchen? MiNDFOOD food director Michelle McHugh puts the Vitamix Total Nutrition Center to work and discovers how easy and healthy summer can be.

**WIN YOUR OWN VITAMIX! GO TO [MINDFOOD.COM](http://MINDFOOD.COM) AND TELL US WHY YOU SHOULD BE THE NEXT PRIDEful OWNER OF A VITAMIX.**

**VANILLA ICE-CREAM**  
1 cup full-cream milk; ½ cup sugar; ¼ cup yogurt; 1 tsp vanilla extract; 4 cups ice

Place ingredients into Vitamix; select Variable 1. Turn on machine; increase speed to 10, then to high. Use tamper to ensure that mixture moves into blades. In about a minute, 4 mounds will form. Stop machine; be sure not to overmix. Serve immediately. Yum!

**PINA COLADA**  
1 cup fresh pineapple, cut into pieces; 1 cup coconut milk; 1 cup ice; ½ cup white rum; 4 tbsp white sugar

Place all ingredients into Vitamix; secure lid. Select Variable 1. Turn on machine and quickly increase speed to 10, then to high. Blend for approximately 1 minute, or until smooth. Enjoy this cool, refreshing cocktail immediately.

**YOU CAN FIND VITAMIX AT MYER AND QUALITY KITCHENWARE STORES FOR \$995. VISIT [VITAMIX.COM.AU](http://VITAMIX.COM.AU).**

For all terms and conditions, see [mindfood.com](http://mindfood.com). The promoter is McHugh Media Limited (PID 07 632 251). Entry limited to one per person. Entries close at noon on February 4, 2015.

VITAMIX



KITCHENAID

MINDFOOD PROMOTION

## GREAT GRAINS

These Spanish-inspired arancini are a delicious way to enjoy new easy-to-prepare nutritious SunRice Steamed Rice, with the added benefits of the super grain, chia.

**ARANCINI – SPANISH RICE AND CHIA BALLS**  
Serves 2

250g packet of SunRice Steamed Rice & Chia  
20g butter  
1 tbsp olive oil  
1 small brown onion, finely diced  
1 small clove garlic, crushed  
1 chorizo sausage  
¼ cup chicken stock  
pinch saffron threads, plus extra for aioli  
¼ cup parmesan cheese  
4 baby mozzarella balls  
½ cup plain flour, plus extra for dusting  
2 eggs, beaten  
⅓ cup dry breadcrumbs  
olive oil cooking spray  
1 cup store-bought aioli  
spicy tomato sauce, to serve  
basil leaves, to serve  
lemon wedges, to serve

**WIN SUNRICE HUNDREDS OF GRAINS. MILLIONS OF POSSIBILITIES. FOR THE FULL RANGE OF PRODUCTS VISIT [SUNRICE.COM.AU](http://SUNRICE.COM.AU) PRODUCTS**

**STEAMED RICE JOINS THE SUNRICE FAMILY**  
New SunRice Steamed Rice is gently steamed to perfection delivering light, wholesome gluten-free grains with nothing artificial and endless possibilities for a quick, satisfying and nutritious meal.

**break crumbs.** Place onto prepared tray.  
Spray with olive oil and bake for 15-20 minutes or until lightly golden and heated through.  
To make saffron aioli, place saffron in a bowl with 1 tablespoon boiling water; let stand for 5 minutes. Add aioli and mix to combine. Serve arancini with aioli, spicy tomato sauce, basil leaves and lemon wedges.

**Cook Sunrice Steamed Rice & Chia** according to the instructions on the packet.  
Heat butter and oil in a frying pan over medium heat. When butter has melted and is sizzling, add onion and cook for 3 minutes or until soft. Add garlic and cook for 1 minute. Remove skin from chorizo and break sausage into small pieces. Add sausage to the pan and cook for 1 minute. Add SunRice Steamed Rice & Chia. Stir until well combined and rice is coated with butter and oils.  
Add stock, saffron and parmesan. Stir until rice mixture comes together. Allow to cook. Preheat oven to 180°C. Line a baking tray with baking paper. Dust mozzarella balls with flour and cover with rice mixture to form 4 arancini balls.  
Place flour into a bowl. Whisk eggs in a shallow dish. Place breadcrumbs into a bowl. Lightly coat arancini balls with flour, roll in beaten egg and then

[WWW.SUNRICE.COM.AU](http://WWW.SUNRICE.COM.AU)

SUNRICE



# Integrated Campaigns

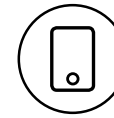
MINDFOOD generates bespoke content and integrates the material across multiple platforms. Producing content across a variety of mediums enables integrated campaigns a wider audience reach with broad appeal across different communities.

## Case Study: Silver Fern Farms

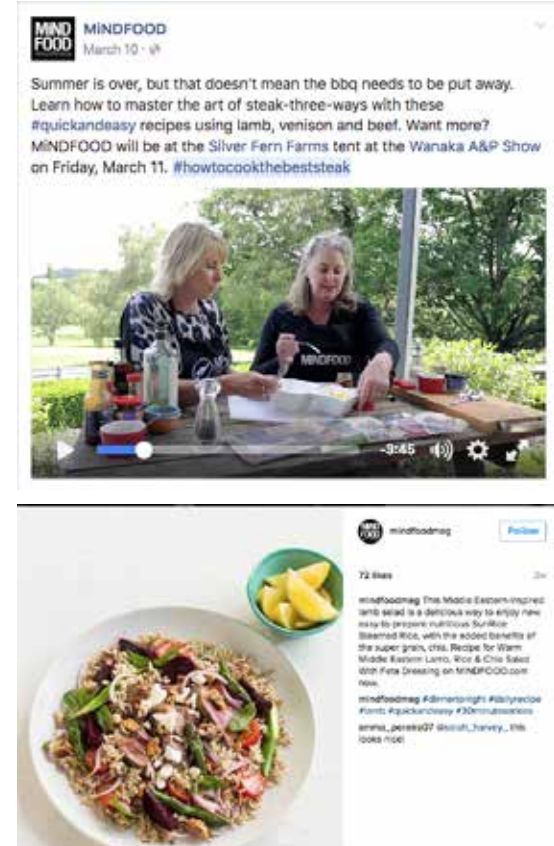


### MAGAZINE

Produce print content with integrated digital and social elements, including Cooking with Michelle and Home Cook of the Year consumer recipe competition.



**SOCIAL** Utilise social media as a distributor of digital content from mindfood.com, driving content engagement and reach.





**DIGITAL** House multi platform content within a sponsored portal on mindfood.com, including videos, recipes and competitions, as well fortnightly E-Newsletters.



**CONTENT** Generate a range of content, including exclusive interviews, bespoke branded products, recipe development and more.



# ADVERTORIALS

MiNDFOOD creates bespoke solutions for clients and can create any style of advertorial to meet your campaign objectives. The look and feel can range from editorial to straight branding. Advertorials are a perfect way to integrate with a particular issue's editorial to achieve cut through to the reader.

MiNDFOOD PROMOTION

BIO-ACTIVE FACTORS 16+



## THE SWEETEST THING

The quest for the nectar of youth has taken a delicious turn with the skincare range from BeeBio that fights the signs of ageing with manuka honey as its star ingredient.

BeeBio's range of anti-ageing products is a deliciously luxurious burst of freshness for your skin. Made using a collection of the finest natural ingredients – including 16+ (superior rating) medical-grade manuka honey, bee venom and pure royal jelly – the products are formulated with potent active botanicals, all sourced from New Zealand, to ensure the best results. A natural preservative, antibiotic, antioxidant and moisturiser, medical-grade manuka honey is a powerful force in anti-ageing. A key component of the BeeBio range, manuka honey delivers results while improving the long-term health of your skin.

BeeBio's range is about quality, not quantity, with the products chosen and developed with scientific care – exact ingredient quantities are used to ensure efficacy. This commitment to the best means that every product is genuinely special.

**NEW FOR 2016**  
BeeBio's new Nectar V Shaping Serum is a powerful formulation of ingredients that are pure indulgence for your skin. The key component, manuka honey, is combined with New Zealand ponga fern, lemon, lime and rosewood oil and grape-seed extract – all ideal for lifting and firming the skin and helping to contour the face and neck. Light and highly absorbent, the new Nectar V Shaping Serum works fast to reduce fine lines and wrinkles, leaving your skin looking radiant, smooth and toned. The special formulation has been developed to work wonderfully on the skin of the neck and upper chest. Launched in March, the Nectar V will be closely followed by a series of mud masks.

**PRESERVATION**  
BeeBio's new campaign images (opposite page) come courtesy of talented artist Blake Little, whose "Preservation" series saw models coated in honey. Original and eye-catching, the series reflects BeeBio's ethos when it comes to skincare: preserving skin health and enhancing natural beauty.

**BeeBio**  
Anti-Aging Skincare

MiNDFOOD PROMOTION



## ELEGANCE AND LUXURY ON THE RHINE

Boutique cruising just got even better with the launch of Uniworld's newest itinerary for 2017 on the Rhine River through Germany.

Uniworld has long been applauded for its boutique river cruising itineraries, taking guests to some of the world's most spectacular destinations in style and luxury. The company's newest route, the "Rhine-Main Discovery & Munich", is a stunning 10-day introduction to Germany, beginning in Munich and ending in Cologne aboard the River Ambassador.

**ALL-INCLUSIVE LUXURY**  
Like all Uniworld cruises, the Rhine experience is completely inclusive, from seven nights' accommodation in a stateroom onboard and five-star hotel accommodation in Munich to all meals onboard River Ambassador (including gala arrival and farewell dinners; unlimited beverages including wine, beer and spirits; eight days of excursions led by expert guides; use of bicycles and Nordic walking sticks; free onboard WiFi; local entertainment and signature lectures; and much more.

**RIVER AMBASSADOR**  
Underrated elegance makes the intimate 116-passenger River Ambassador an ideal place to enjoy Germany's breathtaking scenery and centuries-old cultural heritage. An eclectic art collection adorns the walls of the ship, and every stateroom and suite is uniquely decorated, making for a truly luxurious, one-of-a-kind sailing experience. Amenities include a lounge with full-service bar, well-equipped fitness centre, restaurant, Serenity River Spa and a sun deck where you can relax and take in the ever-changing views.

**ITINERARY HIGHLIGHTS**  
With so much to see and do over the course of the 10-day itinerary, it's not easy to pick highlights. Guests are given a vast array of choices as to how they wish to experience this part of Germany, including an in-depth exploration of its fascinating Jewish heritage. Other stops include a visit to BMW World, Hitler's Eagle Nest, "Mad" King Ludwig's Castle Neuschwanstein and the opulent, UNESCO-designated Würzburg Residence.

There will also be plenty of chances to join Uniworld's exclusive, guided "Go Active" programme, which ranges from hiking through the romantic Tauber Valley to hiking through the Tauberhase vineyards.

The 10-day "Rhine-Main Discovery & Munich" itinerary is available on River Ambassador sailings from May to November 2017. For more information, visit [uniworld.com.au](http://uniworld.com.au) or call 1300 788 231.

**UNIWORLD**  
LUXURY RIVER CRUISING

## ADVERTORIAL RATES

Based on the equivalent size advertising rates (please refer to page 7) plus an additional fee for copy creation/ editing and page design. POA.

## DEADLINES

Advertorial deadlines are outlined on page 7.

# MiNDFOOD EXTRA

Our portfolio of advertisers brings you the best buys this month. The MiNDFOOD Extra page in the magazine is divided into sections. Each placement includes a product description, a product image and company website.

MiNDFOOD EXTRA

## MiNDFOOD Extra

Our portfolio of advertisers bring you the best buys this month.

**LUXURIOUS SOFTNESS**  
The UltraSoft luxury of Paseo UltraSoft facial tissues is now available in Paseo UltraSoft Luxury Cleansing Wipes and Toilet Tissue with Aloe Vera to add a little luxury to your daily routine.



**FORTIFYING**  
Face winter head on with certified organic Lifestream Spirulina Immunity, formulated with spirulina and natural vitamin C to energise and strengthen the immune system (from \$21.90). [lifestream.co.nz](http://lifestream.co.nz)



**WINTER HEALTH**  
The Good Health Winter Survival Kit can help you stay healthy this winter. The Viralex range provides powerful immune support with Viralex everyday support, Viralex Attack rapid immune defence and Viralex Soothe throat lozenges. [goodhealth.co.nz](http://goodhealth.co.nz)



**GREAT BROWS**  
GreatShape Eyebrow Kit is a take-anywhere pack that includes a dual-ended applicator, transparent botanical brow wax and a pigmented brow powder, available in either blonde or brunette, \$74.80. [janedale.co.nz](http://janedale.co.nz)



**SILKY HAIR**  
Joico's K-Pak Intense Hydrator is for frizzy, dry locks damaged by chemical treatments or winter weather. Apply generously after shampooing and allow to penetrate for five minutes to reveal silky hair with intense shine (\$33, 250ml).



**miNdfOOD.com | 117**

## MiNDFOOD EXTRA RATE

\$1200 + GST

## DEADLINE

Same as advertorial deadlines, please refer to page 7.

# Competitions

## Competitions

MiNDFOOD hosts a range of competitions each month featuring in the magazine and online. Competition entries average approximately 1300 per competition.

### SUBS CLUB

Included in the magazine at the front of the book and also across a double page spread, as well as being included in all digital subscription marketing at mindfood.com and the MiNDFOOD e-newsletter.

### INSTA PRIZE

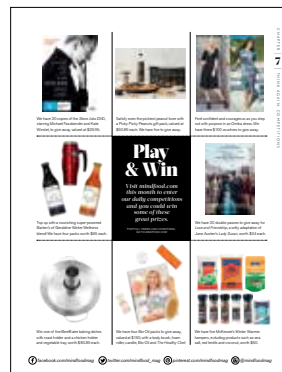
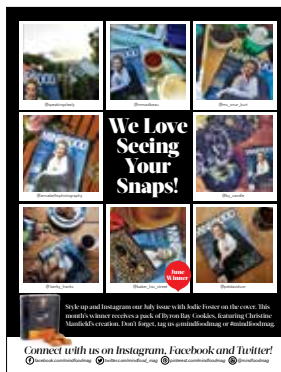
Promoted in the magazine across a full page. Each month we encourage readers to share images inspired by the latest issue of MiNDFOOD. We offer a prize to our favourite Instagram each month, which we publish in the magazine.

### PLAY & WIN

Promoted on a full page in the magazine, with an individual competition listing and entry mechanism hosted on mindfood.com and included in e-newsletters.

### E-NEWSLETTER SIGN-UP PRIZE

Included in the magazine at the front of the book and across all digital marketing to promote e-newsletter subscriptions. We promote monthly prizes to drive sign up.



## Product Placement

There are multiple opportunities where products can be seamlessly integrated into editorial content both through the MiNDFOOD magazine and the MiNDFOOD digital and social multimedia platforms. For example:

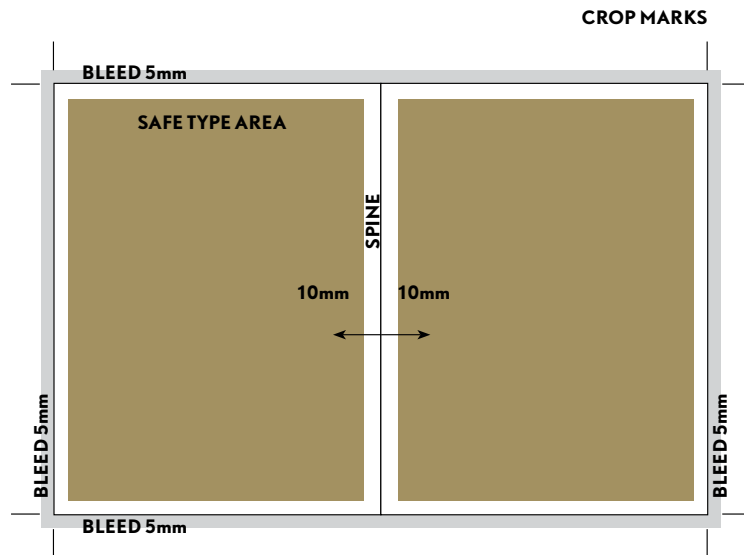
Physical product placement can be implemented through numerous events, dinners and exhibitions. MiNDFOOD hosts a range of bespoke reader events and dinners, as well as being involved in and sponsoring exhibitions and events throughout the year. If you would like your products to be considered for inclusion in the MiNDFOOD gift bags. Please contact your account manager to discuss.



- Monthly wine page
- Competitions
- Fitness shoots
- Book Club page
- Smart Thinker
- In fashion and beauty shoots
- Wine matching with recipes
- Brand mentions in recipe ingredient lists
- The MiNDFOOD Smart Thinking pages at the beginning of each chapter

# MiNDFOOD Specs

## Magazine



### DOUBLE-PAGE SPREAD

Trim: 420mm x 275mm  
Safe Type: 400mm x 265mm  
With Bleed: 430mm x 285mm

### FULL PAGE

Trim: 210mm x 275mm  
Safe Type: 200mm x 265mm  
With Bleed: 220mm x 285mm

### HALF-PAGE VERTICAL

Trim: 100mm x 275mm  
Safe Type: 90mm x 265mm  
With Bleed: 110mm x 285mm

### HALF-PAGE HORIZONTAL

Trim: 210mm x 133mm  
Safe Type: 200mm x 123mm  
With Bleed: 220mm x 143mm

### THIRD-PAGE VERTICAL

Trim: 65mm x 275mm  
Safe Type: 55mm x 265mm  
With Bleed: 75mm x 285mm

### THIRD-PAGE HORIZONTAL

Trim: 210mm x 88mm  
Safe Type: 200mm x 78mm  
With Bleed: 220mm x 98mm

## Digital



### 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.

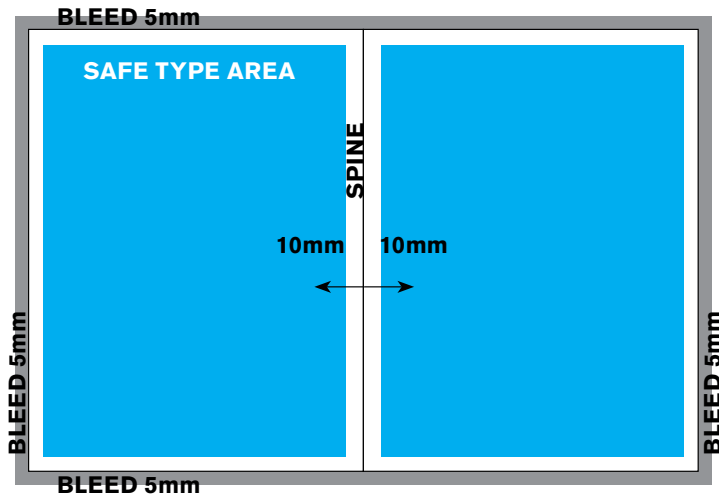
### SOCIAL MEDIA & CONTENT:

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

# MiNDFOOD Specs – from March 2017

## Magazine

### CROP MARKS



### 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

## Digital



### 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, or tiff. File minimum 5MB. Please supply logos in vector eps or .ai files.