

MiNDFOOD

#SMARTTHINKING

MEDIA KIT 2021



WELCOME

“Our goal is to make readers think, while accessing our content across our multimedia platform channels.”

MiNDFOOD 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 nine editorial pillars of Health, Community, Culture, Beauty, Style, Décor, Travel, Food and 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.

MICHAEL McHUGH
EDITOR-IN-CHIEF



OUR CHAPTERS

MiNDFOOD content is divided into nine sections: Community, Culture, Health, Beauty, Home, Travel, Food and Drink, as well as Puzzles, Competitions & more, plus a page pointing to further content at [MiNDFOOD.com](https://www.MiNDFOOD.com).



COMMUNITY



CULTURE



HEALTH



BEAUTY



HOME



TRAVEL



FOOD



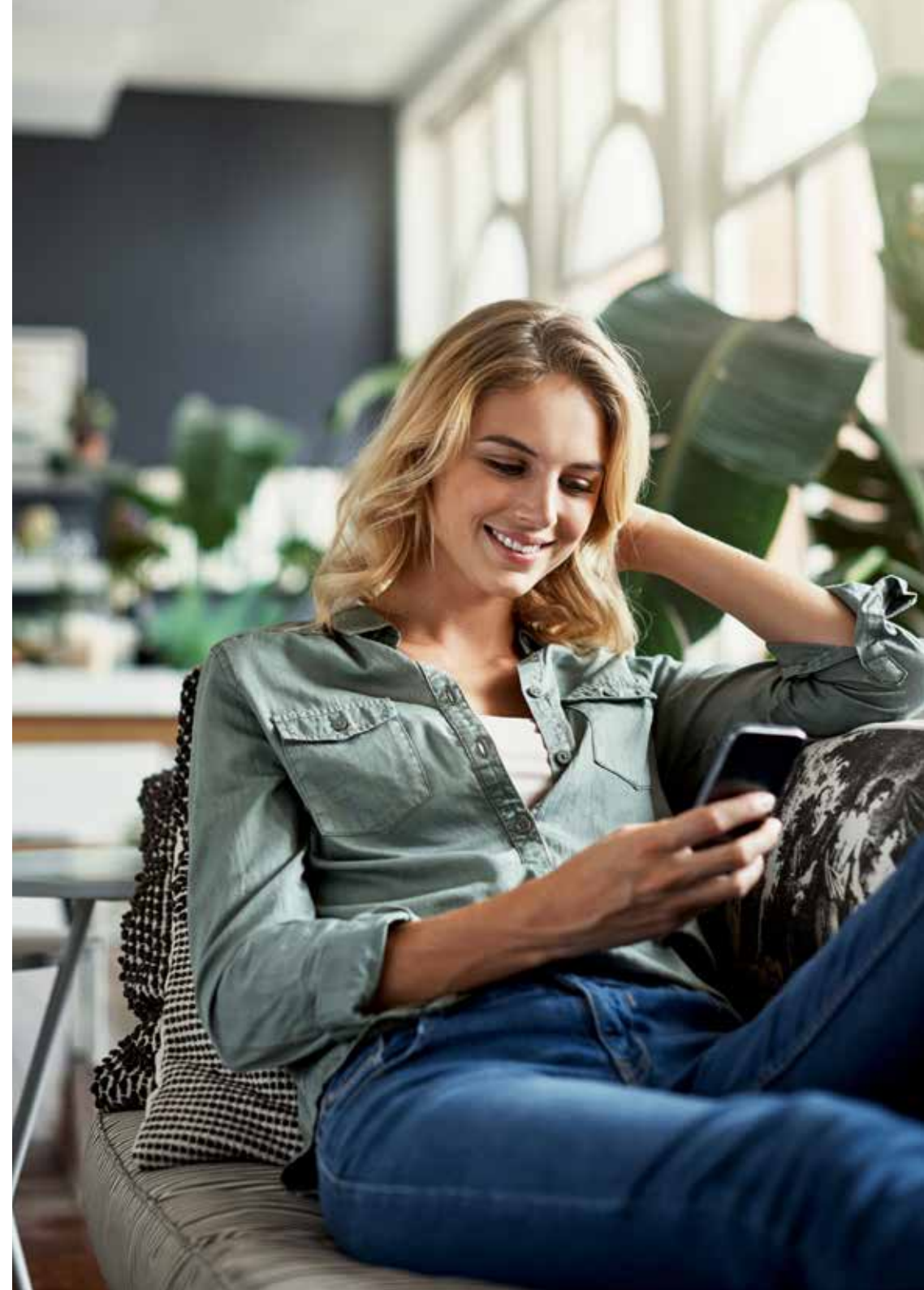
DRINK



PUZZLES

OUR PLATFORMS

From the tactile turn of a page of the magazine, to MiNDFOOD.com, our daily EDMs and social media posts and events, MiNDFOOD comes alive through a range of media platforms.



THE MAGAZINE

MiNDFOOD Magazine's frequency is 11 issues per year. Ranged nationally across all supermarkets, 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 magazine engages the reader through a clean, modern design and journalism that inspires readers to think about their own lives and those around them. International and local content give the reader the best in Smart Thinking.

MAGAZINE FREQUENCY

11 issues per year

READERSHIP

241,000

CIRCULATION

34,145

CORE DEMOGRAPHIC

25-59

77% Female 23% Male

DOMESTIC TRAVEL

57% of readers are likely to travel within New Zealand in the next 12 months



MiNDFOOD.COM

Our digital integration inspires a closer relationship and higher engagement with our audience. Daily social posts provide readers with the latest news, recipes and content from MiNDFOOD.

PAGE VIEWS PER MONTH

729,562

Up 90% year on year

UNIQUE USERS EACH MONTH

242,213K



FACEBOOK

278k



INSTAGRAM

30k



TWITTER

6.9k



PINTEREST

11.5k

DIGITAL RATES MiNDFOOD.COM

ADVERTISEMENT

RATE

RUN OF SITE - MREC + LEADERBOARD + SKINS

\$30 cpm

CATEGORY EXCLUSIVE - MREC + LEADERBOARD + SKINS

\$60 cpm

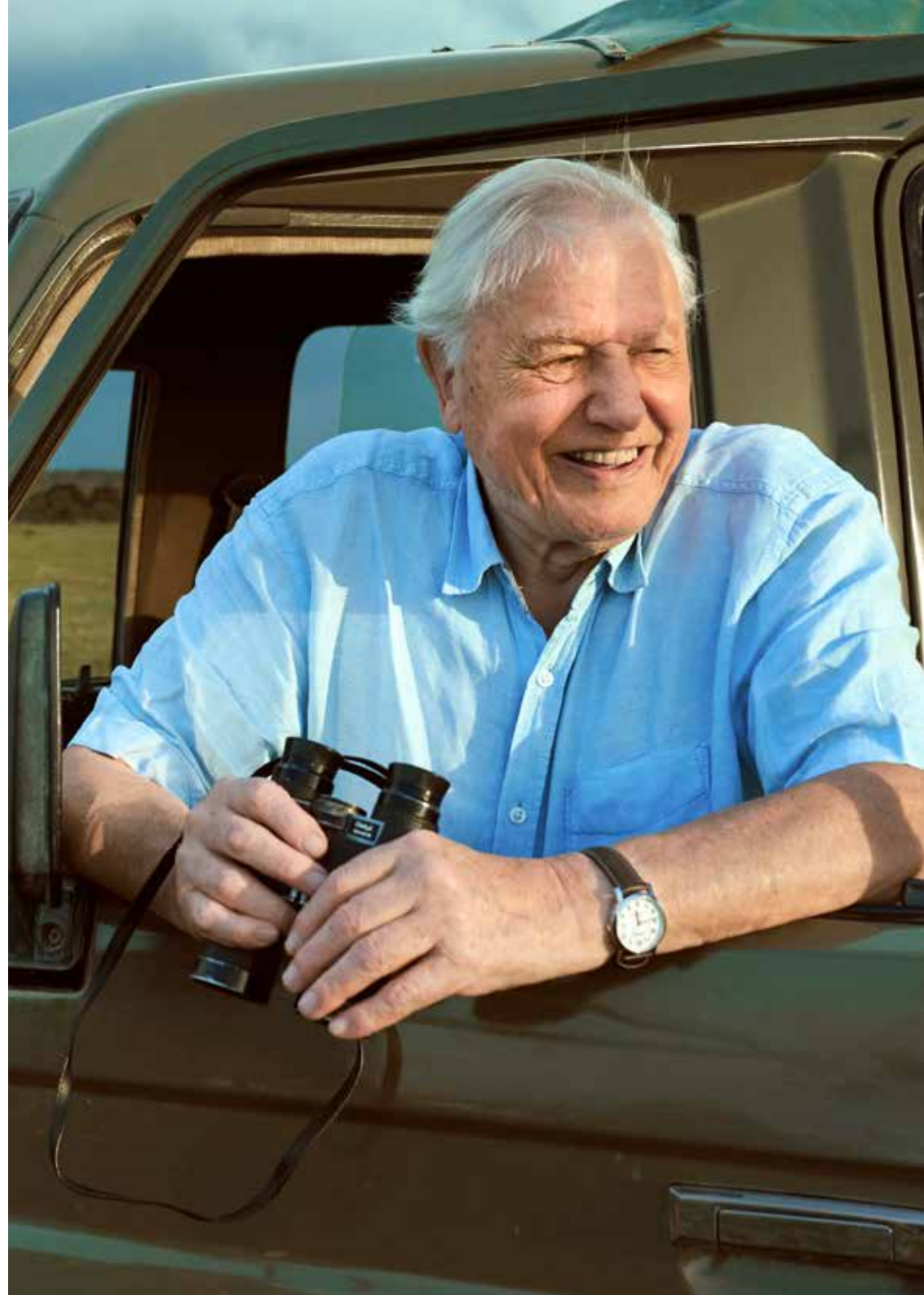
HOME PAGE TAKEOVER

\$120 cpm

MiNDFOOD.COM DEADLINES



Same as print advertisements, please refer to page 8.

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



E-NEWSLETTER

MINDFOOD sends out 370,000+ 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.

 <p>MINDFOOD DAILY RECIPE</p>	<p>31K+</p> <p>SUBSCRIBERS MAILED EVERY DAY (12K+ AUSTRALIAN SUBSCRIBERS)</p>	<p>17.64%</p> <p>OPEN RATE</p>
 <p>MINDFOOD STYLE & DÉCOR</p>	<p>19K+</p> <p>SUBSCRIBERS MAILED THURSDAYS</p>	<p>16.32%</p> <p>OPEN RATE</p>

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

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



370,000+

**E-NEWSLETTERS
SENT EACH WEEK**

WEEKLY

47K+

SUBSCRIBERS
(15K+ AUSTRALIAN
SUBSCRIBERS)

16.78%

OPEN RATE

Schedule

- MONDAY**
WEEKLY MENU PLANNER
- WEDNESDAY**
HEALTH UPDATE
- THURSDAY**
STYLE + DECOR
- FRIDAY**
NEWS ROUND-UP

INTEGRATED CONTENT

THE MiNDFOOD CREATIVE TEAM PRODUCES EDITORIAL CONTENT, CAMPAIGN IMAGERY, PACKAGING, RECIPE DEVELOPMENT AND VIDEO CONTENT.

PHOTO SHOOTS

Art directed by MiNDFOOD, striking and beautiful shoots are created through close consultation with the client.

BEAUTY CLUB

Our Beauty Editor, Megan Bedford, puts the best skincare, make-up and fragrances to the test, creating multi-platform, engaging content.

ADVERTORIAL CREATION

The MiNDFOOD integration team will work with clients to create branded editorial content across MiNDFOOD platforms.

EVENTS

MiNDFOOD produces a range of fully integrated events for clients throughout the country – from reader dinners to intimate beauty launches. Hosted by Editor-in-Chief, Michael McHugh, or STYLE and Beauty Editor, Megan Bedford, MiNDFOOD events attract highly engaged readers with high disposable incomes and varied interests. We offer clients a bespoke package, targeted and tailored for specific engagement and results.

RECIPE DEVELOPMENT

MiNDFOOD is renowned for in-season, easy-to-make recipes curated by Food Director, Michelle McHugh.

VIDEO CONTENT

MiNDFOOD works with a talented team of creative videographers to produce engaging content for multiple platforms.

DIGITAL CONTENT

Our Digital Team generates engaging, Smart Thinking content developed to brief, amplified across MiNDFOOD social networks.



ADVERTISING RATES SPECIFICATIONS & DEADLINES

DEADLINES & ON-SALE DATES

DEADLINES	MAR 2021	APR 2021	MAY 2021	JUN 2021	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN/ FEB 2022
ADVERTISING MATERIAL	8-Jan	12-Feb	19-Mar	16-Apr	14-May	11-Jun	9-Jul	13-Aug	10-Sep	15-Oct	26-Nov
ADVERTISING BOOKING	6-Jan	10-Feb	17-Mar	14-Apr	12-May	9-Jun	7-Jul	11-Aug	8-Sep	13-Oct	24-Nov
ADVERTORIAL BOOKING	25-Dec	29-Jan	5-Mar	2-Apr	30-Apr	28-May	25-Jun	30-Jul	27-Aug	1-Oct	12-Nov
CANCELLATION	11-Dec	15-Jan	19-Feb	19-Mar	16-Apr	14-May	11-Jun	16-Jul	13-Aug	17-Sep	29-Oct
ON-SALE DATE	1-Feb	8-Mar	12-Apr	10-May	7-Jun	5-Jul	2-Aug	6-Sep	4-Oct	8-Nov	20-Dec

PRINT RATES

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

Print rates exclude GST and are in NZD.
Co-created content and advertorials will be quoted separately.

SPECIFICATIONS

MAGAZINE

DOUBLE-PAGE SPREAD

Trim: 450mm x 297mm
Safe Type: 440mm x 287mm
(excluding 20mm gutter)
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

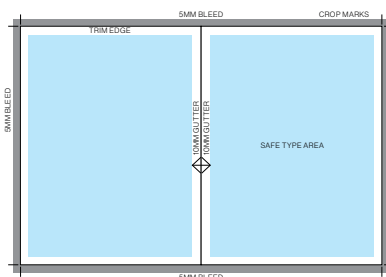
Trim: 225mm x 148mm
Safe Type: 215mm x 138mm
With Bleed: 235mm x 158mm

THIRD-PAGE VERTICAL

Trim: 75mm x 297mm
Safe Type: 65mm x 287mm
With Bleed: 85mm x 307mm

THIRD-PAGE HORIZONTAL

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



Please ensure all material supplied:

- includes Crop Marks
- all images to be a minimum of 270ppi (preferably 300ppi)
- includes 5mm Bleed on all sides
- exported as Print Ready PDF
- DPS ads to be supplied as two individual left and right hand pages, please note that shifting of images spanning the gutter is not required

DIGITAL

LEADERBOARD

728 x 90, jpeg, animated GIF, HTML5

MOBILE LEADERBOARD

320 x 50, jpeg, animated GIF, HTML5

MREC

300 x 250, jpeg, animated GIF, HTML5. 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 skin's width filler space. How much of this space is viewed will depend on the browser. Try to avoid putting any text in this area, just an image.

SOCIAL MEDIA & CONTENT

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



ADVERTISING CONTACTS

INTEGRATION DIRECTOR

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MiNDFOOD
Thank you

