

MiNDFOOD

#SMARTTHINKING

MEDIA KIT 2022



WELCOME

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

Smart Thinking is at the core of MiNDFOOD, attracting a highly engaged consumer, with a high disposable income and varied interests.

MiNDFOOD’s eight editorial pillars of Health, Community, Culture, Beauty, Home, Travel, Food, and Drink, as well as puzzles and competitions engage the reader and introduce a world of smart thinking content across print, digital and social media.

The integrated approach to content and advertising provides clients with targeted and tailored campaigns for specific brands, products and reach.

MICHAEL McHUGH
EDITOR-IN-CHIEF



THE WORLD OF MiNDFOOD

MiNDFOOD is a premium media brand with Smart Thinking at its core.

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.

MiNDFOOD content is curated into different sections: Community, Health, Culture, Beauty, Home, Travel, Food, and Drink, as well as Puzzles and Competitions.



THE MAGAZINE

MiNDFOOD is ranged nationally across all supermarkets, newsagents and airport stores. Almost 20% of circulation is subscription-based. The cover is printed on premium 350gsm gloss stock and the copy pages are split, with features and recipes printed on thick 104gsm paper, while the puzzle and colouring-in section is printed on matte offset stock. Putting the reader at the centre of these decisions makes for an engaging experience. There is also a perforated bookmark in each issue for readers to pull out and use. 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.

MAGAZINE FREQUENCY

11 issues per year

READERSHIP

225,000

CIRCULATION

34,145

CORE DEMOGRAPHIC

25-59

77% Female 23% Male

KEY DEMOGRAPHICS

Metropolitan – 67%

Household Income – 10% higher than the national average

Senior government, business executives or business owners – 21% of readership

Primary MiNDFOOD readers spend an average of 119 minutes reading MiNDFOOD each month



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.

Daily Recipe newsletters are sent out every morning, inspiring readers with seasonal recipes and ideas. Four weekly EDMs are also sent out; a Weekly Menu Planner (Monday), Health Update (Wednesday), STYLE Inspiration (Thursday) and News Update (Friday).

Integrated content is promoted across the MiNDFOOD social network, including Facebook, Instagram and EDMs.

Digital display advertising is also a measurable and targeted approach to reach the MiNDFOOD audience. Utilising homepage takeovers, including skins, leaderboards and MREC ad units, for high impact campaigns. Run of site campaigns further extend the reach of digital displays.

PAGE VIEWS PER MONTH

729,562

Up 90% year on year

UNIQUE USERS EACH MONTH

242,213

AVERAGE TIME ON PAGE

3:01 mins



FACEBOOK

278k



INSTAGRAM

30.5k



PINTEREST

13.8k



INTEGRATED CONTENT

THE MiNDFOOD CREATIVE TEAM CAN PRODUCE EDITORIAL CONTENT, CAMPAIGN IMAGERY, PACKAGING, RECIPE DEVELOPMENT & 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, makeup 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 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 a brief, and amplified across MiNDFOOD social networks.



EDITORIAL THEMES/TOPICS

MARCH 2022

FUTURE
BEAUTY



APRIL 2022

CRUISE +
BIRTHDAY ISSUE



MAY 2022

INNOVATION
ISSUE



JUNE 2022

THE AUSTRALIA
+ SUSTAINABILITY ISSUE



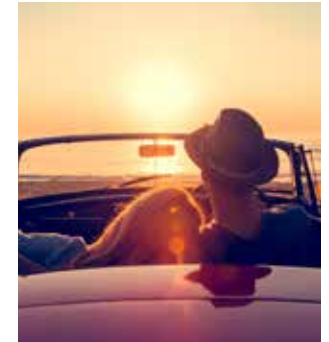
JULY 2022

FOOD, DRINK
& TRAVEL SPECIAL



AUGUST 2022

RESHAPE
YOUR FUTURE



SEPTEMBER 2022

THE COLOUR
ISSUE



OCTOBER 2022

CRUISE +
EDUCATION SPECIAL



NOVEMBER 2022

BEAUTY + ADVENTURE
TRAVEL ISSUE



DECEMBER 2022

CHRISTMAS
ISSUE



JAN/FEB 2023

FUTURE
TRENDS



ADVERTISING RATES & DEADLINES

DEADLINES & ON-SALE DATES

DEADLINES	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN/FEB 2023
ADVERTISING MATERIAL	14-Jan	11-Feb	11-Mar	8-Apr	13-May	10-Jun	8-Jul	12-Aug	9-Sep	14-Oct	25-Nov
ADVERTISING BOOKING	12-Jan	9-Feb	9-Mar	6-Apr	11-May	8-Jun	6-Jul	10-Aug	7-Sep	12-Oct	23-Nov
ADVERTORIAL BOOKING	31-Dec	28-Jan	25-Feb	25-Mar	29-Apr	27-May	24-Jun	29-Jul	26-Aug	30-Sep	11-Nov
CANCELLATION	17-Dec	14-Jan	11-Feb	11-Mar	15-Apr	13-May	10-Jun	15-Jul	12-Aug	16-Sep	28-Oct
ON-SALE DATE	10-Feb	10-Mar	7-Apr	5-May	9-Jun	7-Jul	4-Aug	8-Sep	6-Oct	10-Nov	19-Dec

PRINT RATES (exclusive of agency commission)

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 AUD.
Co-created content and advertorials will be quoted separately.

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 above.

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

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

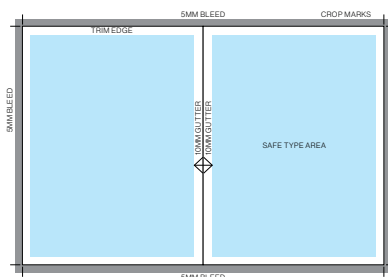
Trim: 225mm x 148mm
Safe Type: 215mm x 138mm
With Bleed: 235mm x 158mm

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

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MiNDFOOD
Thank you

