

MINDFOOD

Celebrating

15 YEARS

**of Smart
Thinking**

MEDIA KIT 2023

WELCOME

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

Smart thinking has always been at the core of MiNDFOOD, reaching readers throughout Australia with relationships based on trust. Our team are exceptional storytellers, inspiring loyal readers which in turn maximises results for our advertising partners.

This year we celebrate 15 years of innovation as Australia’s industry-leading woman’s media brand.

We have an exciting year planned across all our editorial pillars and content platforms. We will continue to inspire and provoke thought within Health, Community, Culture, Beauty, Home, Travel, Food and Drink. As well as challenging our readers with daily and monthly puzzles and our annual Short Story and Poetry Competitions.

MICHAEL McHUGH
EDITOR-IN-CHIEF



THE WORLD OF MiNDFOOD

*MiNDFOOD reaches Australians in every corner
of the country.*

MiNDFOOD magazine is created monthly and printed on premium paper stock. Innovative executions are created throughout the magazine, including a monthly bookmark and puzzle and colouring-in pages printed on matte stock.

MiNDFOOD maximises the reader's engagement with the reader's experience always top of mind when curating each issue. Primary MiNDFOOD readers spend 95.7 minutes reading each magazine.

MiNDFOOD MAGAZINE FREQUENCY

11 issues per year

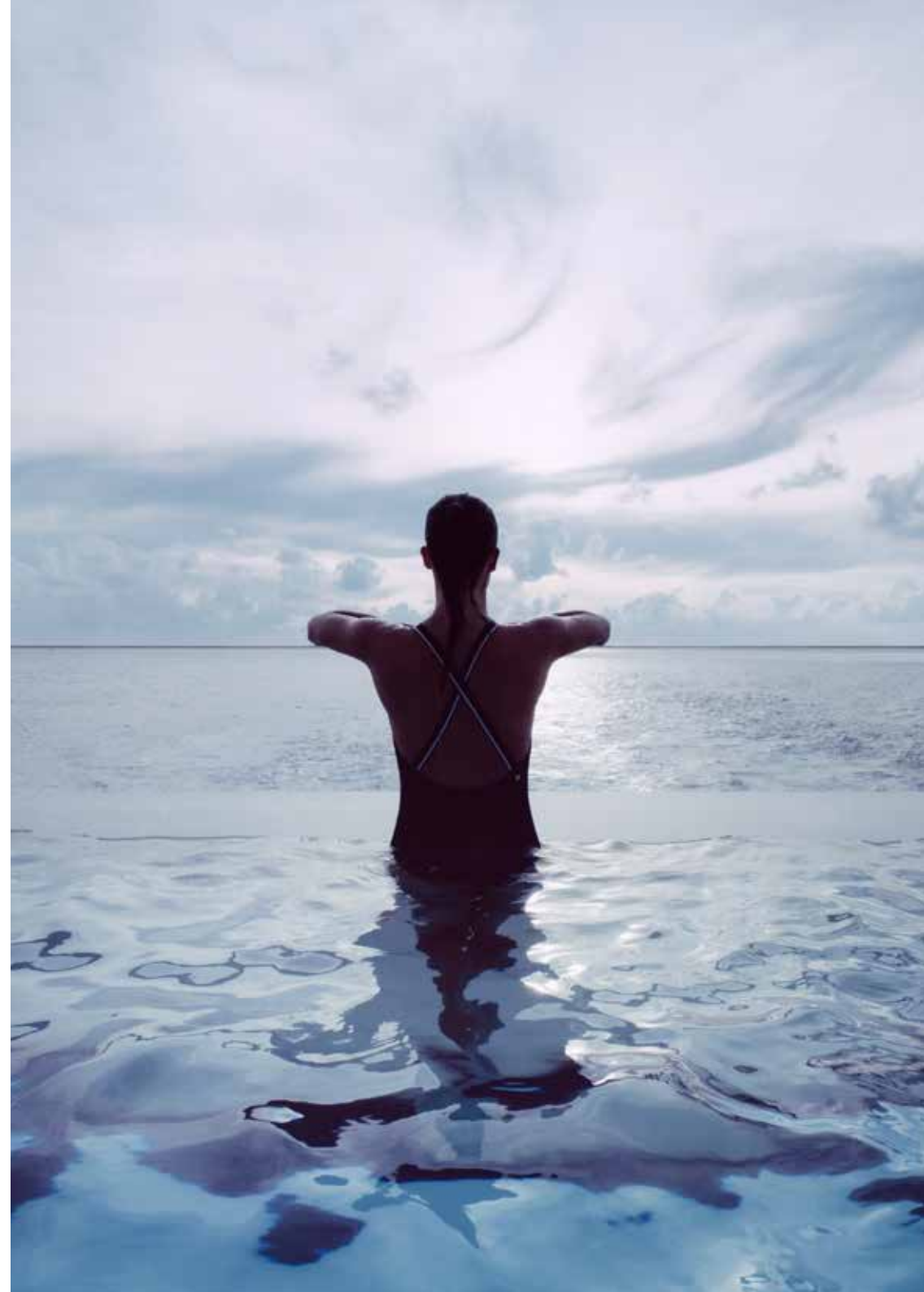
MiNDFOOD MAGAZINE READERSHIP

225,000

MiNDFOOD MAGAZINE READERS

Average age: 49 years old
73% Female, 27% Male

MiNDFOOD reader's average
personal income is 9% higher than
the national average



MiNDFOOD.COM

Following a redesign in 2022, MiNDFOOD.com continues to grow and deliver smart thinking content with editorial expertise that inspires loyal readers.

Content is shared daily across social media, including Facebook and Instagram, engaging readers with trusted content. Speciality solutions across all digital channels help maximise results for our clients.

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 Guide (Thursday) and News Update (Friday).

Targeted digital display advertising engages MiNDFOOD readers through custom solutions, such as homepage takeovers for high impact campaigns.



FACEBOOK



272k

INSTAGRAM



30.5k

PINTEREST



16.2k

DAILY RECIPE EDM DATABASE

27,499

STYLE EDM DATABASE

20,744

WEEKLY EDM DATABASE

32,379
(Menu Planner, Health & News Updates)

MiNDFOOD.COM AUDIENCE



74%
Female



26%
Male

PAGE VIEWS EACH MONTH



1,356,742
Up 181% year on year

UNIQUE USERS EACH MONTH



1,228,287
Up 202% per month

AVERAGE TIME ON PAGE



3:44
mins

PARTNER WITH US

In celebration of 15 years of MiNDFOOD, we have an exciting year of storytelling planned.

MiNDFOOD custom advertising solutions deliver clients the innovation, content and engagement needed to grow their business.

The MiNDFOOD team are communication specialists with editorial expertise to engage loyal customers through custom content creation, recipe development and integrated events.

For more information, contact your Account Director today.

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ADVERTISING COORDINATOR

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ADVERTISING RATES & DEADLINES

DEADLINES & ON-SALE DATES

DEADLINES	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG/SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN/FEB 2024
ADVERTISING MATERIAL	13-Jan	17-Feb	24-Mar	21-Apr	26-May	30-Jun	11-Aug	8-Sep	13-Oct	24-Nov
ADVERTISING BOOKING	11-Jan	15-Feb	22-Mar	19-Apr	24-May	28-Jun	9-Aug	6-Sep	11-Oct	22-Nov
ADVERTORIAL BOOKING	30-Dec	3-Feb	10-Mar	7-Apr	12-May	16-Jun	28-Jul	25-Aug	29-Sep	10-Nov
CANCELLATION	16-Dec	20-Jan	24-Feb	24-Mar	28-Apr	2-Jun	14-Jul	11-Aug	15-Sep	27-Oct
ON-SALE DATE	9-Feb	16-Mar	20-Apr	18-May	22-Jun	27-Jul	7-Sep	5-Oct	9-Nov	18-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

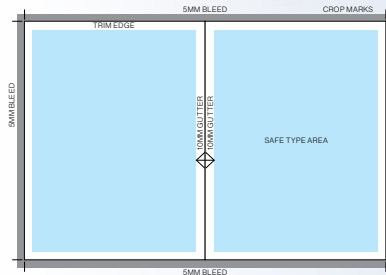
Trim: 225mm x 148mm
Safe Type: 215mm x 138mm
With Bleed: 235mm x 158mm

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 150kb

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.



MiNDFOOD
Thank you

