

MiNDFOOD

#SMARTTHINKING

AUSTRALIA & NEW ZEALAND
MEDIA KIT 2024

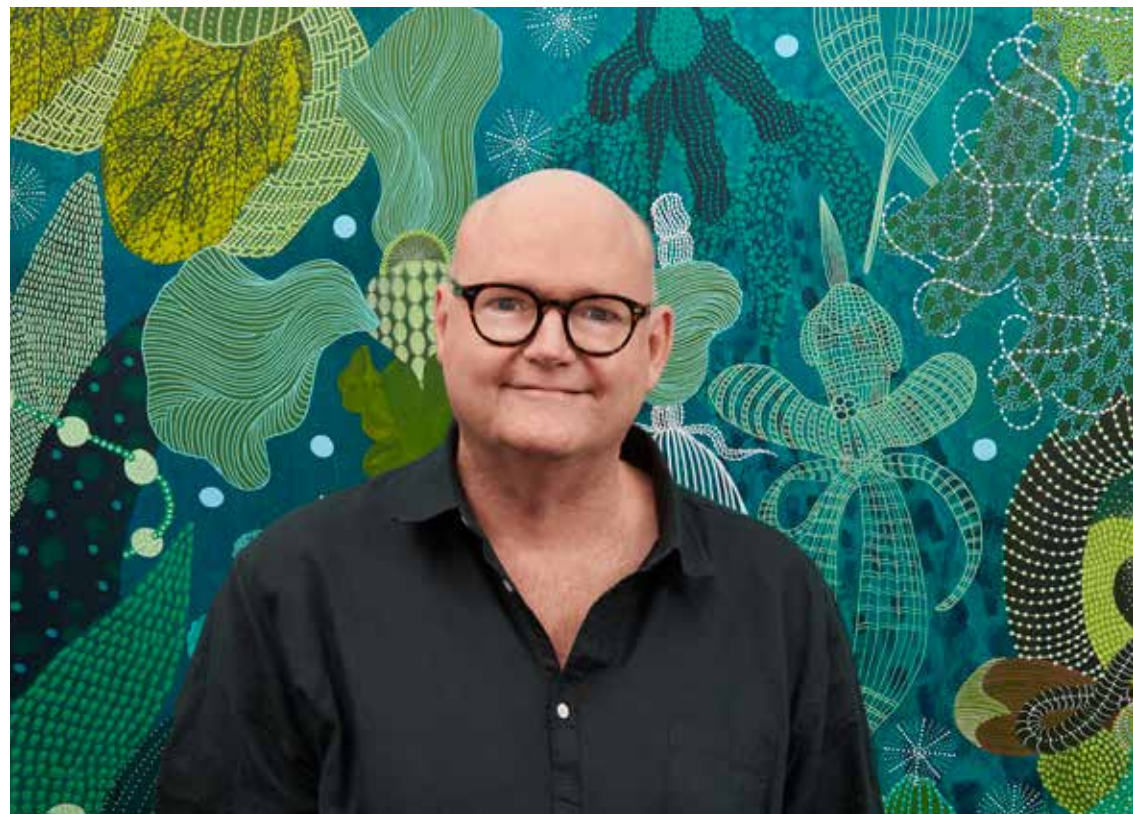
WELCOME

MiNDFOOD has consistently been a beacon of intelligent content for readers in Australia and New Zealand. Our talented team of storytellers has fostered a dedicated readership, ensuring optimal results for our advertising partners.

In our 16th year of publishing, we're thrilled to introduce innovative developments. We will transform our travel section into 'Postcard', which now features a new souvenir postcard for each reader. Our new food section, INSEASON has something for everyone, with delicious recipes and seasonal food stories.

As we look ahead to 2024, we have an exciting line-up across all our editorial pillars and content platforms. We remain committed to inspiring storytelling across the themes of Health, Community, Culture, Beauty and Design, Travel, Food, and Drink. We will continue to engage our community of readers with daily and monthly puzzles, along with our annual Short Story and Poetry Competitions and the return of the MiNDFOOD Book Club.

MICHAEL McHUGH
EDITOR-IN-CHIEF



THE WORLD OF MiNDFOOD

*MiNDFOOD reaches readers in every corner
of Australia and New Zealand.*

MiNDFOOD magazine is published 10 times a year and is printed on premium paper stock. Creative executions are featured throughout the magazine, including a tear-out bookmark, postcard, and puzzle & colouring-in pages printed on matte stock.

MiNDFOOD maximises reader engagement through curated experiences, resulting in a primary MiNDFOOD reader spending on average 120.7 minutes reading each copy of MiNDFOOD: an increase from 95.7 mins in 2022*.

Extending the MiNDFOOD experience into the digital space, MiNDFOOD.com delivers audiences with an integrated content experience across platforms. Extending content into eNewsletters and social media further widens the reach of MiNDFOOD.



MiNDFOOD AUDIENCE

193K

NEW ZEALAND
AUDITED READERSHIP*

40K

AUSTRALIAN
PRINT RUN PER MONTH

70% 30%

Female Male

MAGAZINE
READERS

49

AVERAGE AGE OF
A MiNDFOOD
READER

67% 33%

Female Male

WEBSITE
READERS

1,356,742

MiNDFOOD.COM MONTHLY
IMPRESSIONS

3:32MIN

AVERAGE TIME
ON PAGE



READER INSIGHTS

2/3

**MiNDFOOD READERS
WOULD CONSIDER
GOING ON A CRUISE~**

**DESTINATIONS THEY'D MOST
LIKE TO TRAVEL INCLUDE:**

36%

Pacific
Islands

33%

Mediterranean/
Greek Islands

32%

Australia

4-in-5

MiNDFOOD readers are likely to
choose a type of holiday where they
have the chance to rest, relax and
recharge the batteries~

55%

MiNDFOOD readers
agree that they buy
more fresh food than
they used to (29%
more than average)

41%

Intend to undertake
home renovations in
the next 12 months,
spending on average
\$23,000 (\$5,000 more
than average)

49%

Exercise regularly
to keep fit

TOP FOUR GOOGLE AFFINITY CATEGORIES

Entertainment
News Enthusiasts

Cooking
Enthusiasts

Travel
Bufs

Art &
Theatre
Aficionados



DIGITAL WORLD OF MiNDFOOD

MiNDFOOD shares content daily across various social media platforms, including Facebook and Instagram, providing our readers with reliable and engaging material. To deliver outstanding results for our clients, we offer specialised solutions across all digital channels.

Every morning, we send the MiNDFOOD Daily Recipe newsletter, offering readers inspiration with seasonal recipes and creative ideas. Additionally, we distribute four weekly EDMs: a Weekly Menu Planner on Mondays, a Health Update on Wednesdays, a STYLE Guide on Thursdays, and a News Update on Fridays.

Our targeted digital display advertising employs custom solutions, including homepage and TruSkin takeovers for high-impact campaigns, to captivate MiNDFOOD readers and deliver high engagement.



FACEBOOK
f

266k

INSTAGRAM
📷

31k

PINTEREST
p

18.4k

**NEW ZEALAND
EDM DATABASE**

Daily eDMs

17,600

Weekly eDMs

32,800

**AUSTRALIA
EDM DATABASE**

Daily eDMs

7,800

Weekly eDMs

26,600

PARTNER WITH US

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.

INTEGRATION DIRECTOR

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ADVERTISING COORDINATOR

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ADVERTISING RATES & DEADLINES

DEADLINES & ON-SALE DATES

DEADLINES	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG/SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN/FEB 2024
ADVERTISING MATERIAL	12-Jan	16-Feb	22-Mar	26-Apr	31-May	5-Jul	9-Aug	13-Sep	18-Oct	29-Nov
ADVERTISING BOOKING	10-Jan	14-Feb	20-Mar	24-Apr	29-May	3-Jul	7-Aug	11-Sep	16-Oct	27-Nov
ADVERTORIAL BOOKING	29-Dec	2-Feb	8-Mar	12-Apr	17-May	21-Jun	26-Jul	30-Aug	4-Oct	15-Nov
CANCELLATION	15-Dec	19-Jan	23-Feb	29-Mar	3-May	7-Jun	12-Jul	16-Aug	20-Sep	1-Nov
ON-SALE DATE (NZ)	5-Feb	11-Mar	15-Apr	20-May	24-Jun	29-Jul	2-Sep	7-Oct	11-Nov	23-Dec
ON-SALE DATE (AU)	8-Feb	14-Mar	18-Apr	23-May	27-Jun	1-Aug	5-Sep	10-Oct	14-Nov	23-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.
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 AND TRUSKIN	\$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.

MAGAZINE 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

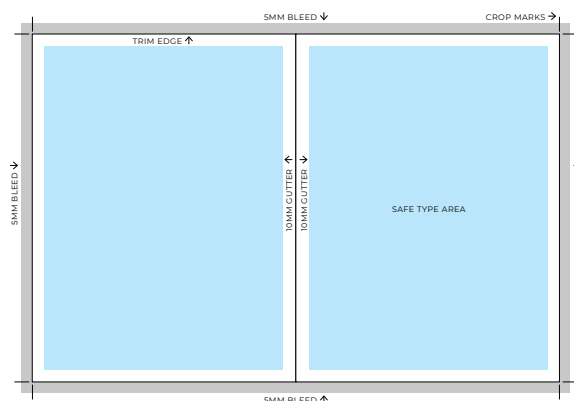
Trim: 75mm x 297mm
Safe Type: 65mm x 287mm
With Bleed: 85mm x 307mm

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 SPECIFICATIONS

LEADERBOARD

Size: 728 x 90px

Format: jpeg, animated GIF, HTML5

Max file size: 150kb

MOBILE LEADERBOARD

Size: 320 x 50px

Format: jpeg, animated GIF, HTML5

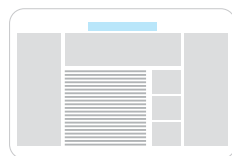
Max file size: 150kb

MREC

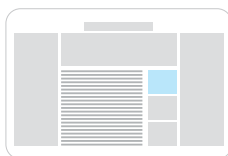
Size: 300 x 250px

Format: jpeg, animated GIF, HTML5

Max file size: 150kb



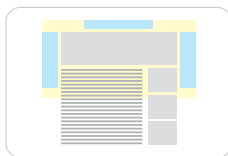
LEADERBOARD



MREC



SKINS



TRUSKIN DESKTOP

SKINS (desktop only)

Size: Supply two separate files, each one to be 460 x 1200px

Format: jpeg, animated GIF

Max file size: 80-100 kb

SKIN SAFE SPACE

140px in from the edge of the 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.

TRUSKIN DESKTOP

Four separate files

Background/safe zone canvas

Size: 1592 x 830px

Format: png, jpg, gif

Max file size: 150kb

Left & right skin banners

Size: Supply two separate files, each one to be 160 x 600px

Format: jpeg, jpg, gif, html5

Max file size: 100kb

Masthead banner

Size: 750 x 110px

Format: jpeg, jpg, gif, html5

Max file size: 100kb



A top-down view of an open box of Mindfood bars. The box is dark brown and contains several rectangular bars. The bars are made of a light-colored, porous material, possibly rice or almond-based, coated in a thick, dark brown caramel sauce. The caramel is studded with chopped nuts, likely almonds or walnuts. The bars are arranged in a slightly overlapping manner, with some bars standing upright and others lying flat. The background is a warm, golden-brown color, possibly a wooden surface or a backdrop.

MiNDFOOD
Thank you