



AUSTRALIA & NEW ZEALAND

MINDFOOD

MEDIA KIT 2026



WELCOME

MiNDFOOD has created a powerful community of smart thinking readers across Australia and New Zealand. Powered by a highly skilled team of storytellers, we've built a loyal, deeply engaged audience that consistently delivers premium results for our advertising partners.

MiNDFOOD magazine and MiNDFOOD.com are definitive destinations for intelligent, thought-provoking content across the themes of Health, Community, Culture, Beauty and Design, Travel, Food, and Drink.

In 2026 MiNDFOOD continues to strengthen our connection with our readers through daily social posts and newsletters, as well as our flagship annual Short Story and Poetry Competitions, ensuring MiNDFOOD remains a powerful, immersive environment for brands and audiences alike.

MICHAEL McHUGH
EDITOR-IN-CHIEF



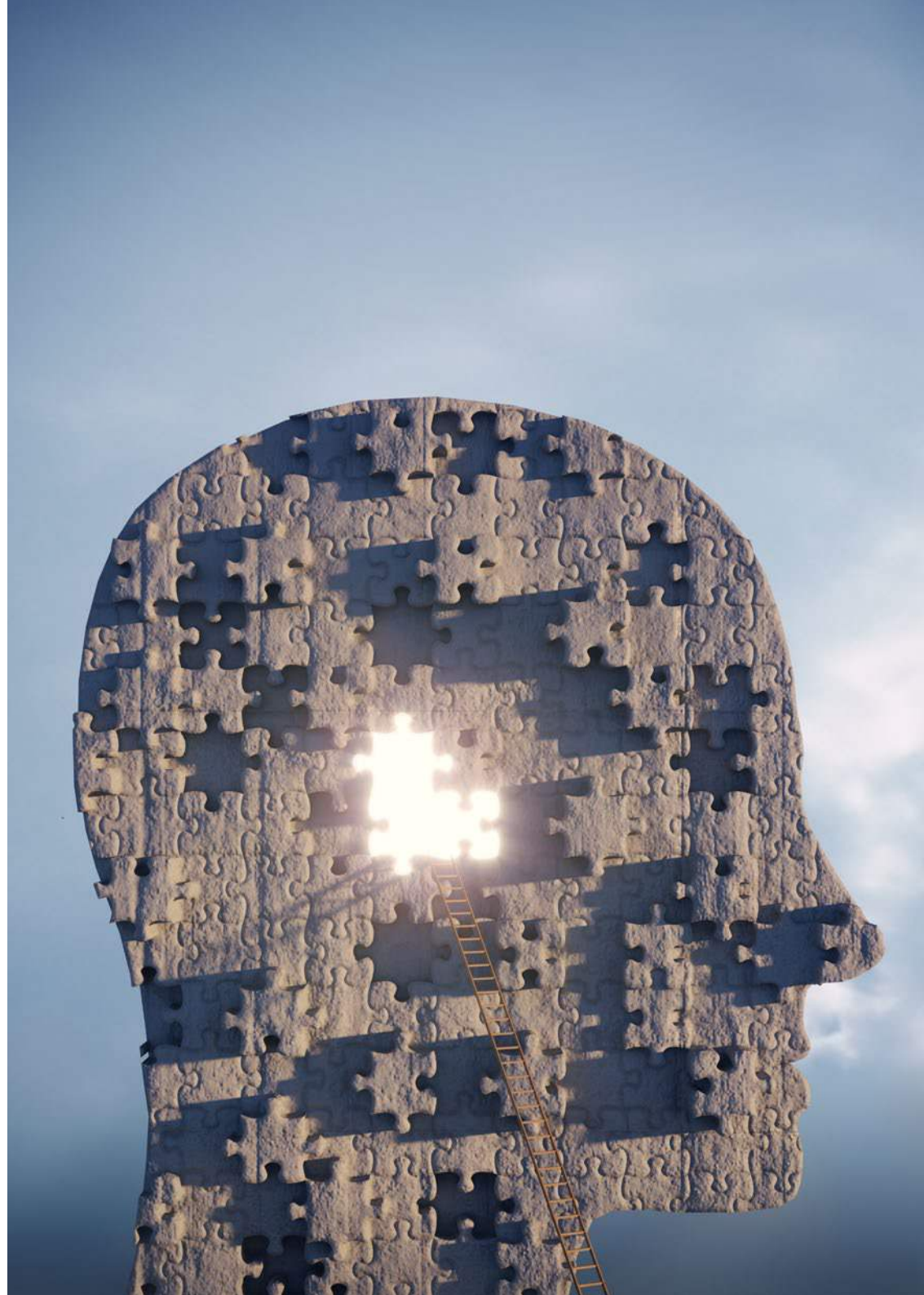
SMART THINKING

MiNDFOOD magazine is published 10 times a year and printed on premium paper stock, creating a tactile, collectable product that readers keep and return to. High-impact creative executions run throughout the magazine – from tear-out bookmarks to puzzles and colouring-in pages printed on matte stock – turning every issue into a highly engaging experience, not just a quick read.

Curated, considered content means MiNDFOOD readers linger longer: the primary reader now spends an average of 93.7 minutes with each issue*. This depth of engagement reflects the strong trust readers place in the MiNDFOOD brand – trust that can be powerfully leveraged by partners seeking a credible, brand-safe environment that genuinely influences decisions and behaviours.

Extending seamlessly into the digital space, MiNDFOOD.com delivers an integrated content experience across web, eNewsletters and social media, amplifying reach while maintaining the same trusted editorial lens. For advertisers, this creates a cohesive, multi-platform ecosystem where campaigns can run with confidence, tapping into a highly engaged community that actively seeks out MiNDFOOD for inspiration, information and ideas.

* Source: Nielsen Media CMI June 2025



MiNDFOOD AUDIENCE

235K*

NEW ZEALAND
AUDITED READERSHIP*

40K

AUSTRALIAN
PRINT RUN PER MONTH

68% 32%

Female Male

MAGAZINE
READERS

46

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 VISIT INCLUDE:

36%

Pacific Islands

33%

Mediterranean/Greek Islands

31%

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 Buffs

Art & Theatre Aficionados



SUPERCHARGED DIGITAL COMMUNITY

MiNDFOOD sparks conversations every day across the dedicated website, social media platforms and eNewsletters, serving our audience with reliable, smart thinking content. For partners, we turn this daily connection into performance, offering tailored, high-impact solutions across all digital channels.

Every morning, the MiNDFOOD Daily Recipe newsletter lands in inboxes with seasonal dishes and fresh ideas, driving ritualised engagement with the brand. This is complemented by four weekly EDMs that deepen our connection with readers and create powerful opportunities for partners: a Weekly Menu Planner on Sundays, a Health Update on Wednesdays, a STYLE Guide on Thursdays and a News Update on Fridays.

Our targeted digital display offering uses custom-built solutions – including homepage and TruSkin takeovers for maximum impact – to command attention, captivate MiNDFOOD readers and deliver exceptional engagement for brands.



FACEBOOK



258k

INSTAGRAM



31k

PINTEREST



20k

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's custom advertising solutions give clients more than space – they deliver ideas, influence and measurable engagement that drive real business growth.

Backed by a team of communication specialists and seasoned editors, MiNDFOOD creates powerful, brand-aligned storytelling through bespoke content, recipe development and fully integrated events that connect deeply with our loyal audience.

To unlock a tailored MiNDFOOD solution for your brand, contact your Account Director today.

INTEGRATION DIRECTOR

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ACCOUNT DIRECTOR

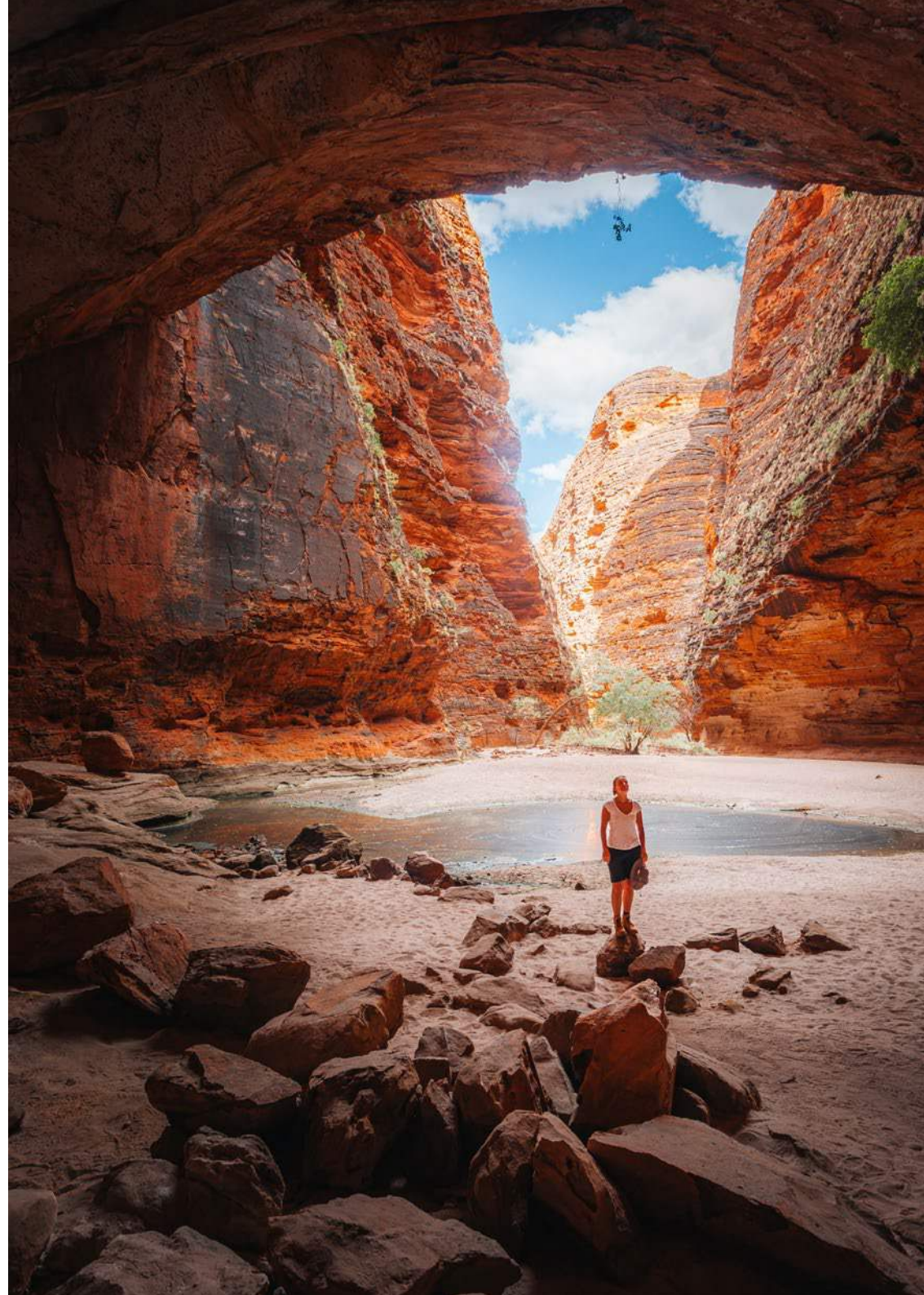
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ADVERTISING COORDINATOR

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ADVERTISING RATES & DEADLINES

DEADLINES & ON-SALE DATES

DEADLINES	JAN/FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026	JUL 2026	AUG/SEP 2026	OCT 2026	NOV 2026	DEC 2026	JAN/FEB 2027
ADVERTISING MATERIAL	28-Nov	9-Jan	13-Feb	20-Mar	24-Apr	29-May	3-Jul	14-Aug	18-Sep	16-Oct	27-Nov
ADVERTISING BOOKING	26-Nov	7-Jan	11-Feb	18-Mar	22-Apr	27-May	1-Jul	12-Aug	16-Sep	14-Oct	25-Nov
ADVERTORIAL BOOKING	14-Nov	26-Dec	30-Jan	6-Mar	10-Apr	15-May	19-Jun	31-Jul	4-Sep	2-Oct	13-Nov
CANCELLATION	31-Oct	12-Dec	16-Jan	20-Feb	27-Mar	1-May	5-Jun	17-Jul	21-Aug	18-Sep	30-Oct
ON-SALE DATE (NZ)	22-Dec	2-Feb	9-Mar	13-Apr	18-May	22-Jun	27-Jul	7-Sep	12-Oct	9-Nov	21-Dec
ON-SALE DATE (AU)	22-Dec	2-Feb	9-Mar	13-Apr	18-May	22-Jun	27-Jul	7-Sep	12-Oct	9-Nov	21-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

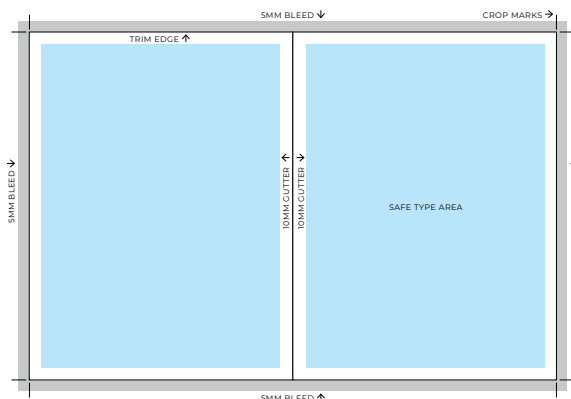
Trim: 75mm x 297mm
Safe Type: 65mm x 287mm
With Bleed: 85mm x 307mm

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

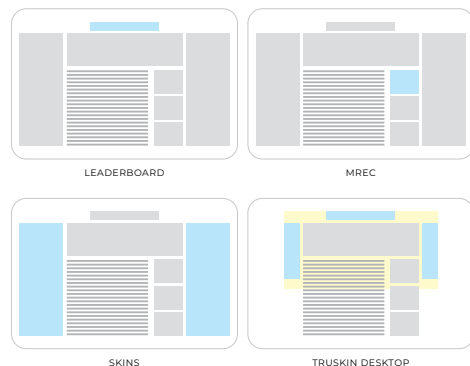
Size: 728 x 90px
Format: jpeg, animated GIF, HTML5
Max file size: 150kb

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



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: jpg, jpeg, gif, html5
Max file size: 100kb

Masthead banner
Size: 750 x 110px
Format: jpg, jpeg, gif, html5
Max file size: 100kb



MINDFOOD
Thank you

