

Cuisine

FOR THE LOVE OF NZ FOOD

No other food media platform understands New Zealand food and the people who grow it, cook it and produce it like *Cuisine*. We're in our 34th year, that's more than three decades as New Zealand's most respected authority on food and drink. Our recipes are trusted by an audience of over 235,000 because they are delicious and they always work. There is no doubt that New Zealand's food and drink culture is flourishing. *Cuisine* leads this passionate conversation and takes responsibility for building a global awareness of three crucial NZ ingredients – passionate people, beautiful food and drink and creative innovation. Our people, our stories, our food.



Kelli Brett, Editor



DIRECTORY 2021/22

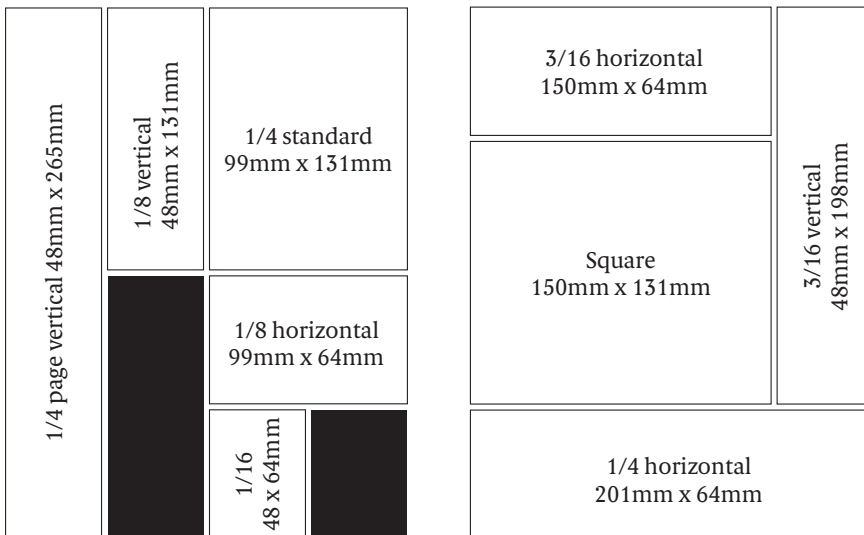
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DIRECTORY

ISSUE #	ISSUE DATE	ON-SALE DATE	BOOKING DEADLINE	DEADLINE FOR CHANGES & NEW AD DESIGN	FINAL PROOF & FINISHED FILE DEADLINE
#203	Jan 21	21 Dec 20	16 Nov 20	17 Nov 20	20 Nov 20
#204	Mar 21	15 Feb 21	11 Jan 21	12 Jan 21	15 Mar 21
#205	May 21	12 Apr 21	8 Mar 21	9 Mar 21	12 Mar 21
#206	Jul 21	21 Jun 21	17 May 21	18 May 21	21 May 21
#207	Sep 21	16 Aug 21	12 Jul 21	13 Jul 21	16 Jul 21
#208	Nov 21	18 Oct 21	13 Sep 21	14 Sep 21	17 Sep 21
#209	Jan 21	20 Dec 21	15 Nov 21	16 Nov 21	19 Nov 21

DIRECTORY AD SIZES & PRICE



DIRECTORY	SIZE (W x H)	COST	X3	X6
Square	150mm x 131mm	\$2,520	\$2,394	\$2,268
1/4 Standard	99mm x 131mm	\$1,680	\$1,596	\$1,512
1/4 Horizontal	201mm x 64mm	\$1,680	\$1,596	\$1,512
1/4 Vertical	48mm x 265mm	\$1,680	\$1,596	\$1,512
3/16 Horizontal	150mm x 64mm	\$1,250	\$1,187	\$1,125
3/16 Vertical	48mm x 198mm	\$1,250	\$1,187	\$1,125
1/8 Horizontal	99mm x 64mm	\$836	\$795	\$752
1/8 Vertical	48mm x 131mm	\$836	\$795	\$752
1/16	48mm x 64mm	\$420	\$399	\$378

READY-MADE DIGITAL FILES

- To be supplied as high resolution PDF (no less than 300dpi).
- No bleed needed – please create to fit the selected ad size.
- All fonts need to be embedded. Files created in Freehand or Adobe Illustrator must have any type converted to paths/outlines to avoid font issues.
- Picture elements within your ad must be CMYK and a minimum resolution of 300dpi. Bitmap line art images should be 1200dpi to ensure sharpness.
- The artistic copyright of all advertisements designed by Slick & Sassy Media Ltd is the property of Slick & Sassy Media Ltd and reproduction in other publications without permission from Slick & Sassy Media Ltd is not permitted.

ADS FOR CUISINE TO DESIGN

- Please ensure all supplied digital files (photographs/scans/logos) are saved as high resolution (300dpi) at 100% size.
- High quality jpeg images are accepted. Rule of thumb: if in doubt about the quality of the image, supply the biggest file you have got.
- Website images are generally too small for print and turn out blurry, we prefer not to use these.
- If possible, logos should be supplied as vector graphics (files with the ending “.ai” or “.eps”) with all type converted to paths/outlines.
- We accept photographs for scanning. Please ensure they are in focus and of good quality.
- Please remember to supply a detailed design brief including any layout, font and colour preferences you may have.

Rates are effective April 2020. Cancellation after the booking deadline will result in a cancellation fee of 100% the booking cost. Please note: for ad make up there will be production charges – prices on request

To advertise email directorysales@cuisine.co.nz
or call Vanessa on 021 500 443

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