

Cuisine

FROM NEW ZEALAND TO THE WORLD

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 237,000 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

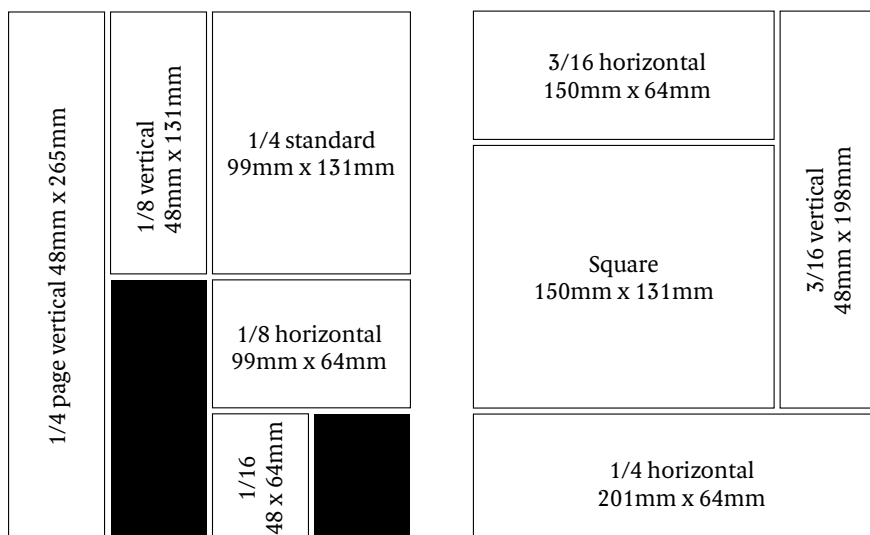
Cuisine

FOR THE LOVE OF NZ FOOD

DIRECTORY

ISSUE #	ISSUE DATE	ON-SALE DATE	BOOKING DEADLINE	DEADLINE FOR CHANGES & NEW AD DESIGN	FINAL PROOF & FINISHED FILE DEADLINE
#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 22	20 Dec 21	15 Nov 21	16 Nov 21	19 Nov 21
#210	Mar 22	14 Feb 22	10 Jan 22	11 Jan 22	14 Jan 22
#211	May 22	11 Apr 22	7 Mar 22	8 Mar 22	11 Mar 22
#212	Jul 22	20 Jun 22	16 May 22	17 May 22	20 May 22

DIRECTORY AD SIZES & PRICE



DIRECTORY	SIZE (W x H)	COST
Square	150mm x 131mm	\$2,520
1/4 Standard	99mm x 131mm	\$1,680
1/4 Horizontal	201mm x 64mm	\$1,680
1/4 Vertical	48mm x 265mm	\$1,680
3/16 Horizontal	150mm x 64mm	\$1,250
3/16 Vertical	48mm x 198mm	\$1,250
1/8 Horizontal	99mm x 64mm	\$836
1/8 Vertical	48mm x 131mm	\$836
1/16	48mm x 64mm	\$420

Multi Issue Package rates available, please enquire with your Account Manager

Rates are effective October 2021. 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

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 (images/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 do not accept these.
- If possible, logos should be supplied as vector graphics (files with the ending “.ai” or “.eps”) with all type converted to paths/outlines.
- Please remember to supply a detailed design brief including any layout, font and colour preferences you may have.
- Ads designed by Cuisine incur a cost of \$100 plus GST per hour and are limited to two changes

To advertise email kim@cuisine.co.nz
or call Kim on 021 415 162

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