

Cuisine

FROM NEW ZEALAND TO THE WORLD



MEDIA KIT 2022 / 2023

Cuisine

FROM NEW ZEALAND TO THE WORLD

Slick & Sassy Media Ltd became the proud owners of New Zealand's most respected and trusted food brand in December 2017. Owners Kelli Brett (Editor) and Vanessa Stranan (Commercial Director) are thrilled to be the custodians of such an iconic New Zealand brand and are excited at what lies ahead. In a fast-changing and ever-evolving media landscape the *Cuisine* brand remains extremely relevant to a premium audience across our digital and print products.

Cuisine recipes are trusted by an audience of over 245,000* because they are delicious and they work. *Cuisine* 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.

KEY DEMOGRAPHICS



READERSHIP

245,000* (highest read premium NZ food title)

FREQUENCY

Bi-monthly

READER

41% Male
59% Female

50 Average age
1 Hour Average time spent reading *Cuisine*



MAIN HOUSEHOLD SHOPPER

63% (15+)

CONSUMER INSIGHTS

54% home owners
64% live in NZ Metro areas
62% cooked a meal from *Cuisine*
90% own a motor vehicle
66% main Income earner
68% try to buy NZ Made Products
58% enjoy holidaying
26% are in the Top 3 Occupations



AVERAGE ANNUAL HOUSEHOLD INCOME

is **8%** higher and average personal income is **14%** higher the the National Average

Cuisine

FROM NEW ZEALAND TO THE WORLD



ADVERTISING DATES

ISSUE #	ISSUE DATE	ON-SALE DATE	CANCELLATION DATE	AD BOOKING DEADLINE	AD MATERIAL DUE	INSERTS TO WEBSTAR
#212	Jul 22	20 Jun 22	2 May 22	9 May 22	23 May 22	31 May 22
#213	Sep 22	15 Aug 22	27 Jun 22	4 Jul 22	18 Jul 22	26 Jul 22
#214	Nov 22	17 Oct 22	29 Aug 22	5 Sep 22	19 Sep 22	27 Sep 22
#215	Jan 23	19 Dec 22	21 Oct 22	31 Oct 22	14 Nov 22	1 Dec 22
#216	Mar 23	13 Feb 23	22 Dec 22	22 Dec 22	16 Jan 23	26 Jan 23
#217	May 23	17 Apr 23	1 Mar 23	6 Mar 23	20 Mar 23	30 Mar 23
#218	July 23	19 Jun 23	1 May 23	8 May 23	22 May 23	1 Jun 23
#219	Sept 23	14 Aug 23	26 Jun 23	3 Jul 23	17 Jul 23	27 Jul 23
#220	Nov 23	16 Oct 23	28 Aug 23	4 Sep 23	18 Sep 23	28 Sep 23

Deadlines subject to change

ADVERTISING RATES

SIZE	CASUAL
DOUBLE PAGE SPREAD (DPS)	\$13,040
FULL PAGE	\$7,850
HALF PAGE	\$4,590
THIRD PAGE	\$3,360
INSIDE FRONT COVER (DPS)	\$15,000
OUTSIDE BACK COVER	\$9,030
INSIDE BACK COVER	\$8,650
GUARANTEED PLACEMENT	+15%

All costs exclude gst and are in \$NZ.
Sponsored content production charges quoted on request

INSERTS, GATEFOLD & SAMPLING

Magazines can be inserted with client catalogues, brochures, samples, custom printed inserts and gatefolds. This is a cost effective solution for advertisers to get further information about their brand/product into the hands of our highly engaged audiences.

- We can provide media insertion cost quotes to target our full print run, subscribers only or by region.
- Inserts can be bound or loose.
- Specific quantities change by issue, depending upon events, subscription drives and retail promotions.
- A quote will be provided based on insert type, page count, weight and quantity.
- Inserts delivery address: Webstar, 114 Swanson Road, Henderson.

For specific insert specifications please contact:
Vanessa Stranan vanessa@cuisine.co.nz or 021 500 443

Cuisine

FROM NEW ZEALAND TO THE WORLD

TECHNICAL SPECIFICATIONS – PRINT

AD UNIT	IMAGE AREA (H x W)	TRIM SIZE (H x W)	BLEED SIZE (H x W)
DPS (Supply as 2 single page PDFs)	270mm x 410mm	300mm x 440mm	310mm x 450mm
Special care must be taken where any image runs across the centre of the spine. Only headings and baselines of extra large type can run across the gutter and must be arranged to clear the spine by a minimum of 5mm on each side of the spine. Please see below for information on crossover.			
FULL PAGE	270mm x 190mm	300mm x 220mm	310mm x 230mm
HALF PAGE VERTICAL	270mm x 76mm	300mm x 106mm	310mm x 116mm
HALF PAGE HORIZONTAL	120mm x 190mm	150mm x 220mm	160mm x 230mm
ONE THIRD VERTICAL	270mm x 47mm	300mm x 77mm	310mm x 87mm
ONE THIRD HORIZONTAL	70mm x 190mm	100mm x 220mm	110mm x 230mm

- All type and important images must be within the image area, ensure the gutter is free from type. If type is fine or small allow 15mm each side of gutter (30mm total). Special care must be taken where any image runs through the spine. DPS crossover (allowance for gutter): within first six pages of magazine allow 6mm crossover per page (12mm total), and for run of magazine ads allow 4mm crossover per page (8mm total). Only headings and baselines of extra large type can run across gutter and must be arranged to clear the spine by a maximum of 4mm-6mm on each side. Due to the variable nature of the binding process, we can accept no responsibility for any lack of alignment of type or images that cross the gutter.
- Technical Specifications subject to change.

PRINT PROCESS

Web offset

BINDING METHOD

Perfect bound

MATERIAL DELIVERY

Please supply high res pdf file to: [Quickcut \(Pagestore\) or adsend.org.nz](mailto:Quickcut (Pagestore) or adsend.org.nz)

or lee-anne@cuisine.co.nz

EMAIL NEWSLETTERS

- e-newsletters provide an excellent way of reaching readers on and between magazine on-sale dates.
- Our *Cuisine* e-newsletter delivers food news, trends, recipes, competitions and promotions.

SPONSORED CONTENT	AD SIZE	RATE
File size: 72dpi Static jpg or gif 60 words max, plus URL Link	300 x 250	\$1,750
MREC AD		
File size: Between 148kb and 200kb and image set to 72dpi Static jpg or gif	300 x 250	\$1,000
SOLUS EDM		
Max 4 images – File size 72dpi static jpeg or gif, copy up to 500 words, url links		\$3,000



Cuisine

FROM NEW ZEALAND TO THE WORLD

CUISINE E-NEWSLETTER



SUBSCRIBERS

19,842

FREQUENCY

Monthly

READERSHIP

38.3% - media and publishing industry standard 22.15%

SOCIAL



25,573



10,700



26,600



18 episodes
7,438 downloads

Sponsored post available on social platforms - \$1500 plus GST post
Podcast sponsorship available - pricing on request

CUISINE.CO.NZ



Average monthly
UB's 21,174

Average monthly
PV's 61,375
(as @ 1 April 22)

Advertising Options - per 4 weeks

Section Sponsor - \$3K plus GST

RoS Banner - \$2250 plus GST

Sub Category MRec - \$1500 plus GST

RoS MRec - \$1000 plus GST

Sub Section Skyscraper - \$1800 plus GST

RoS Skyscraper - \$1500 plus GST

Sponsored Content

File size 810 x 630 pixels, high res 72dpi images jpg or gif
includes homepage tile for 4 weeks then moved to
appropriate subsection

\$3500 plus GST

Talk to us about uniquely designed packages across our print and digital platforms including Magazine, Website, Social, EDM & Podcast and let us seed your content where we know it will work best.



Commercial Director - Vanessa Stranan: vanessa@cuisine.co.nz
or call on 021 500 443

Slick & Sassy
Media Limited