

Cuisine

FROM NEW ZEALAND TO THE WORLD



MEDIA KIT 2023 / 2024

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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 than the National Average

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ADVERTISING DATES

ISSUE #	ISSUE DATE	ON-SALE DATE	CANCELLATION DATE	AD BOOKING DEADLINE	AD MATERIAL DUE	INSERTS TO WEBSTAR
#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	30 Oct-23	11 Sep 23	18 Sep 23	25 Sep 23	13 Oct 23
#221	Jan 24	18 Dec 23	30 Oct 23	6 Nov 23	20 Nov 23	30 Nov 23
#222	Mar 24	19 Feb 24	21 Dec 23	21 Dec 23	19 Jan 24	25 Jan 24
#223	May 24	22 Apr 24	7 Mar 24	14 Mar 24	21 Mar 24	28 Mar 24
#224	Jul 24	24 Jun 24	9 May 24	16 May 24	23 May 24	6 Jun 24
#225	Sep 24	2 Sep 24	18 Jul 24	25 Jul 24	1 Aug 24	15 Aug 24
#226	Nov 24	4 Nov 24	18 Sep 24	25 Sep 24	3 Oct 24	17 Oct 24
#227	Jan 25	23 Dec 24	5 Nov 24	12 Nov 24	19 Nov 24	3 Dec 24

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

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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

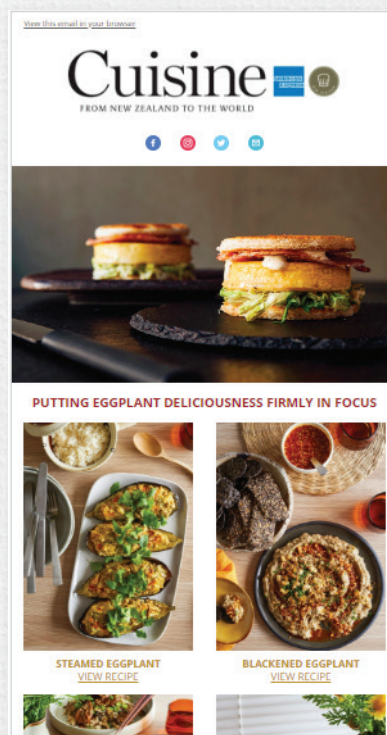
MATERIAL DELIVERY

Please supply high res pdf file to: Quickcut (Pagestore) or adsend.org.nz or vanessa@cuisine.co.nz

MONTHLY 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		
Up to 8 images (1 x banner 500x800, others 300x250) - File size 72dpi high res jpg or gif, up to 1000 words of copy, url links		\$3,000



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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 posts available on social platforms - \$1500+GST per post
Podcast sponsorship available - pricing on request

CUISINE.CO.NZ



Average monthly
UB's 26,369

Average monthly
PV's 49,002
(as @ 1 Mar 23)

Advertising Options - per 4 weeks

RoS MRec - 300x250 pixels jpg or gif

\$1000+GST

Section Half Page vertical - 600x300 pixels jpg or gif

\$1800+GST

RoS Half Page vertical - 600x300 pixels jpg or gif

\$1450+GST

Section Banner - 970x90 pixels jpg or gif

Section Banner for mobile - 320x50 pixels jpg or gif

\$3,000+GST

RoS Banner - 970x90 pixels jpg or gif

RoS Banner for mobile - 320x50 pixels jpg or gif

\$2,250+GST

Sponsored Content

Up to 9 images 320x250 plus banner 970x90 high res 72dpi images jpg or gif, up to 1000 words of copy, url's - includes homepage tile for 4 weeks then moved to appropriate subsection

\$3,500+GST

*URL's must be embedded in supplied artwork

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

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Media Limited