Food New Zealand

NZ'S AUTHORITY ON FOOD TECHNOLOGY, RESEARCH AND MANUFACTURING

2025 MEDIA KIT

The New Zealand Institute Of Food Science & Technology Inc

The official Journal of The New Zealand Institute of Food Science & Technology, (NZIFST)

Food New Zealand is published online only, via the Issuu Platform. New Zealand's most credible and informative magazine covering the food manufacturing industry, is published under contract to NZIFST, the premier professional association for those working in the technical/production/research area of the New Zealand food industry.

- A feature based publication which covers the industry – from meat to dairy, produce to packaging and refrigeration to high pressure processing.
- The editor and writers in the magazine are food technologists or food scientists with extensive industry experience.
- Nutrition, food safety, sensory and new product development are all featured.
- Each issue profiles a sector supplying the food industry, such as laboratory equipment, analytical, food quality assurance and food safety services, food ingredients, packaging materials, and marking and checking equipment plus consumables and capital items.

Regular features include

News from NZIFST: member activities, conferences
Research Reports on activities in food science and technology
Food Safety columns from NZFS
Sliding on: Microbiology Column
News from the Oils and Fats Group of the NZ Institute of Chemistry.
Regular Overview features for industry sectors
Packaging Developments: NZIFST is allied with the Australian Institute of Packaging and FoodNZ is distributed to all New Zealand members of AIP.

Why advertise in Food New Zealand?

Food NZ is unique in the marketplace:

- All articles are written and edited by professional food scientists and food technologists.
- Official magazine of the New Zealand Institute of Food Science and Technology (NZIFST). Published under contract to NZIFST.
- Covers all facets of the food manufacturing and production industry.
- All advertising links, buttons etc are live, with access to data on page views, click-throughs.
- Link to online (Issuu) edition is emailed to all NZIFST members, plus others with an active interest in the food industry including researchers, government and regulators plus suppliers to food manufacturing.
- First level distribution list is 3000+, supplemented by 4 additional highlights in NZIFST fortnightly e-zine, Nibbles, between issues, to 2000 NZIFST members and NZIFST contacts, totalling 8000 extra views.
- NZIFST e-zine, Nibbles, (45% open rate) distributed fortnightly, drives additional traffic to the online edition via article and/or advertiser highlights, four times each issue of FNZ.
- Link to Magazine on Issuu is embedded on the FoodNZ website.
- High quality, full colour, A4 format on Issuu platform.

Published six times per year:

- February/March
- April/May
- June/July
- August/September
- October/November
- December/January

Publication date is first week of even months
Deadline for material 20th of the month prior
Enquiries to the editor for pricing and quotes.

History

Food New Zealand was launched in 2000, building on the foundations established by New Zealand Food Journal, formerly The Food Technologist, (Journal of the New Zealand Institute of Food Science and Technology (NZIFST)) and Dairy Technology, the publication of the Dairy Industry Association of New Zealand (DIANZ) which were discontinued as independent magazines in 2000.
After 20 years as a print publication, the magazine is now online-only. The availability of stable online platforms, with the plus of reducing the magazine's environmental footprint and extending its reach and measureability for advertisers is a win-win.

Food New Zealand is published by **Foodcom**
www.foodcom.nz
www.foodnz.co.nz

Julie North is Managing Editor. **foodnzeditor@nzifst.org**

Julie is a **registered nutritionist** and long-time NZIFST member with significant experience **the food industry and in** in publishing and business .

Anne Scott handles advertising sales for the magazine.
Email: **foodnzsales@nzifst.org** | Ph: 64 021 901 884

Food New Zealand Magazine Reader Data

- Distribution list on publication date: 3000
- Additional views generated with link embedded in the fortnightly NZIFST ezine, Nibbles, (45% open rate) plus article features = 8000 for each issue.
- 65% of respondents work in senior roles in the food industry.
- 61% either influence or make buying decisions
- 75% of respondents are either likely or very likely to read Food New Zealand.
- 35% of readers work in the dairy industry. A further 30% are engaged in research or regulatory roles. The remainder cover all sectors of the food industry
- Quality Assurance, New Product Development, Related research, Regulatory/Food Safety engage a significant proportion of readers.

Food NZ is a member–organisation online magazine, distributed directly to all members of the organisation plus a selected group of individuals with an association or interest in the food industry. Readers are most interested in

- Brief news items (Newsbites) relating to food industry in New Zealand and overseas
- Research reports from New Zealand's Universities and Crown Research facilities
- Food company or food business focus articles
- MPI (NZ government regulatory pages are also of significant interest.
- Microbiology, Oils and Fats, Careers columns are well read
- Member activities

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Features 2025

February/March 2025

Booking Deadline: 20th January 2025
Material Deadline: 20th January 2025
Publication Date: 1st February 2025

- **Overview:** Laboratory consumables and equipment, rapid analysis technologies and instrumentation
- NZFSSRC news
- NZIFST Conference 2025 news from the organising committee
- News from AIP

April/May 2025

Booking Deadline: 20th March 2025
Material Deadline: 20th March 2025
Publication Date: 1st April 2025

- **Overview:** Food Ingredients – flavours, functional ingredients, core ingredients, clean label
- NZIFST Conference 2025 Keynote Speakers, social events
- News from AIP

June/July 2025

Booking Deadline: 19th May 2025
Material Deadline: 19th May 2025
Publication Date: 1st June 2025

- NZIFST Conference
  - Exhibitor preview
  - Keynote speaker reveal
  - Programme preview
- News from AIP

August/September 2025

Booking Deadline: 20th July 2025
Material Deadline: 20th July 2025
Publication Date: 1nd August 2025

- NZIFST Awards 2025 – Fellows, JC Andrews, featured speakers.
- Student Essay Competition
- News from AIP

October/November 2025

Booking Deadline: 20th September 2025
Material Deadline: 20th September 2025
Publication Date: 1st October 2025

- **Overview:** Food Ingredients – new releases in flavours, functional ingredients, core ingredients, clean label
- **Overview:** Cloud-based process and food safety management
- Packaging Feature Issue with Australian Institute of Packaging: new technology and materials for food packaging: Sustainable and recyclable packaging

December 2025/ January 2026

Booking Deadline: 20th November 2025
Material Deadline: 20th November 2025
Publication Date: 1st December 2025

- **Overview:** Analytical, Food Safety and Consulting Services including HACCP auditing, food safety planning/ review, Analytical services – routine and special requirements plus new product development, problem solving
- NZIFST Conference paper highlights
- News from AIP

Additional features will be included to suit.

Regular Columns

- Newsbites; people, products and research from NZ and overseas
- Regular Columnists:
  - Oils and Fats News
  - Sliding on – a microbiologist's view
  - Careers – Career development advice from John Lawson
  - NZ Food Safety – from the Director General
  - FSANZ column
- Research papers and brief reports from New Zealand's food industry research organisations
- Australian Institute of Packaging reports
- NZIFST News: member meetings, Annual Conference previews and reports, awards and competition winners

Contact for Editorial :

Julie North, Editor

foodnzeditor@nzifst.org.nz

Food New Zealand

Rate Card

Size	Casual
Double Page Spread	$4630.00
A4 Page	$2750.00
Half Page	$1650.00
Third Page (Horizontal preferred)	$1115.00
Quarter Page	$998.00
40mm Strip	$555.00

- Discounts are available for multiple issue bookings.
- We recommend advertisers consider booking a schedule combining magazine and e-zine insertions for optimum reach and visibility.
- Consider value adding with article highlights promoted in Nibbles. Nibbles ratecard on page 10
- Customised quotes available on request.

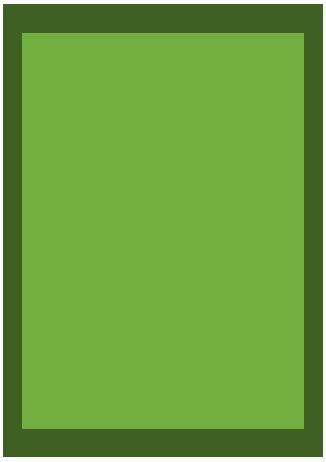
Rates for Cover advertisements or advertorial on request.

Advertising bookings will be confirmed with a formal quote for sign-off by advertisers.

All prices quoted are $NZ and GST exclusive.
Commission Bearing rate card available on request.

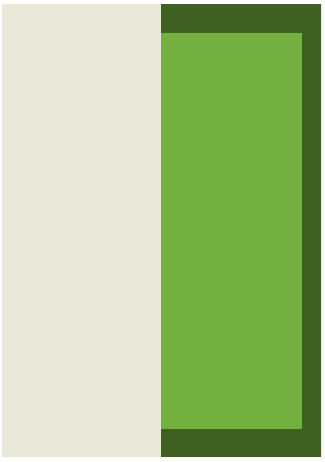
Contact
Anne Scott
Mobile:-+64 21 901 884
Email:- foodnzsales@nzifst.org.nz
www.foodnz.co.nz

Food New Zealand Advertising Sizes and Specifications



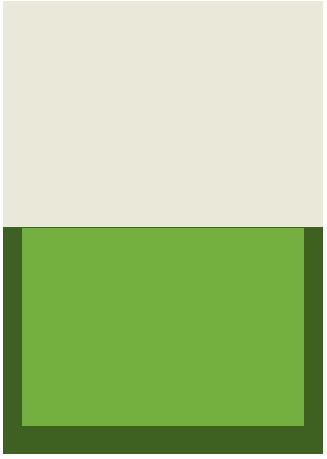
FULL PAGE A4

- Basic size: 185mm x 260mm
- Bleed size: 210mm x 297mm



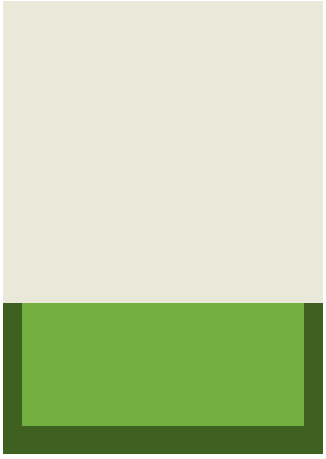
HALF PAGE VERTICAL

- Basic size: 90.5mm x 260mm
- Bleed size: 103.5mm x 297mm



HALF PAGE HORIZONTAL

- Basic size: 185mm x 128mm
- Bleed size: 210mm x 145mm



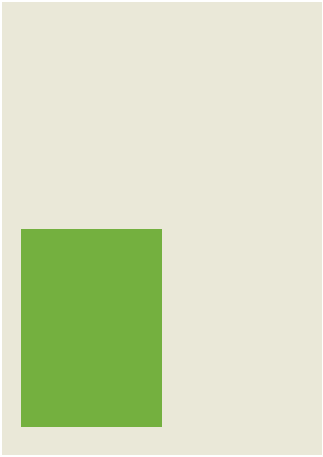
THIRD PAGE HORIZONTAL

- Basic size: 185mm x 84mm
- Bleed size: 210mm x 101mm

'Basic size' refers to the margins used in FoodNZ. 'Bleed size' refers to using the full page width and height available. Use either size at your descretion depending on the look you are after. For all bleed size adverts, please add at least 3mm bleed and trim marks to your artwork.

THIRD PAGE VERTICAL

- Bleed size: 72mm x 297mm



QUARTER PAGE VERTICAL

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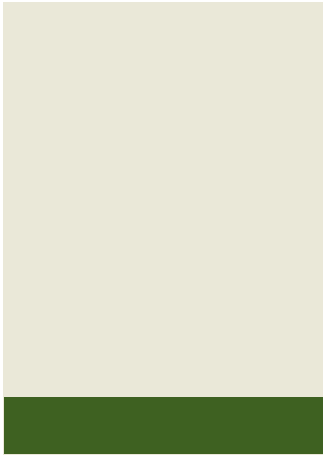
QUARTER PAGE HORIZONTAL

- Basic size: 185mm x 62mm



STRIP

- Bleed size: 210mm x 40mm

STRIP

- Bleed size: 210mm x 40mm

NOTES:

- For all BLEED SIZE adverts, please add trim marks and least 3mm bleed on all sides
- Supply adverts as CMYK. Do not supply files that contain RGB colours. Convert all spot colours to CMYK
- Embed all links when supplying working files
- Convert all type to paths when supplying working files
- All images should be supplied at 300dpi
- Preferred format: Press-ready PDF
- Other acceptable formats: EPS, TIFF, JPEG, InDesign, Illustrator, Photoshop
- Unacceptable formats: Microsoft Office (Word, Publisher, Excel etc), CorelDRAW, GIF, BMP

SUPPLYING YOUR ADVERT FILES

Please email your adverts to foodnzeditor@nzifst.org.nz
For all correspondence, please include the name of the organisation, that the advert is for and your own contact details.

THE NEW ZEALAND INSTITUTE OF FOOD SCIENCE & TECHNOLOGY INC

NZIFST Nibbles Advertising Rate Card

Nibbles is the fortnightly e-newsletter produced by NZIFST and sent to all members of the Institute plus those who have registered to receive it – total number of addresses 3000+ Open rate 45%
Nibbles contains:

- Notices of events (workshops, conferences, seminars etc)
- Brief food industry related news reports
- Links to FoodNZ on ISSUU plus featured articles
- NZIFST Branch Event Notices
- Job vacancy advertisements.

EITHER	OR
Graphic Advertisement	Illustrated Advertorial
650px wide by 150px deep. Ad will be linked to notified url.	250 words plus image (diagram, logo/photograph, max image size 300px by 150px). Linked to notified url.

Material and URL to be received by foodnzsales@nzifst.org.nz on the Friday before Nibbles is distributed. Dates for Nibbles in 2025 available on application to foodnzsales@nzifst.org.nz

Availability
Only one ad/advertorial insertion is available per e-newsletter. Material will be placed in 'first page', ie visible on opening before scrolling, positioned at the discretion of NZIFST/Peppermint Press.

Prices	
1-3 insertions in a calendar year	$450.00 per insertion
4- 6 insertions in a calendar year	$395 per insertion
7-12 insertions in a calendar year	$350 per insertion

Prices are quoted in $NZ and GST exclusive. Commission Bearing prices on application.

Contact: Anne Scott, foodnzsales@nzifst.org.nz, +64 21 901 884