



dish

PREMIUM FOOD AND LIFESTYLE COMMUNITY

New Zealand's #1
food and lifestyle magazine

Cross-platform media kit
Holiday and Summer 2024-25

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WELCOME TO *dish*

dish is a multi-award-winning magazine and New Zealand's most loved foodie title. We are our audience's go-to for recipes, reviews, drinks, travel, interviews and lifestyle inspiration.

Our continued growth and cross-platform success across print, digital and events is thanks to the powerful connections and credibility we have spent 20 years fostering with our audience - our community!

The *dish* community gets value from our high-quality, low fuss recipes, our dedication to excellent editorial content, and our unparalleled insights on home cooking, wine and beverage, hospitality, travel and lifestyle.

Whether we're working on a full recipe creation package or a well-timed digital feature, we partner with brands we know our community will love, buy and engage with.



OUR CROSS-PLATFORM AUDIENCE

#1

Highest cross-platform audience of all food & lifestyle magazines in NZ*

#3

Highest cross-platform audience of all magazines in NZ*

2.9X

more sales compared to our closest competitor

MAGAZINE

226K

Nielsen total readership

#1

Food & drink magazine on iSubscribe

33.5K

Print Run

13.5K

Subscribers

80-90%

Sell-through rate
(industry standard in NZ: 51%)

Sources: *Roy Morgan, dish Audience Survey 2024, Google Analytics, Meta Business Suite, Campaign Monitor Analytics.

Sales comparison: "Over the last 6 issues, Dish has sold 2.9x times as many magazines in Woolworths, Foodstuffs North Island, Relay & Whitcoulls than its closest competitor." Are Media Retail Scan Data 2024



OUR CROSS-PLATFORM AUDIENCE

WEBSITE

520K

Monthly website page views

1m 57s

Avg. website page dwell time

128K

Unique monthly website visitors

SOCIAL MEDIA

70.5K

Instagram followers

477K

Facebook followers

1.5M

Pinterest monthly views

EDM

56K

Database

53%

Open rate

10%

Click-through rate

Sources: Roy Morgan, *dish* Audience Survey 2024, Google Analytics, Meta Business Suite, Campaign Monitor Analytics

GET TO KNOW OUR COMMUNITY

MAGAZINE AUDIENCE

High socio

84%
aged 45+

95%
female

29%
Auckland-based

DIGITAL AUDIENCE

Mid-high socio

50%
aged 25-44

84%
female

Sources: dish Audience Survey 2024, Nielson, Meta Business Suite
For more insights, contact our Commercial Manager (details on p1 & p23)



GET TO KNOW OUR COMMUNITY

 <p>68% Cook every day</p>	 <p>47% Visit the <i>dish</i> website at least once per week</p>	 <p>99% Engage with our recipes at least once per week</p>
 <p>70% Drink wine twice per week or more</p>	 <p>52% Travel overseas at least once per year</p>	 <p>70% Travel within NZ on holiday twice per year or more</p>
 <p>75% Consider attending events & experiences advertised in <i>dish</i></p>		 <p>65% Regularly engage with our restaurant/hospo reviews</p>

For more insights, contact our Commercial Manager (details on p1 & p23)

Sources: dish Audience Survey 2024, Nielson, Meta Business Suite



WHY ALIGN WITH *dish*?

TANGIBLE RESULTS

Our community actively seeks out brands and products that have our nod of approval!

71%
have visited
a website

72%
have purchased
reviewed products

85%
talk to someone about
what they have seen/read

RELEVANCE AND LONGEVITY

Our print and digital content and recipe themes are aligned with seasonal produce, the latest food trends and the current interests of our community. We ensure that our sponsored content remains on theme and on brand; advertising in contextually relevant environments achieves up to 8x more attention!*

Unlike most publications, our content gets engagement long after publishing. Many *dish* readers are still cooking from issues from 3 or more years ago!

SOMETHING DIFFERENT

Go beyond the standard ad package! More than 75% of our sponsored print content in each issue is 'advertorial'; our team loves to get creative with your products and collaborate on recipes, or create editorial-style content for your brand to maximum engagement.

We will take the time to understand your brand objectives and strategise the best ways to create beautiful, usable content assets that you and our audience will love.

BRAND POSITIONING

A partnership with *dish* is a long-term investment in the credibility of your brand.

Our audience cares about quality and value, and our exposure and authority in the food & beverage industry makes *dish* the publication to align yourself with.

We choose you too - maintaining our authenticity and curated standard means brands enjoy more trust and authenticity from our audience.

SOURCES: *Magnetic, *dish* Audience Survey 2024

WAYS TO ENGAGE

1 BRAND ADVERTISING

Simple and effective! Deploy your brand collateral to our highly engaged audience across our print & digital platforms.

2 ADVERTORIAL - supplied assets

Want a little more *dish* flavour? We can use your brand assets and copy (with a little tweaking from us) to create beautiful magazine spreads and digital features.

3 EVENTS

dish hosts, produces and partners with a wide variety of events, from our well-known Dine With *dish* evenings, to cooking demonstrations and one-off bespoke events. No idea is too ambitious!

5 GIVEAWAYS & COMPETITIONS

- Our 2-monthly subscriber prize is a high-value premium offering that provides great exposure for new product launches or campaigns.
- We also regularly run competitions/giveaways for brands on our digital platforms, which receive excellent engagement.

4 ADVERTORIAL - *dish* content creation

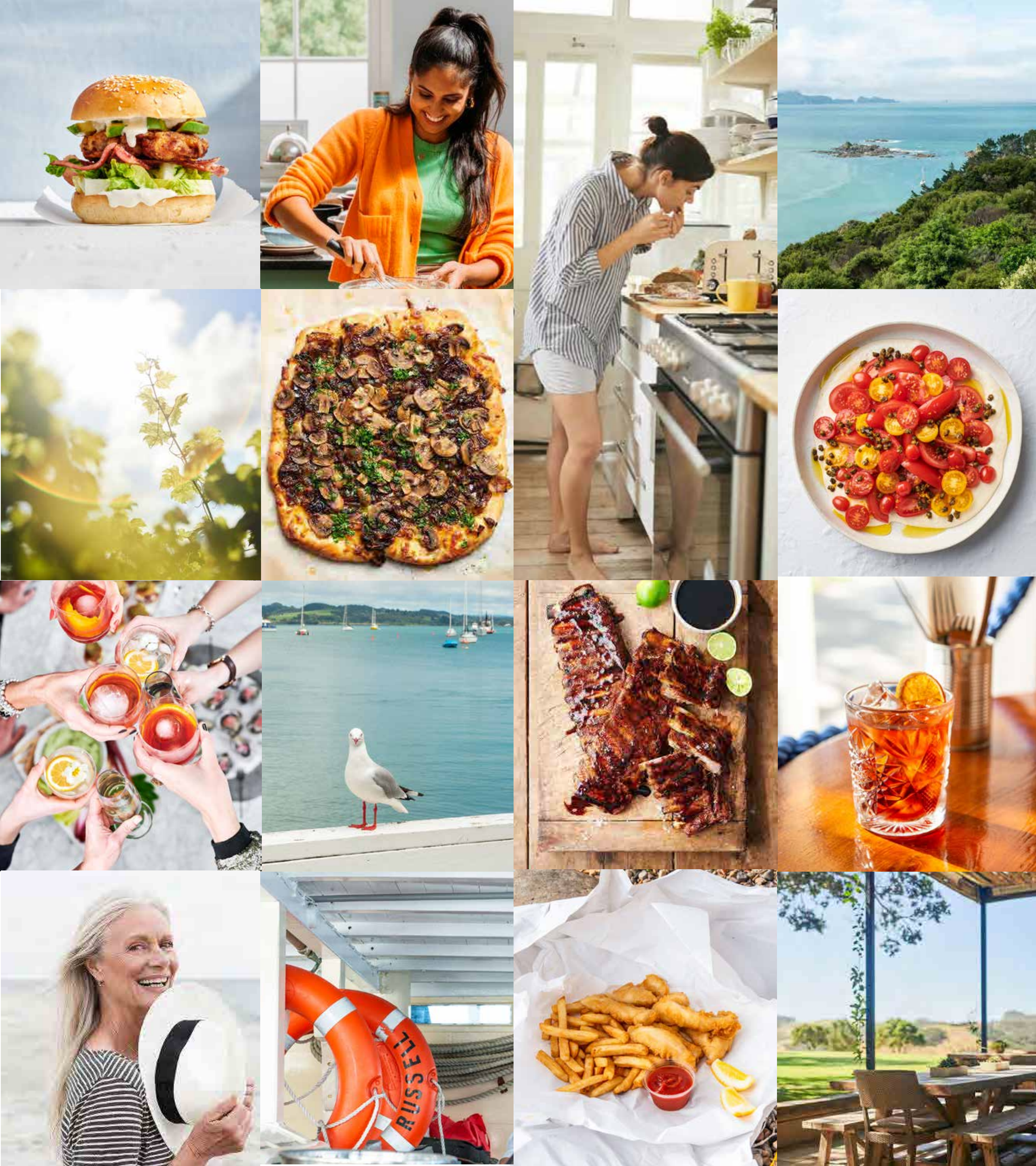
We work together to tell your story!

Our team collaborates with brands to deliver:

- Recipe creation, with your products front and centre with styling, photography and optional video
- How-to guides
- Editorial-style features, product reviews and interviews.

We don't just create content for food brands; we get just as excited about beverages, kitchenware, homeware, restaurants, cafes and bars, and travel content!





HOLIDAY COLLECTORS EDITION

Each year our Christmas issue sells out and our audience is left waiting (and wanting) while on holiday – no-one wants to be thinking about turkey, roast potatoes and trifle after a day at the beach! To fill this gap we have created a very unique one-off edition of *dish* that will be distributed at retail only. HOLIDAY will feature everything you could possibly want for your summer vacation, including sauces and mayos, salads and barbecue fare, a scoop guide for ice-cream lovers, crosswords and puzzles for seaside entertainment – and even the few essential kitchen items to take with you to take your holiday meals from fair to fantastic. On-sale from 16th December, this issue will be a holiday essential.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
16 December 2024	11 November 2024	15 November 2024	20 November 2024



dish 119

FRESH START

2025 – bring it on! The start of every new year brings with it a time to plan, to look forward and to get re-energised. To that end, issue 119 will bring a lighter touch to the menu with great recipes that taste incredible, are quick and easy to make and won't weigh you down. Whether they're enjoying the height of summer from a beachside locale or heading back to the office, issue 119 will feature recipes that help our audience start the year with a bang!

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
3 February 2025	12 December 2024	16 December 2024	20 December 2024

OUR RATES

MAGAZINE

Advert placement	Rate*
Double page	\$12,500
Single page	\$7,250
1/2 page	\$4,250
1/3 page	\$3,000

Inside front cover (double page)	\$15,500
Inside back cover	\$8,000
Outside back cover	\$8,500

3-issue rates

Double page	\$10,000
Single page	\$6,000

Advertorial content pricing is based on these advert rates plus production costs.

**These rates are exclusive of GST.*

DIGITAL

Website ad placement	Rate per month*
Home page banner ad	\$5,500
Home page tile	\$4,250
Recipe page tile	\$3,500
Sponsor page banners	\$3,500

EDM feature	Rate*
Sponsor recipe collection	\$3,500
‘The latest’ feature	\$2,250
‘What we’re loving’ feature	\$1,250

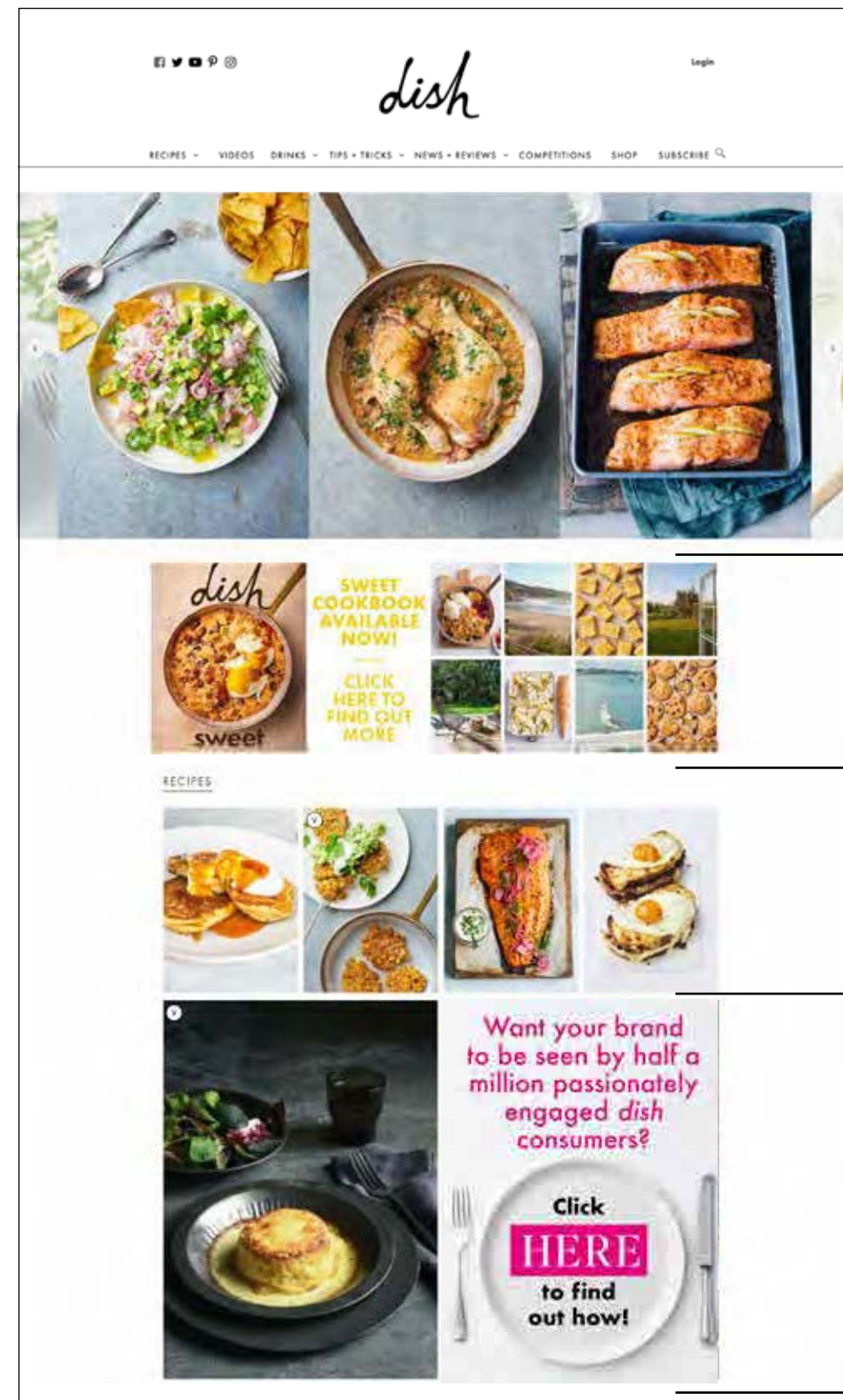
Each EDM feature is linked to an included sponsored article on the *dish* website. Sponsored recipe collections can include up to 4 recipes.

Social post	Rate*
Sponsored post on Instagram & Facebook	\$750

**Want to combine our print and digital opportunities?
Explore our *dish* packages on p17, or get in touch to
discuss a bespoke package.**

dish DIGITAL PLACEMENTS

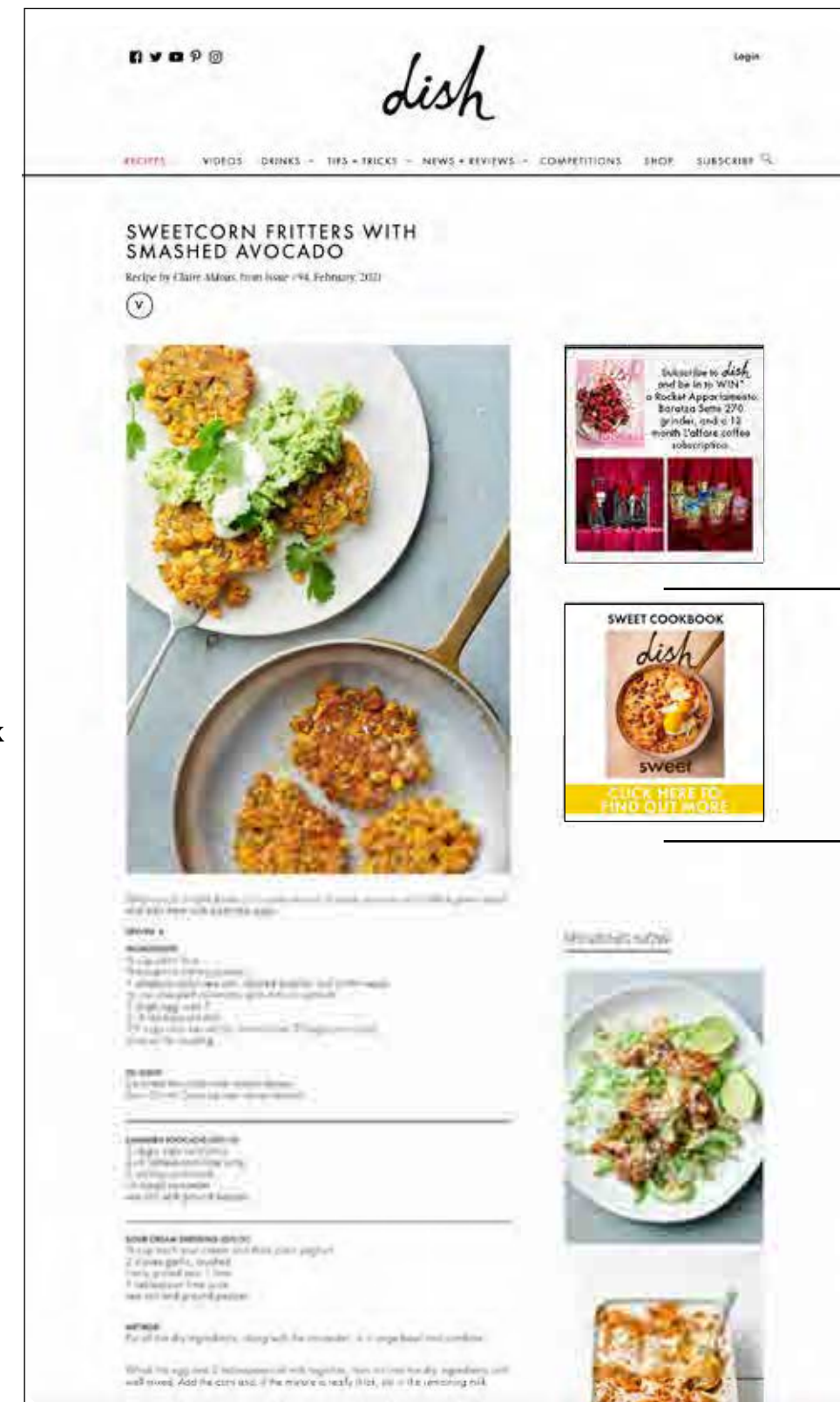
HOME PAGE



Home page banner ad
\$5,500
Size
1200x500px

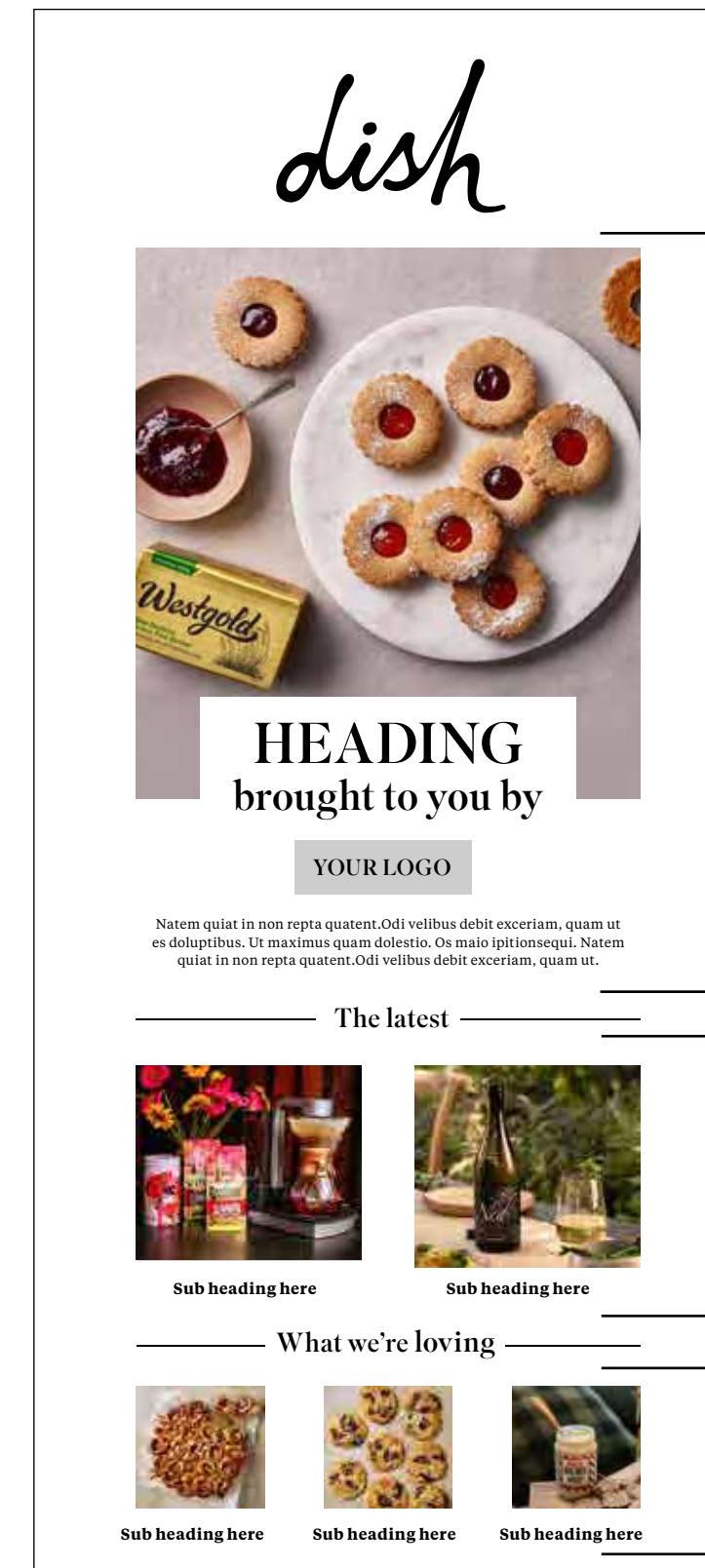
Home page tile
\$4,250
Size
850x1174px

RECIPE PAGE



Recipe page tile
\$3,500
Size
550x600px

EDM



Sponsor recipe collection - gif
\$3,500

'The latest' feature
\$2,250

'What we're loving' feature
\$1,250

SOLUS EDM



Solus package
\$ 6,500

BESPOKE CONTENT CREATION

Our recipe creators, photographers and writers can craft bespoke branded content that can be amplified across *dish* platforms and utilised independently. We have worked with clients on everything from one-off seasonal recipes to 20+ recipe packages.

Options available:

- Recipe creation
- Recipe development, styling and photography
- Recipe development, styling, photography and video
- Bulk costing available

POA

Pretty in pink
This vibrant cured salmon packs a punch in both appearance and flavour

Ingredients: 1.5 kilogram tapered side of Big Glory Bay salmon, skin on, pin-boned; 2 tablespoons gin or more; 200ml mayonnaise; 1 egg yolk; 1 tablespoon lemon juice; 4 teaspoons dill seeds; 1 tablespoon coriander seeds; 1 teaspoon aniseed; 1 teaspoon black peppercorns; 1/2 cup each caster sugar and sea salt; finely grated zest 1 large lemon; 1 large beetroot, peeled and grated on the large holes of a box grater (you need 2 cups grated); 2 tablespoons finely chopped dill; 2 tablespoons finely chopped coriander; 2 tablespoons finely chopped dill; sea salt and ground pepper.

COOK THE COVER: The star of our Christmas cover is a dish food editor Claire Johnson delves into the flavours of the season. This recipe is a nod to the classic cured salmon with a twist. The salmon is cured with a light brine and then topped with a zesty mayonnaise and fresh herbs. The result is a dish that is both elegant and delicious. For more recipes, visit our website at www.bigglorybay.co.nz.

Big Glory Bay King Salmon are ocean farmed in the pristine waters of Big Glory Bay in Stewart Island, giving a smooth melt in the mouth texture. Nurture to glorious isolation. Sourced in great company.



GO FISH!

Hot Smoked Salmon with Roast Beetroot, Burrata and Horseradish Dressing (gf)
A simple dish combining big bold flavours. The earthiness of the beetroot and smokiness of the salmon make for a strong combo.

Ingredients: 1.5 kilogram tapered side of Big Glory Bay salmon, skin on, pin-boned; 200ml mayonnaise; 1 egg yolk; 1 tablespoon lemon juice; 4 teaspoons dill seeds; 1 tablespoon coriander seeds; 1 teaspoon aniseed; 1 teaspoon black peppercorns; 1/2 cup each caster sugar and sea salt; finely grated zest 1 large lemon; 1 large beetroot, peeled and grated on the large holes of a box grater (you need 2 cups grated); 2 tablespoons finely chopped dill; 2 tablespoons finely chopped coriander; 2 tablespoons finely chopped dill; sea salt and ground pepper.

Rich, tender and full-flavoured, salmon has 'festive feast' written all over it. We share four ways to serve it.



Spice rubbed Salmon with Radicchio, Blood Oranges and Roasted Hazelnuts (gf)
A just cooked side with a slightly spicy rub served with a tart and golden crunchy hazelnuts - who could resist this dish?

Ingredients: 1.5 kilogram tapered side of Big Glory Bay salmon, skin on, pin-boned; 200ml mayonnaise; 1 egg yolk; 1 tablespoon lemon juice; 4 teaspoons dill seeds; 1 tablespoon coriander seeds; 1 teaspoon aniseed; 1 teaspoon black peppercorns; 1/2 cup each caster sugar and sea salt; finely grated zest 1 large lemon; 1 large beetroot, peeled and grated on the large holes of a box grater (you need 2 cups grated); 2 tablespoons finely chopped dill; 2 tablespoons finely chopped coriander; 2 tablespoons finely chopped dill; sea salt and ground pepper.

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BIG GLORY BAY
OCEAN-FARMED
KING SALMON
STEWART ISLAND | NEW ZEALAND

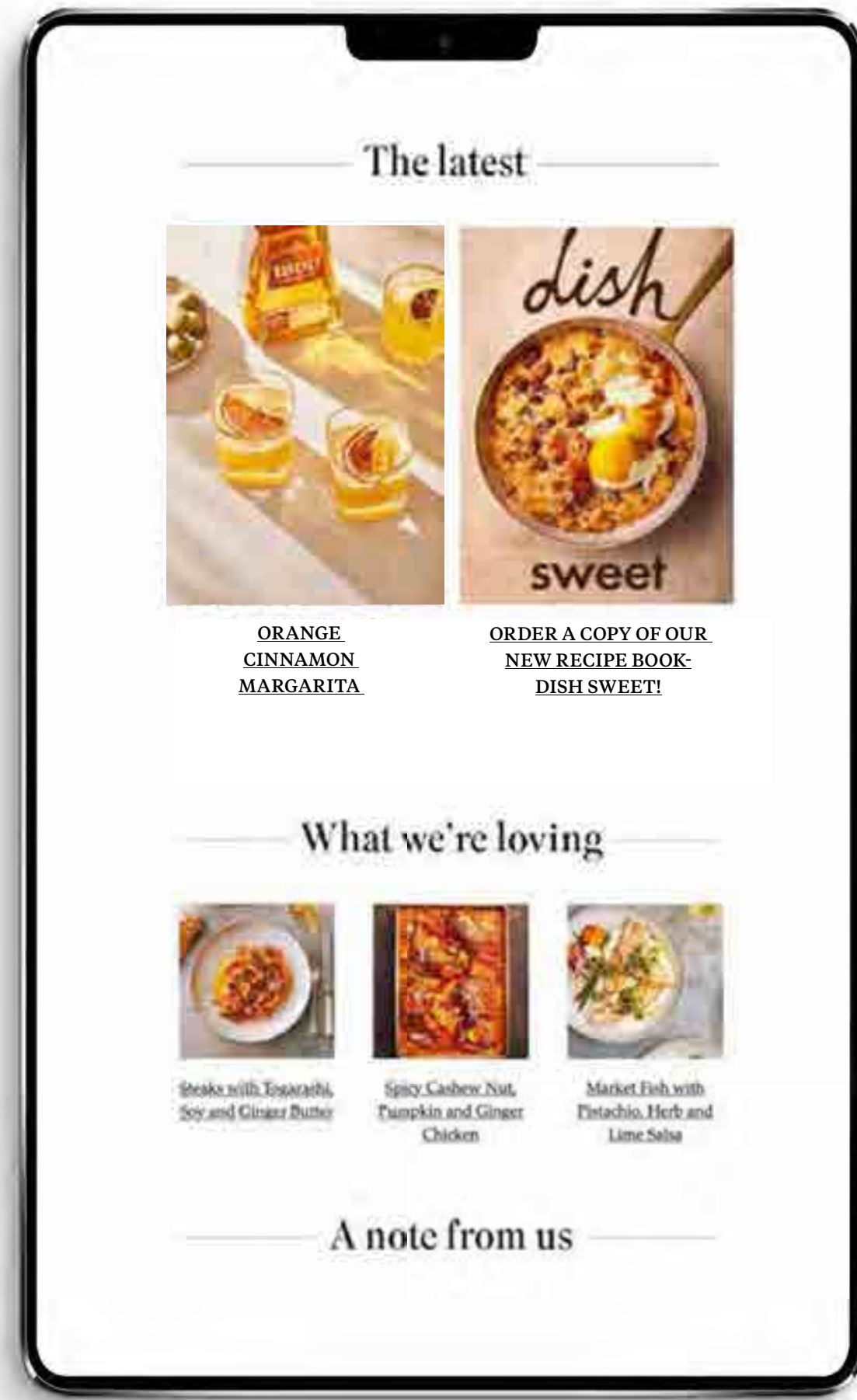
CONTENT INTEGRATION EXAMPLES



MAGAZINE



EDM



WEBSITE



INSTAGRAM



FACEBOOK



CONTENT INTEGRATION EXAMPLES **Resene** the paint the professionals use

MAGAZINE



In association with **RESENE**

Paired with Resene Half Wan White and Resene Wan White, the dark charcoal Resene Double Foundry brings a richness to the kitchen.

Resene Half Wan White
Resene Wan White
Resene Double Foundry

Bold charcoal for a kitchen with impact

When experienced renovators Sarah and Jared Davey bought their 1930s house in Queensland, the kitchen, along with much of the house, was crumbling

As part of a full renovation of the former worker's cottage, the couple added 170sqm that became an open-plan kitchen and dining space connected to an alfresco area.

With cabinetry painted in bold Resene Double Foundry against walls in Resene Wan White and a ceiling in Resene Half Wan White, the new kitchen is a bold and sophisticated-looking space. But top of the wish list for Sarah when it came to designing the space, was function rather than form.

"The kitchen needed to be large to manage our bustling, ever-growing family of five. That includes three boys who are always in the pantry, in the fridge, or in the cupboards rummaging for food.

"We needed space for all of us to move around fluidly without feeling cramped," says Sarah.

Key to that was the island bench which has become not just a focal point for the kitchen, but an important gathering point for the family.

"We wanted an island bench which had ample seating for the three boys to sit at, so we could all communicate together while I was cooking dinner or making breakfast."

Ample storage was also essential, so the spacious kitchen includes a butler's pantry and plenty of functional cupboard and drawer space.

When it came to choosing a kitchen colour scheme, Sarah and Jared opted for the bold Resene charcoal they'd used in other areas of the house, including the garage and exterior weatherboards, as part of the renovation.

"We committed to bringing the colour into the house as well. It is a powerful, rich colour and we wanted to really make an impact in the kitchen.

"The deep charcoal really makes the other colours sing."

TOP TIP: *If you're painting cabinetry, use Resene Lustacryl semi gloss or Resene Enamacryl gloss for a hard wearing, durable finish. Or ask your kitchen supplier to use Environmental Choice approved Resene AqualAQ, a fast drying lacquer system for cabinetry, so you get the authentic Resene colour and quality finish.*

IN SARAH'S WORDS
Describe your cooking style.
Sarah: It varies on the time of the week and how I am feeling about cooking. Sometimes I am uber-inspired by food and want to be creative in the kitchen. With three fussy boys though, I am often trying to make something that actually pleases the whole family. What is your favourite part of this kitchen?
Sarah: The island bench. It's such a huge focal point for our space. There's so much room for prepping food and it's the hub for where we all gather in a more casual manner. What recipe from this issue of *dish* would you like to cook and why?
Sarah: Fragrant Red Curry Salmon because I absolutely love salmon and red curry is one of my favourites too. So put these together and you have the ultimate dish for me.


Resene
the paint the professionals use
For more decorating inspiration visit your Resene ColorShop, resene.com/colorshops

Photo: iStockphoto.com/Becky

dish.co.nz | DISH 9

EDM


The latest



SLOW-COOKED PORRIDGE WITH SALTED CARAMEL AND BANANA

BOLD CHARCOAL FOR A KITCHEN WITH IMPACT

What we're loving

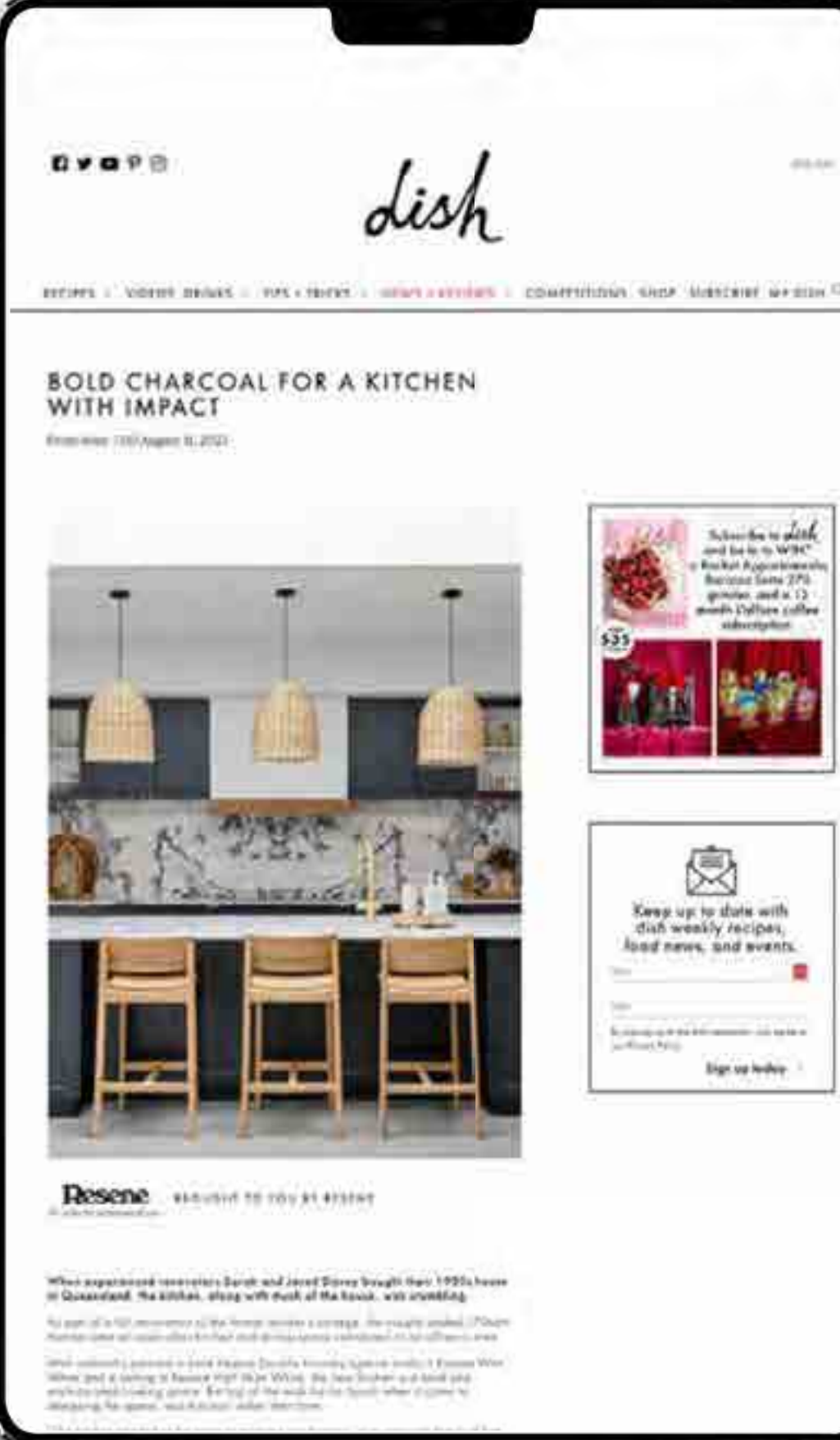


Prawn and Chorizo Kebabs with Smoked Paprika Mayo

Mushroom Pate

Grilled Sourdough with Prosciutto and Stracciatella

WEBSITE



dish

RECIPES | VIDEO RECIPES | TIPS + TRICKS | HOME + KITCHENS | COLOURS + RESOURCES | COMPETITIONS | SHOP | SUBSCRIBE | MY DISH

BOLD CHARCOAL FOR A KITCHEN WITH IMPACT

When experienced renovators Sarah and Jared Davey bought their 1930s house in Queensland, the kitchen, along with much of the house, was crumbling.

Tap the link in our bio to read about how the duo worked with Resene to transform the space.

Subscribe to *dish* and be the first to know! Resene's Kitchen Inspiration Series 2023 guide, and a 12-month digital coffee subscription \$35

Keep up to date with *dish* weekly recipes, food news, and events.

Sign up today

Resene RESOURCES TO YOU BY EMAIL

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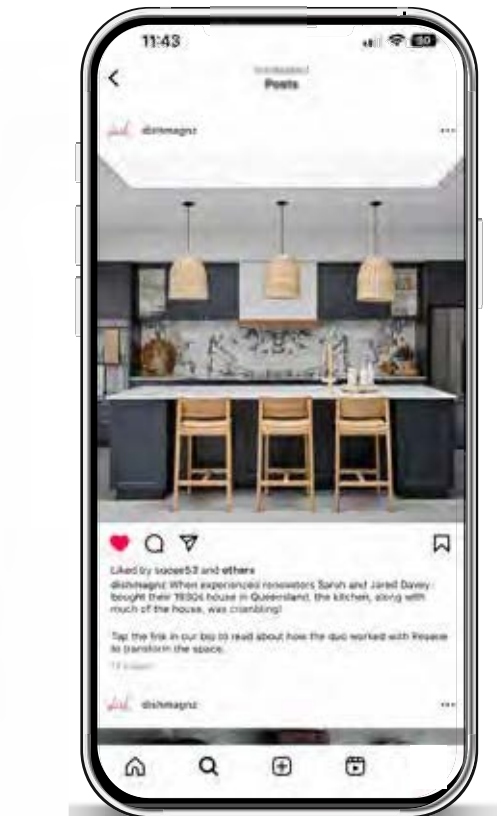
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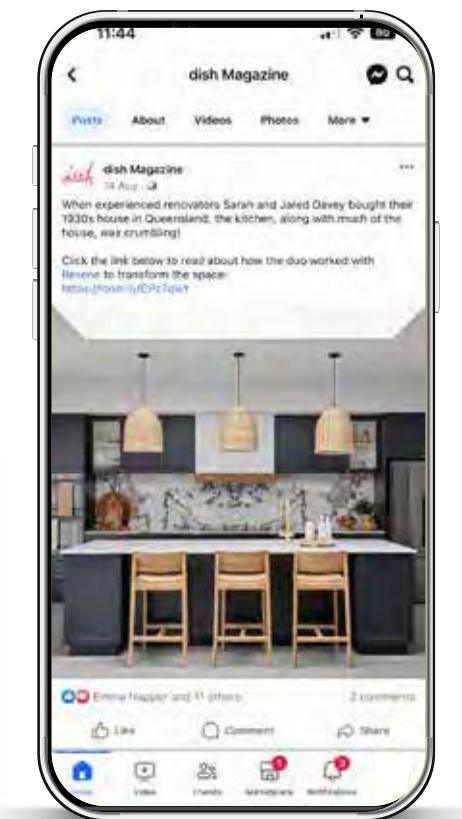
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Resene
the paint the professionals use
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INSTAGRAM



FACEBOOK

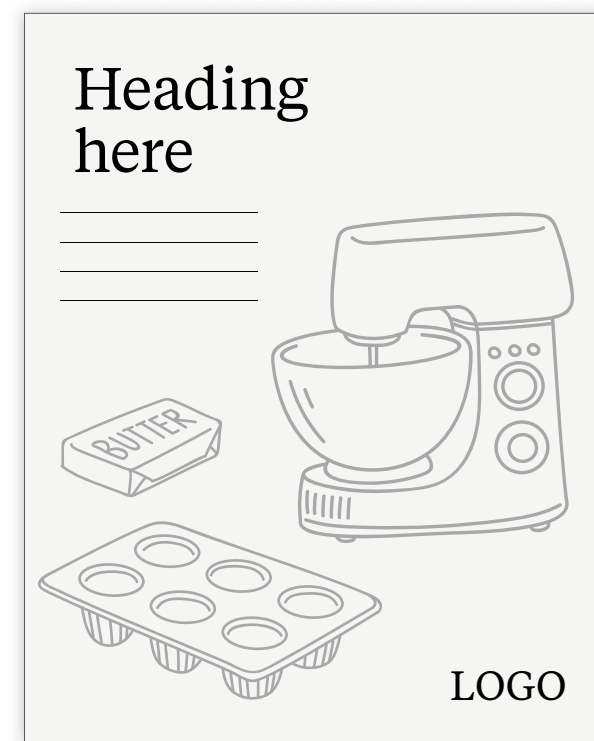
PACKAGE EXAMPLES

LET US MIX AND MATCH TO CREATE YOUR PERFECT PACKAGE

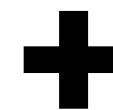
1

- Full-page brand ad
- Mention in magazine Window Shopping section

\$8,250



SUPPLIED BRAND AD



WINDOW SHOPPING

2

- Full-page brand ad
- Window Shopping feature
- Sponsored recipe or article on *dish* website
- EDM Feature
- Social post

\$9,500



SUPPLIED BRAND AD



WINDOW SHOPPING



RECIPE OR ARTICLE ON *dish* WEBSITE



EDM FEATURE



SOCIAL

PACKAGE EXAMPLES

3

- Recipe creation
- Styling & photography
- Full page advertorial (written and designed by *dish*)
- Window Shopping feature
- Recipe published on *dish* site
- EDM feature
- Social post

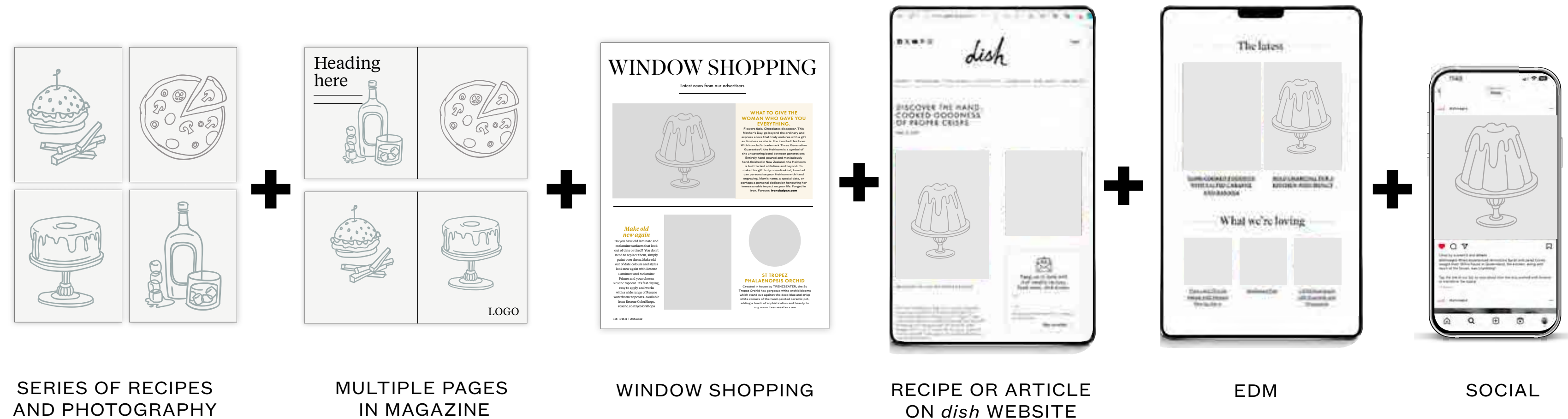
\$12,250



4

- Creation of multiple recipes
- Styling & photography
- Multiple page advertorial (written and designed by *dish*)
- Window shopping feature
- Recipe published on *dish* site
- EDM feature
- Social post

POA



DIGITAL PACKAGE EXAMPLES

5

Solus package

- Full takeover of *dish* EDM to our highly engaged database. Flexible template, designed by our Digital Editor
- 1x article or up to 3 recipes on *dish* site
- Social post

\$6,500



SOLUS EDM

RECIPE OR ARTICLE ON *dish* WEBSITE

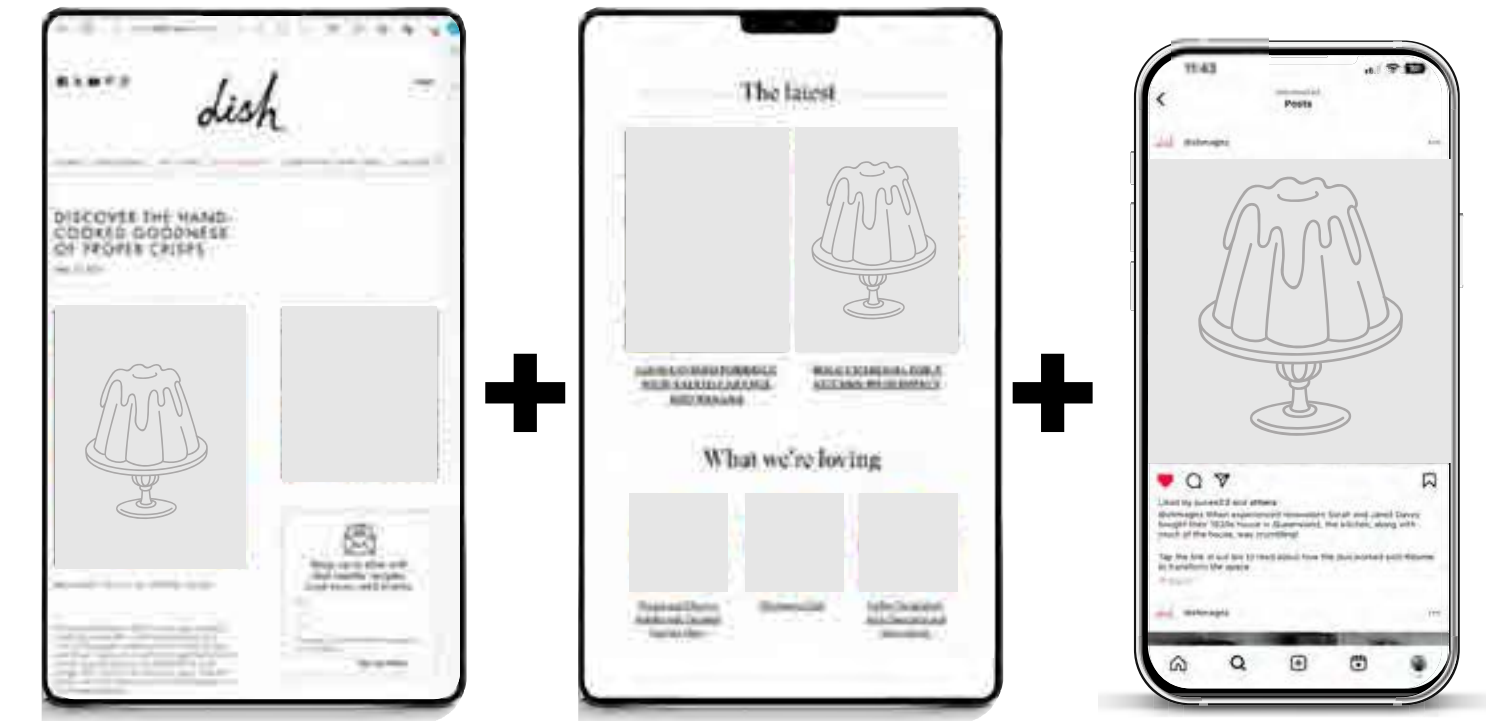
SOCIAL

6

Basic digital package

- 1x article on *dish* site
- EDM feature
- social post

\$1,500



RECIPE OR ARTICLE ON *dish* WEBSITE

EDM

SOCIAL

7

Digital sponsor package

- Home page banner ad - 1 month tenancy
- 1x article or recipe on *dish* site
- EDM feature
- Social post

\$6,000



HOME PAGE BANNER

RECIPE OR ARTICLE ON *dish* WEBSITE

EDM

SOCIAL

PRINT AND DIGITAL AD SPECIFICATIONS

Supplied print ads:

Mechanical

Size: 230mm (w) x 300mm (h)

Binding: Perfect bound

Colour: CMYK

Sizes

Full page

Trim: 230mm (w) x 300mm (h)

Bleed: 236mm (w) x 306mm (h)

Double page spread

Trim: 460mm (w) x 300mm (h)

Bleed: 466mm (w) x 306mm (h)

Inside front cover (IFC), inside back cover (IBC) and opposing pages

Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

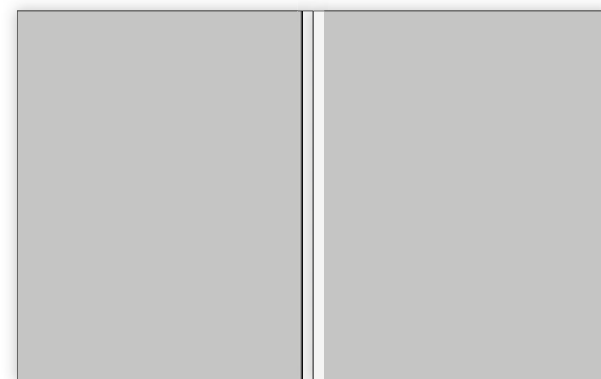
Single page image area

Trim: 224mm (w) x 300mm (h)

Bleed: 230mm (w) x 306mm (h)

Back cover

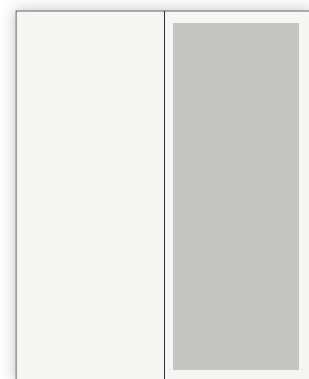
Full page portrait



Double page spread
460mm (w) x 300mm (h)
+ 3mm bleed



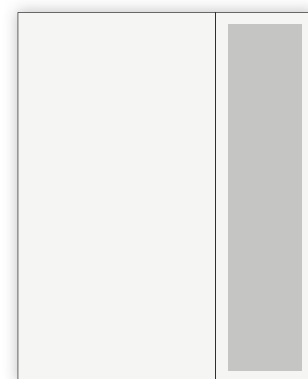
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



Half page vertical
105.5mm (w) x
288mm (h)
+ 3mm bleed



Half page horizontal
218mm (w) x 141mm (h)
+ 3mm bleed



Third of a page vertical
66mm (w) x 288mm (h)
+ 3mm bleed

Material format

Files should be supplied as PDFs using one of the following methods (for Mac or PC):

Using Acrobat Distiller

- 1 Print document to file by selecting PostScript® File printer option in the print dialogue window
- 2 Select Adobe PDF or Acrobat Distiller PPD
- 3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
- 4 Select crop marks
- 5 Select composite CMYK output
- 6 Include all fonts
- 7 Set transparency flattening options to high resolution
- 8 Save to create the PostScript® file
- 9 Launch Adobe Acrobat Distiller
- 10 Select PDF/X1a as the default job options
- 11 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

Exporting from InDesign

- 1 From the export options, select preset PDF/X1a
- 2 Select crop marks and 3mm bleed all round
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution

Quality : 300 dpi

Proofs : A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

Magazine advertorials

- Completed briefing form (provided by *dish*)
- Brand logo
- Recipe / copy (if not written by *dish*)
- High-res imagery (if not shot by *dish*)
- High-res clear cut product shots (if relevant)
- URL to direct digi/print audience

Digital:

dish website features & EDM features

- Portrait hero photo (.jpg or .png)- 850x1174px
- Up to 500 words of copy
- Other images for web feature - your preferred dimensions
- All relevant URLs/tags

Maximum web/EDM image file size 2MB.

Supplied copy may be slightly altered to align with the style guidelines of *dish*. Web feature mockups will be sent to clients for feedback & approval before publishing.

Social posts

- Images 1080x1080px (jpg or .png)
- All relevant URLs/tags

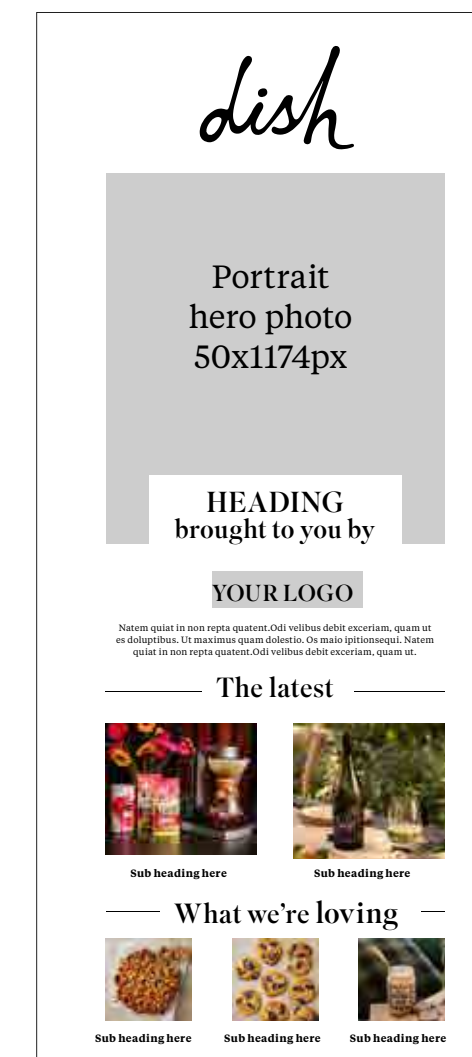
Website advertisements

Ads for the *dish* website can be supplied as .jpg, .png or .gif files. Please also provide the URL for your ad to direct to, if not linking to content on the *dish* website.

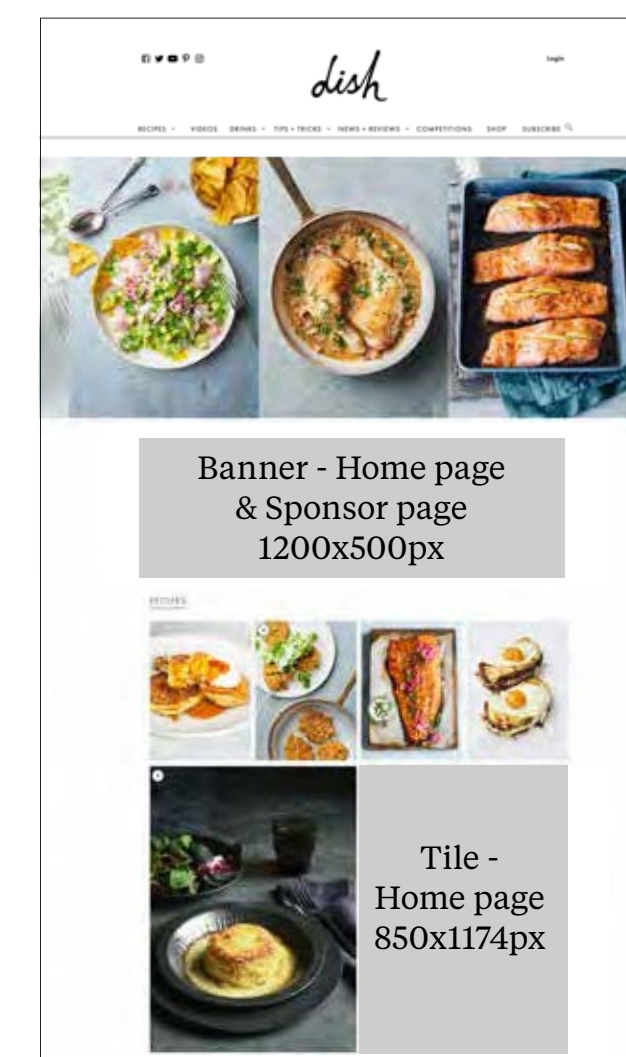
- **Banner - Home page & Sponsor page:** 1200x500px
- **Tile - Home page:** 850x1174px
- **Tile - Recipe page:** 550x600px

Maximum file size 2MB.

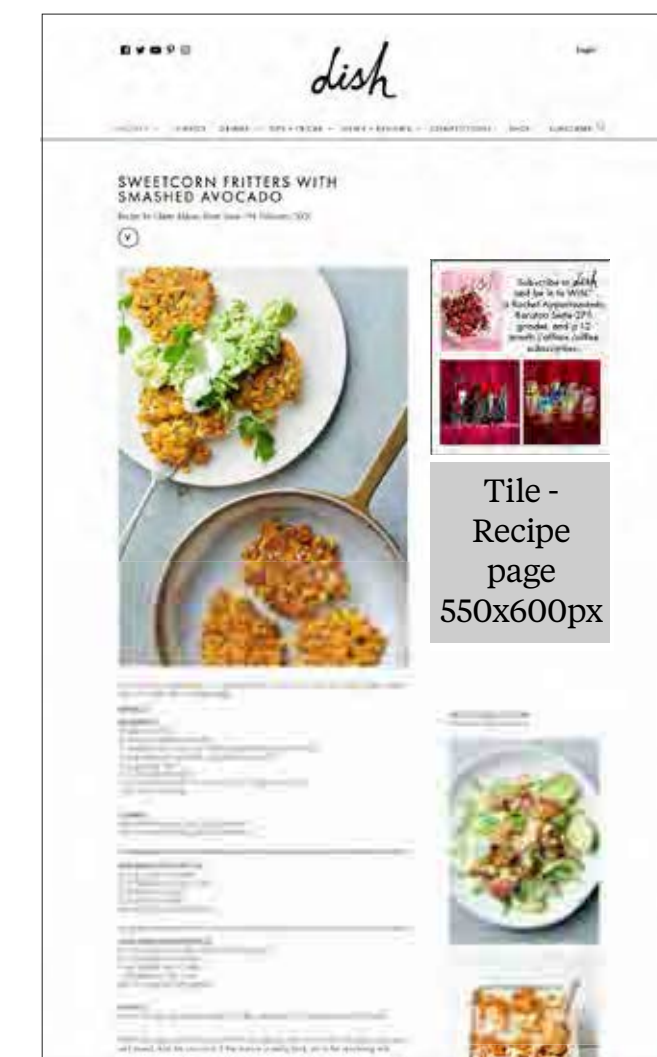
EDM



home page *dish* website



Recipe page *dish* website



SUPPLIED AD DEADLINES

ISSUES IN PRODUCTION:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
<i>dish</i> holiday	16 December 2024	11 November 2024	15 November 2024	20 November 2024
119	3 February 2025	12 December 2024	16 December 2024	20 December 2024

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
120	31 March 2025	19 February 2025	28 February 2025	5 March 2025
121	26 May 2025	16 April 2025	25 April 2025	30 April 2025
122	14 July 2025	4 June 2025	13 June 2025	18 June 2025
123	8 September 2025	30 July 2025	8 August 2025	13 August 2025
<i>dish</i> Christmas 2025:				
124	3 November 2025	24 September 2025	3 October 2025	8 October 2025



WE LOOK FORWARD TO WORKING WITH YOU!

Get in touch to discuss a collaboration with *dish*, or
to learn more about what we offer.

Bel Bonnor

Commercial Manager

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