



Lish

PREMIUM FOOD AND LIFESTYLE COMMUNITY

New Zealand's #1
food and lifestyle title

Cross-platform media kit
Winter/Spring 2025

Bel Bonnor
Commercial Manager
+64 21 869 590
bel.bonnor@scg.net.nz



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. We are also steadily increasing our presence in Australia!

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*

3X

more sales compared to our closest competitor**

MAGAZINE

#1

Food & drink magazine on iSubscribe

38K

Print Run

16K

Subscribers

80-90%

Sell-through rate

(industry standard in NZ: 51%)

Sources: *Roy Morgan, dish Audience Survey 2025, Google Analytics, Meta Business Suite, Campaign Monitor Analytics.

** Sales comparison: “Over the last 6 issues, Dish has sold more than three times as many magazines in Woolworths, Foodstuffs North Island, Relay & Whitcoulls than our closest competitor. That is 235% more than our closest competitor and we are still ranked number one in the food category. Are Media Retail Scan Data 2024

OUR CROSS- PLATFORM AUDIENCE

WEBSITE

527K

Monthly website
page views

1m 39s

Avg. website
page dwell time

132K

Unique monthly
website visitors

SOCIAL MEDIA

71K

Instagram
followers

476K

Facebook
followers

1.5M

Pinterest
monthly views

EDM

58K

Database

53%

Open rate

11%

Click-through rate

Sources: Roy Morgan, *dish* Audience Survey 2025, Google Analytics, Meta Business Suite, Campaign Monitor Analytics



GET TO KNOW OUR COMMUNITY

MAGAZINE AUDIENCE

High socio

85%

aged 35-64

90%

female

30%

Auckland-based

85%

read each issue of *dish*
for 30 mins - 3+ hours

DIGITAL AUDIENCE

Mid-high socio

50%

aged 25-44

84%

female

50%

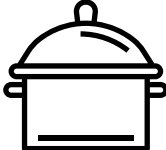







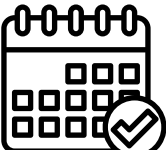

Visit our website at
least once per week

Sources: dish Audience Survey 2025, Meta Business Suite

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



GET TO KNOW OUR COMMUNITY

 68% Cook every day	 47% Visit the <i>dish</i> website at least once per week	 99% Engage with our recipes at least once per week	 73% Drink wine twice per week or more
 76% drink coffee every day	 52% Travel overseas at least once per year	 70% Travel within NZ on holiday twice per year or more	 54% indicated interest in cruise vacations
 75% Consider attending events & experiences advertised in <i>dish</i>	 65% Regularly engage with our restaurant/hospo reviews		

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

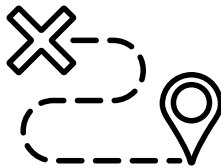
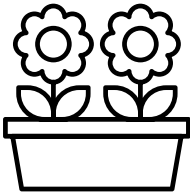
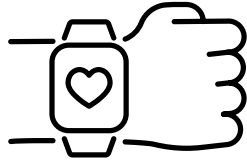



Sources: dish Audience Survey 2025, Meta Business Suite





POTENTIAL BEYOND FOOD

Our audience doesn't just engage with us on food and beverage content; our credibility and their interests encompass home and lifestyle brands, hospitality, travel, health and wellness, gardening, fitness, finance, real estate, beauty and skincare.

 70% indicated interest in travel content	 68% indicated interest in gardening	 67% indicated interest in health & wellness content
 65% indicated interest in home & interiors content	 40% indicated interest in beauty & skincare content	 20% indicated interest in financial planning content

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

Sources: dish Audience Survey 2025

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 2025

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
- Styling, photography and video for food and lifestyle
- 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, hospitality, travel content and more! Our writers, recipe creators, stylists and photographers will work with you to create content for your brand that resonates with our audience.





dish 122

HUNKERING DOWN

In the deepest darkest depths of winter we all need something to look forward to – and this issue delivers with the most decadent mid-winter puds, slathered in wickedly good sauces, alongside a comfort food extravaganza of apres-ski inspired fare. Think slow-cooked Italian lamb shanks on creamy polenta and classic beef bourguignon, it's all about dishes to snuggle in with.

KEY DATES

On-sale
14 July 2025

Booking deadline
3 June 2025

Advertorial material deadline
6 June 2025

Supplied ad material deadline
10 June 2025



dish 123

COMFORT CORNER

How do we feel about September in New Zealand? Is it warm and ‘springy’ with flowers budding in the sunshine? No. It is usually cold, snowing down south and drenched in rain! To that end this issue is full of spicy little numbers to see us through the last of the miserable weather before things start to heat up closer to Christmas. Think cheeky little noodle dishes, low-stress gourmet burgers and pizzas and meals that, while they’re a bit lighter than mid-winter casseroles, still pack a flavour punch!

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
8 September 2025	15 July 2025	18 July 2025	7 August 2025



dish 124

THE CHRISTMAS ISSUE

Christmas comes but once a year – which is a lucky thing for the *dish* team as our issue that celebrates the season is a mighty beast. Our biggest selling magazine each year, this one rockets off the shelves, and the print run just gets bigger and bigger each year. This year the theme is all about ‘how to Christmas’ with tips and tricks from everything on how to brine a turkey to correctly carve a ham. We make the festive season less stressful and more delicious with the turn of every page!

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
3 November 2025	17 September 2025	22 September 2025	29 September 2025



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 annual 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 15th December, this issue will be a holiday essential.

KEY DATES

On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
15 December 2025	31 October 2025	5 November 2025	12 November 2025

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

Multi-issue rates are available. Get in touch to discuss a package.

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	\$5,000
Home page tile	\$3,750
Recipe page tile	\$3,750

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

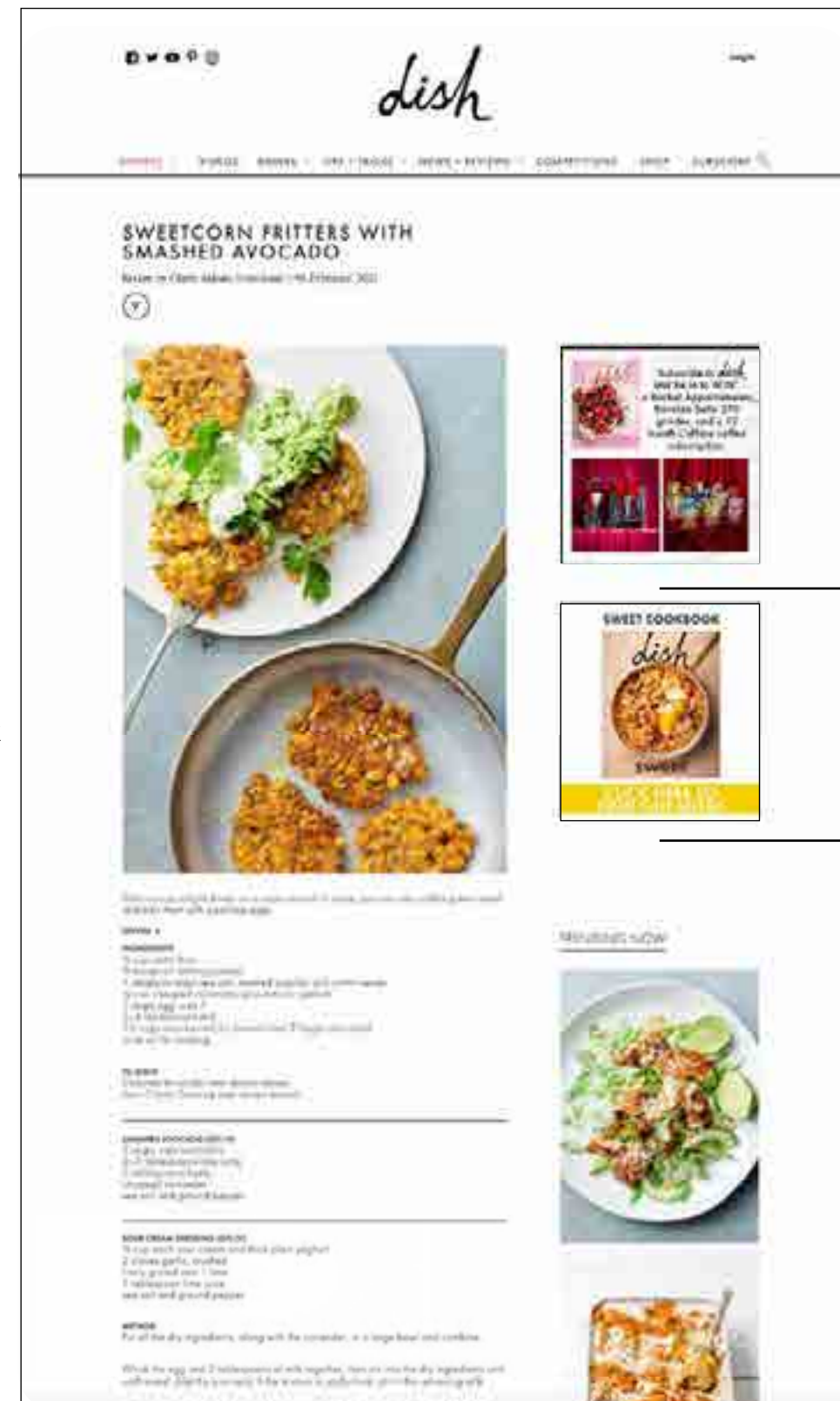
HOME PAGE



Home page banner ad
\$5,000
Size
1200x500px

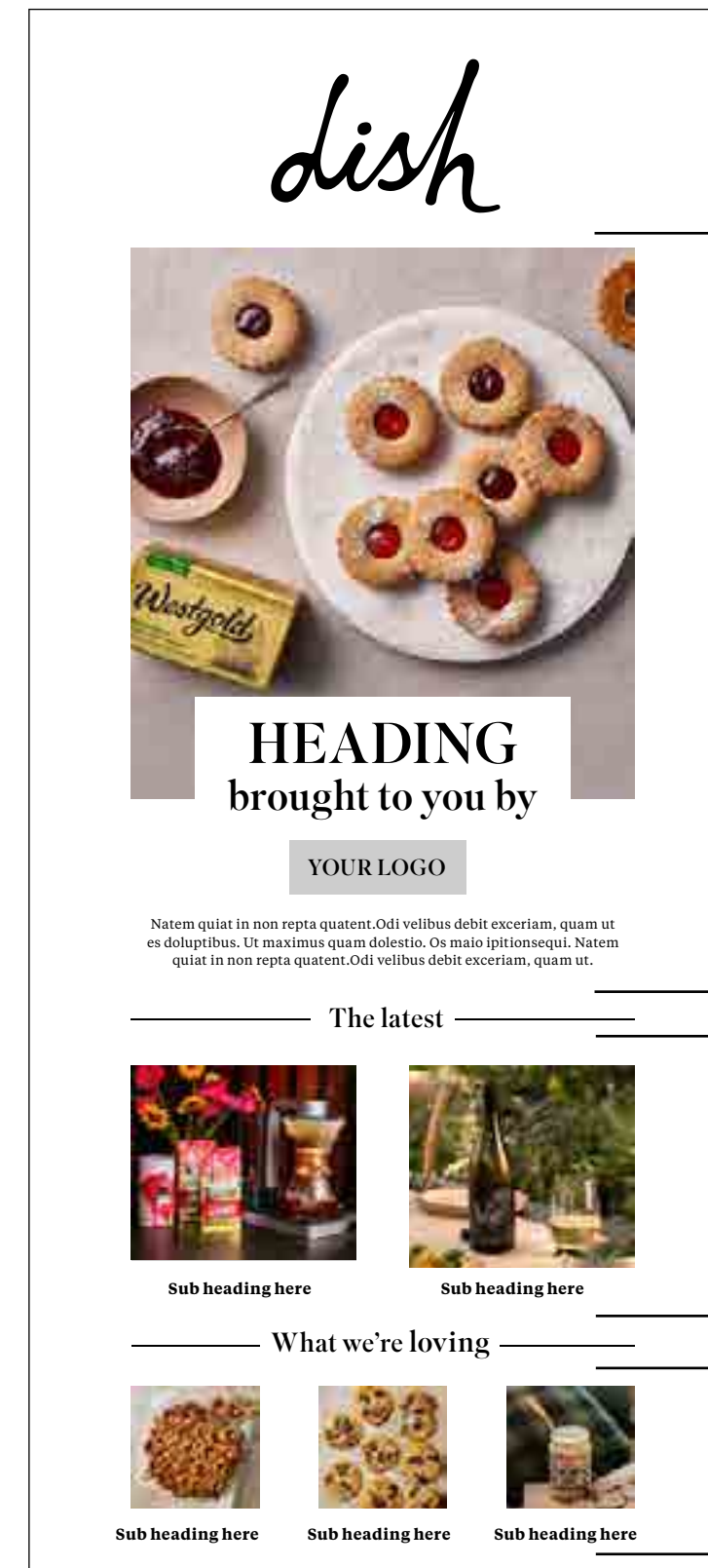
Home page tile
\$3,750
Size
850x1174px

RECIPE PAGE



Recipe page tile
\$3,750
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

in association with PRODOTTI



Tomato and Fresh Basil Spaghetti (v)
Summer is a beautiful taste, fresh and so simple to make.

Ingredients:
1 cup fresh basil, leaves and stems
250 grams fresh cherry tomatoes (halved)
1/2 teaspoon chili flakes
100 grams ricotta cheese
1/2 cup extra virgin olive oil
1 medium red onion, thinly sliced
1 clove garlic, peeled

Instructions:
Separate the basil leaves from the stems, reserving the stems. Put the cherry tomatoes in a large heatproof bowl. Put the olive oil in a large frying pan and cook the onion, basil stems, and the whole clove of garlic over a medium heat for 3-4 minutes until the onion is soft. Add a splash of water if the pan is too dry. Cook the pasta in a large pot of well-salted boiling water until al dente, stirring occasionally to avoid it sticking together. Remove the basil stems from the onion and discard. Pour the contents of the frying pan into the bowl of tomatoes. Add all the basil leaves and chili flakes and toss to combine. Cook the pasta in a large pot of well-salted boiling water until al dente, stirring occasionally to avoid it sticking together. Remove the basil stems from the onion and discard. Pour the contents of the frying pan into the bowl of tomatoes. Add all the basil leaves and chili flakes and toss to combine.

Prodotti

in association with DISARONNO



The Drink of the Summer

Made with the world's sweetest Italian liquor, Disaronno, this refreshing cocktail combines the liquid's unique almond flavor with crisp soda water and a splash of fresh lemon for a light, easy take that perfectly suits the spirit of the season.

Ingredients:
1/2 cup Disaronno
1/2 cup soda water
1/2 cup fresh lemon juice
1/2 cup ice cubes

Instructions:
Pour Disaronno over ice, add a squeeze of fresh lemon juice and top up with soda water. Stir and garnish with lemon zest.

Disaronno

in association with AORAKI



Flavour Feast
Make summer entertaining stress-free yet fabulous with Aoraki's sensational limited-edition Pihutukawa Smoked Salmon Fillet

AORAKI PIHUTUKAWA HOT SMOKED SALMON FILLET
Aoraki Pihutukawa Hot Smoked Salmon Fillet, Fennel, Walnut and Olive Salad, Beetroot and Tahini Dip, Horseradish and Sour Cream Sauce, and a side of roasted vegetables.

FENNEL, WALNUT AND OLIVE SALAD (GF) (V)
2 tablespoons extra virgin olive oil
1 tablespoon sherry vinegar
1 teaspoon maple syrup
2 small garlic, crushed
sea salt and ground pepper
1 large bowl of mixed salad
1/2 cup fennel, thinly sliced, fronds reserved
1/2 cup walnut, toasted and chopped

BEETROOT AND TAHINI DIP (GF) (V)
400 grams raw beetroot, peeled, washed
2 tablespoons each olive and red wine vinegar
1/2 cup tahini
1/2 cup lemon juice
1/2 cup sea salt
1/2 cup ground pepper

HORSERADISH AND SOUR CREAM SAUCE (GF)
1/2 cup sour cream
1/2 cup horseradish
1/2 cup sea salt
1/2 cup ground pepper

Aoraki

in association with LEE KUM KEE



Hoisin Heroes
Banish boring by adding a splash of flavour from Lee Kum Kee's epic sauce range

Lee Kum Kee Hoisin Pork and Ginger Lettuce Cups
HOISIN SAUCE
1/2 cup Lee Kum Kee Hoisin Sauce
1/2 cup water
1/2 cup rice wine vinegar
1/2 cup soy sauce
1/2 cup sesame oil
1/2 cup peanut oil
1/2 cup cornstarch
1/2 cup sugar
1/2 cup salt
1/2 cup pepper

Lee Kum Kee Hoisin Crumbed Chicken and Noodle Bowl
CRUMBED CHICKEN
1/2 cup plain flour
1/2 cup salt
1/2 cup ground pepper
1/2 cup oil
1/2 cup water
1/2 cup rice wine vinegar
1/2 cup soy sauce
1/2 cup sesame oil
1/2 cup peanut oil
1/2 cup cornstarch
1/2 cup sugar
1/2 cup salt
1/2 cup pepper

Delicious Moments Everyday

in association with MAINLAND



Moreish Moments
From bringing a hit of flavour to liven up a dish to being the hero ingredient, Mainland makes summer mouth-watering

Haloumi and Zucchini Skewers with Tomato Panzanella Salad (v)
HALOUMI AND ZUCCHINI
2 x 200-gram blocks Mainland Haloumi Cheese
2 zucchini
2 tablespoons olive oil
1 teaspoon each dried oregano and dried thyme
sea salt and cracked pepper
1/2 cup fresh basil or parsley leaves
1/2 cup tomato, finely diced
1/2 cup olive oil
1/2 cup red chili, finely chopped, optional
1/2 cup chopped fresh parsley
1/2 cup chopped fresh mint
1/2 cup olive oil
1/2 cup red chili, finely chopped, optional
1/2 cup chopped fresh parsley
1/2 cup chopped fresh mint

TO SERVE: Preheat the barbecue grill to a medium heat. Tear the zucchini into bite-sized pieces and place on the prepared tray. Drizzle with olive oil and season with salt and pepper. Place the tray under the grill and turn the skewers until they are golden on all sides. Place in a bowl along with the remaining salad ingredients.

TO SERVE: Tear the dressing through the tomato salad and serve alongside the skewers. Drizzle half of the salsa verde over the skewers and serve the remaining on the side. SERVES 2

MAINLAND

CONTENT INTEGRATION EXAMPLES

MAGAZINE

in association with **NEW WORLD WINE AWARDS**

Go for Gold!

Here's to the New World Wine Awards — judging the best, yet surprisingly affordable, wines in Aotearoa for 22 years!

Shine the spotlight on bubbles this Christmas with category winners, Lindauer, who were awarded for both their Lindauer Special Reserve Rosé NV (Bubbles Champion) and Lindauer Special Reserve Blanc de Blancs NV. Who knew Lindauer produced such first class sparkling? New World! This is the third time in five years Lindauer have nabbed a coveted spot in the Top 50, as well as being recognised internationally, and closer to home in *dish*'s current Tasting Panel!

In their commitment to ensuring customers find and choose top quality yet affordable wines, the New World Wine Awards are focused on entries under \$25, and each is rigorously sniffed, swirled, sipped and assessed by an independent panel of expert judges. More than 1,280 wines were judged to find the Top 50, all of which are available at New World stores nationwide.

Lindauer Special Reserve Rosé NV (Bubbles Champion)
The champion sparkling wine, with delightful flavours and great smooth texture, this sparkling rosé is a consistently fantastic wine. A stunning salmon pink colour with sweet strawberry, baked bread and almond aromas. Textural and creamy with great weight and finesse. This sunny afternoon sparkler can be enjoyed with fresh fruit and soft cheeses.

Lindauer Special Reserve Blanc de Blancs NV
Complex and creamy, a top-notch bubbles for any occasion. Made from Gisborne chardonnay grapes, this Blanc de Blancs is a favourite of the incredibly talented winemaker Jane De Witt. Slightly off-dry, with lovely brioche and ripe citrus notes with a velvety undertone and great persistence. A world-class wine at an exceptional price. Share with great friends and tasty platters.

Simple Summer Bruschetta	
<i>Make entertaining a breeze by pairing these award-winning bubbles with this easy to prepare appetiser.</i>	
150 grams bruschetta	honey, to drizzle
110 grams goat's cheese	¼ cup chopped roasted pinenuts
60 grams prosciutto	1 tablespoon chives

Spread the baked bruschetta with soft goat's cheese and top with a ruffled piece of prosciutto. Add a drizzle of honey, chopped roasted pinenuts and a pinch of chopped chives.

Find winning wines at New World
newworld.co.nz



126 DISH | dish.co.nz

EDM

dish Brand-sponsored



MEET THE TOP 50 WINNERS

It's official — we have your exclusive look at the Top 50 Gold medal winners from the New World Wine Awards!

We've made sure to cover everything you dishies would want, so along with the epic winners list, we've got tasting notes to keep you in the know! AND we've provided links to dish recipes that pair perfectly with the Champions.

All of this information and more has been added to our online hub!

[EXPLORE THE HUB](#)

WEBSITE

dish

RECIPES • VIDEOS • REHIMS • TIPS & TRICKS • NEWS & REVIEWS • COMPETITIONS • SHOP • INDEX • SUBSCRIBE • MY DISH

NEW WORLD WINE AWARDS HUB

Updated 01.2024



HUB

The New World Wine Awards' Winners have JUST been announced and we're here to make sure you're in the loop for all there is to know about the best (and affordable!) wines and how they were judged!

The award-winning app, on top of the same experience as what you've seen on our site, will also bring different to the Top 50 winners up to under \$25 and available in New World stores nationwide.

With a countdown that goes down to zero (YES!), we have 500+ Wine recipes, food stories, a mobile ordering and delivery option.

The winners list is epic! We've featured 'Gold medal' winning wines under \$25 made at the New World Wine Awards. Just 50.

[EXPLORE THE TOP 50 WINNERS](#)

[Click here](#)

[Subscribe to dish](#)
and be in to WIN* a wine-lover's trip for two to Adelaide and the Barossa, valued at \$4,000

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

[Sign up today!](#)



INSTAGRAM



FACEBOOK

CONTENT INTEGRATION EXAMPLES

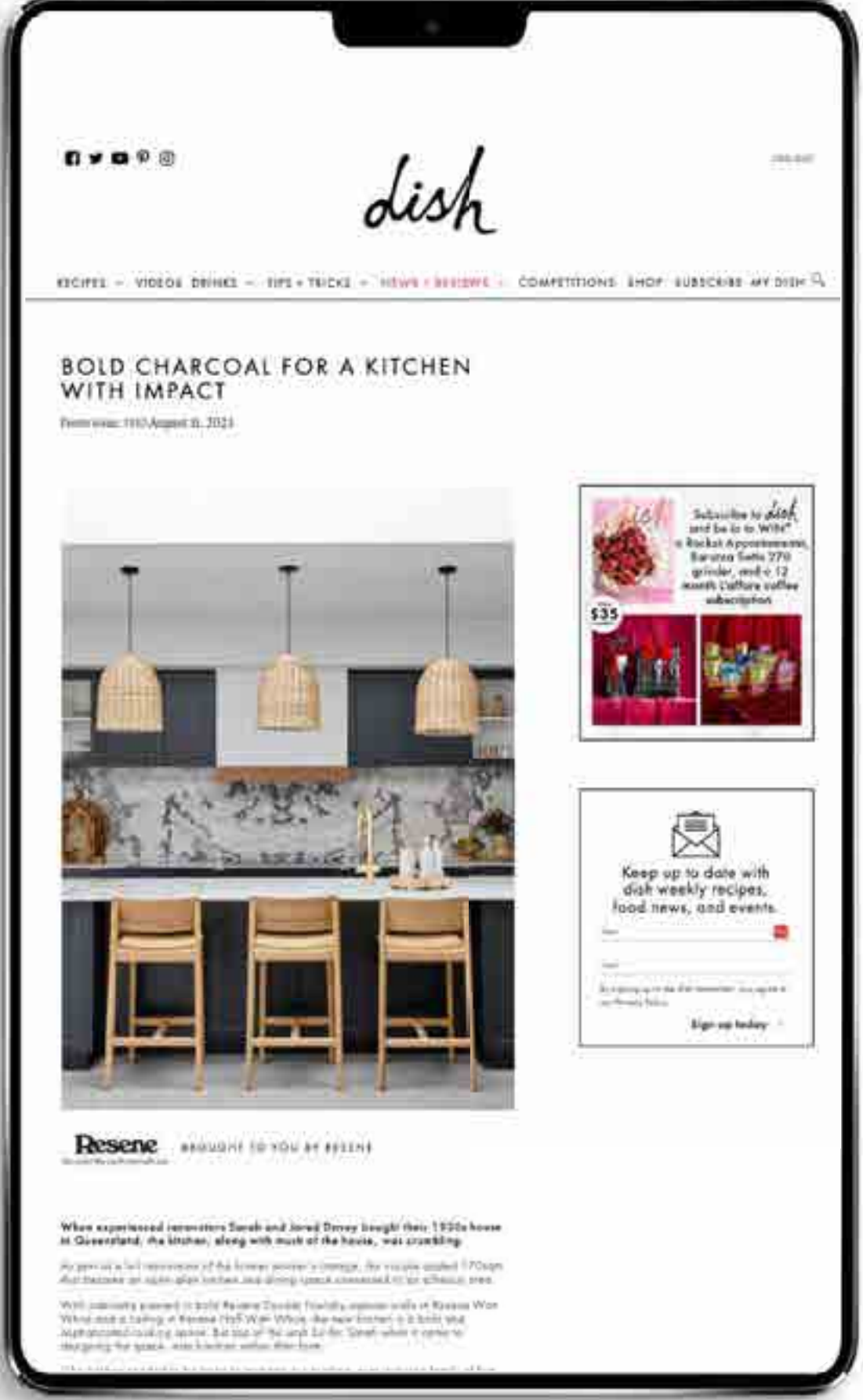
Resene

the paint the professionals use

MAGAZINE

EDM

WEBSITE



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

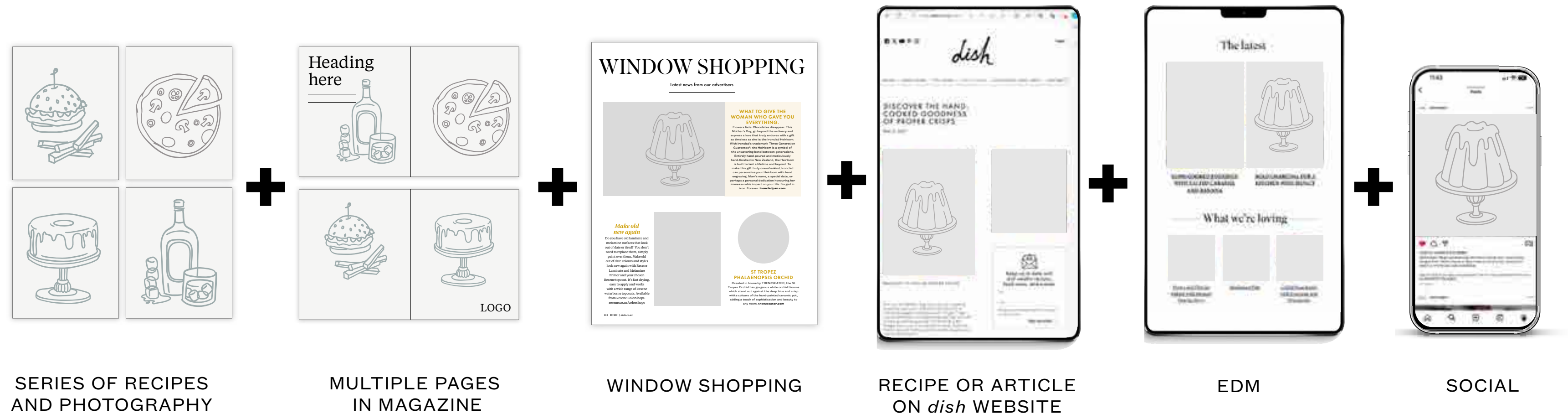
\$12,250



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

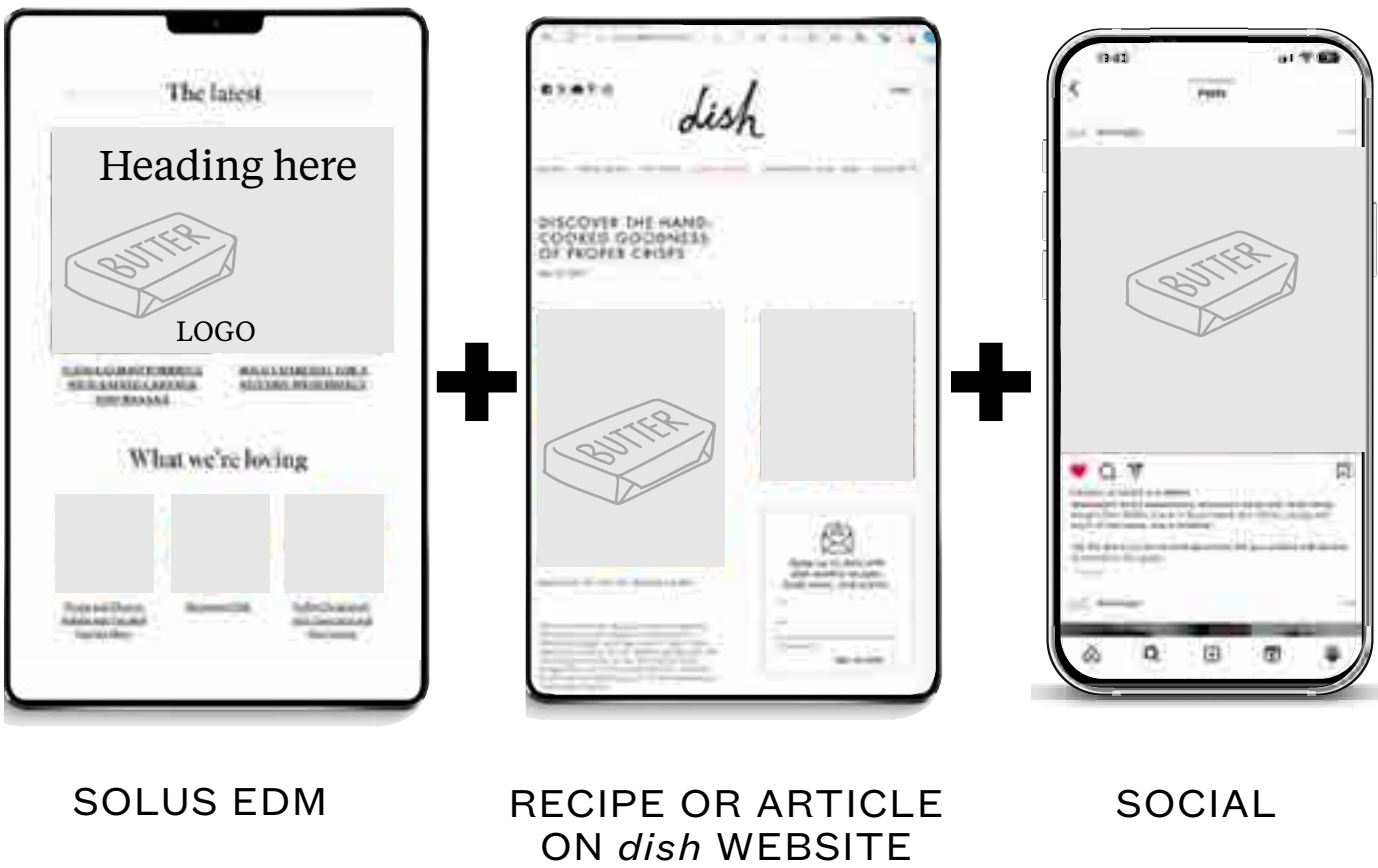


DIGITAL PACKAGE EXAMPLES

- 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



- 6
- Basic digital package

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

\$1,500



- 7
- Digital sponsor package

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

\$6,000



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.

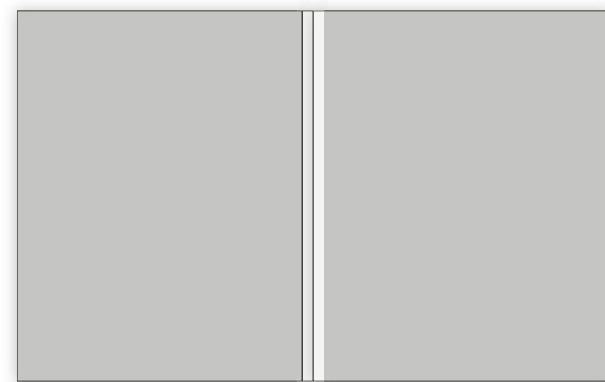
Single page image area

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

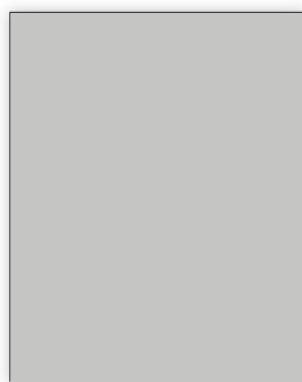
Bleed: 230mm (w) x 306mm (h)

Back cover

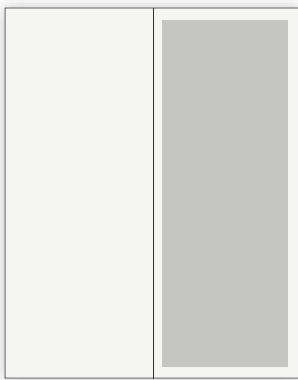
Full page portrait



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



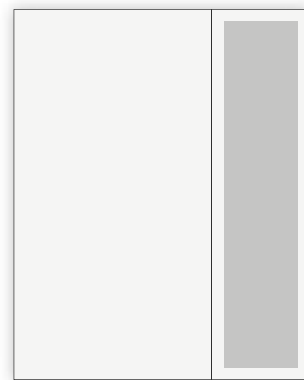
Full page single
230mm (w) x 300mm (h)
+ 3mm bleed



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
122	14 July 2025	30 May 2025	4 June 2025	10 June 2025
123	8 September 2025	15 July 2025	18 July 2025	7 August 2025

UPCOMING ISSUES:

Issue	On-sale	Booking deadline	Advertorial material deadline	Supplied ad material deadline
<i>dish</i> Christmas 2025:				
124	3 November 2025	17 September 2025	22 September 2025	29 September 2025
HOLIDAY (Special edition)	15 December 2025	31 October 2025	5 November 2025	12 November 2025
125	2 February 2026	4 December 2025	10 December 2025	15 December 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

+64 21 869 590

bel.bonnor@scg.net.nz