

MiNDFOOD

#SmartThinking

MEDIA KIT

MiNDFOOD

M *iNDFOOD is an integrated media brand, delivering local and international content across a range of platforms. The brand is built around the core editorial platforms of Community, Culture, Health, Beauty, Style, Décor, Travel, Food and Drink. Readers can access content across a wide range of multimedia platforms: MiNDFOOD.com, Facebook, Instagram, Pinterest, Twitter and the monthly magazine. Smart Thinking is at the core of MiNDFOOD.*

“Our goal is to make readers think while accessing our content across our multimedia platform channels.”

MICHAEL McHUGH
EDITOR-IN-CHIEF

*Community • Culture • Health • Beauty
Style • Décor • Travel • Food • Drink*





MINDFOOD

THE MAGAZINE

Page after page of smart thinking content

MAGAZINE FREQUENCY 11 issues per year

READERSHIP 238,000

CIRCULATION 38,203

CORE DEMOGRAPHIC 25-59 79% Female 21% Male

AVERAGE HOUSEHOLD INCOME \$116.4K

NATIONAL HOUSEHOLD INCOME 21% HIGHER THAN THE NATIONAL AVERAGE

OWN THEIR OWN HOME (WITH OR WITHOUT A MORTGAGE) 72%

TERTIARY QUALIFIED 60%

BALANCE HEALTHY EATING WITH A BUSY LIFESTYLE 65%

HAVE CHILDREN LIVING AT HOME 45%

Source: Nielsen Media CMI July 2016 - June 2017

MiNDFOOD

MiNDFOOD.COM

Content is created 24/7 throughout the day

477,036 page views per month

Up 25.43% YOY

93,685 unique users each month

SOCIAL FOLLOWING

*Our social integration inspires a closer relationship
and higher engagement with our audience.*



FACEBOOK

278k



INSTAGRAM

19.2k



TWITTER

6.9k



PINTEREST

3.5k

Source: Google Analytics from April 2018 / Social Media stats from May 2018





MiNDFOOD

E-NEWSLETTERS

MiNDFOOD sends over 370,000 e-newsletters each week on a range of topics.

MONDAY

MiNDFOOD Weekly Menu Planner curated by Food Director, Michelle McHugh

WEDNESDAY

MiNDFOOD Health Update curated by Online Producer, Annie Hollister-Jones

THURSDAY

MiNDFOOD STYLE and Décor News curated by STYLE Editor, Nicole Saunders

FRIDAY

MiNDFOOD News Round-Up curated by Online Producer, Annie Hollister-Jones

OPEN RATE 16.78%

MiNDFOOD DAILY RECIPE

Our Food Director and online team produce a Daily Recipe newsletter which is also amplified across social media and the MiNDFOOD.com homepage.

OPEN RATE 17.64%

MiNDFOOD

INTEGRATED CONTENT

MiNDFOOD works with clients to produce bespoke campaigns and Smart Thinking content that is integrated seamlessly into MiNDFOOD platforms.

CREATIVE PARTNERSHIPS

Content can also be produced for clients wanting to use the MiNDFOOD creative teams, including editorial content, campaign imagery, packaging, recipe development and video content.

EVENTS

MiNDFOOD produces a range of fully integrated events for clients throughout the country – from reader dinners to intimate beauty launches. Hosted by Editor-in-Chief, Michael McHugh, or STYLE and beauty editor, Nicole Saunders, MiNDFOOD events attract highly engaged readers with high disposable incomes and varied interests. We offer clients a bespoke package, targeted and tailored for specific engagement and results.





MiNDFOOD

BESPOKE CONTENT

MiNDFOOD can propose creative concepts integrating imagery, video and social content or amplification of existing content supplied by the client.

PHOTO SHOOTS

Art directed by MiNDFOOD, striking and beautiful shoots are created through close consultation with the client.

RECIPE DEVELOPMENT

MiNDFOOD is renowned for in-season, easy-to-make recipes curated by Food Director, Michelle McHugh.

ADVERTORIAL CREATION

The MiNDFOOD integration team will work with clients to create branded editorial content across MiNDFOOD platforms.

VIDEO CONTENT

MiNDFOOD works with a talented team of creative videographers to produce engaging content for multiple platforms.

DIGITAL CONTENT

Generate engaging, Smart Thinking content developed to brief, amplified across MiNDFOOD social networks.

BEAUTY CLUB

Our Beauty Editor, Nicole Saunders, puts the best skincare, make-up and fragrances to the test, creating multiplatform, engaging content.

MINDFOOD

PRODUCTION DETAILS

PRODUCTION SCHEDULE 2018

DEADLINES	JULY 2018	AUGUST 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018
ADVERTISING BOOKING	9-MAY-18	6-JUN-18	12-JUL-18	9-AUG-18	5-SEP-18	10-OCT-18
ADVERTISING MATERIAL	11-MAY-18	8-JUN-18	13-JUL-18	10-AUG-18	7-SEP-18	12-OCT-18
ADVERTORIAL BOOKING	25-APR-18	23-MAY-18	28-JUN-18	26-JUL-18	22-AUG-18	26-SEP-18
CANCELLATION	13-APR-18	11-MAY-18	15-JUN-18	14-JUL-18	10-AUG-18	14-SEP-18
ON-SALE DATE	4-JUN-18	2-JUL-18	6-AUG-18	3-SEP-18	1-OCT-18	5-NOV-18

PRINT RATES

ADVERTISEMENT RATES

DOUBLE PAGE SPREAD	\$14,750 +GST
FULL PAGE	\$7500 +GST
HALF PAGE (H/V)	\$4300 +GST
THIRD PAGE (H/V)	\$2860 +GST
INSIDE FRONT COVER, DPS	\$17,700 +GST
OUTSIDE BACK COVER	\$9000 +GST RATES EXCLUDE GST AND ARE IN NZD CO-CREATED CONTENT AND ADVERTORIALS WILL BE QUOTED SEPARATELY

DIGITAL RATES

MINDFOOD.COM

ROS	\$30 CPM
CATEGORY EXCLUSIVE	\$50 CPM
100% SOV	\$90 CPM
HOME PAGE TAKE OVER 100% SOV	\$120 CPM
PRICES EXCLUDE GST.	
MINIMUM 10,000 PAGE IMPRESSIONS BOOKINGS.	

SOCIAL MEDIA RATES

FACEBOOK POST	\$2800 + GST
ALL POSTS REQUIRE A MINIMUM \$250 BOOSTING FEE.	

ADVERTISING CONTACTS

KAREY WALKER

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ADVERTISING SPECS

CROP MARKS

MAGAZINE

DOUBLE-PAGE SPREAD

TRIM: 450MM X 297MM
SAFE TYPE: 440MM X 287MM
WITH BLEED: 460MM X 307MM

FULL PAGE

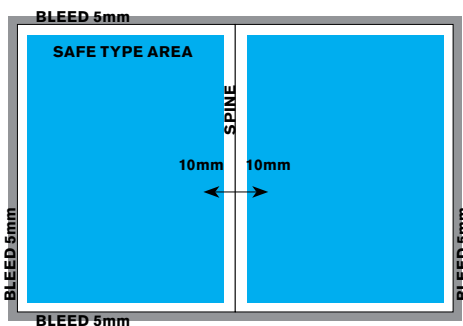
TRIM: 225MM X 297MM
SAFE TYPE: 215MM X 287MM
WITH BLEED: 235MM X 307MM

HALF-PAGE VERTICAL

TRIM: 112MM X 297MM
SAFE TYPE: 102MM X 287MM
WITH BLEED: 122MM X 307MM

HALF-PAGE HORIZONTAL

TRIM: 225MM X 148MM
SAFE TYPE: 215MM X 138MM
WITH BLEED: 235MM X 158MM



THIRD-PAGE VERTICAL

TRIM: 75MM X 297MM
SAFE TYPE: 65MM X 287MM
WITH BLEED: 85MM X 307MM

THIRD-PAGE HORIZONTAL

TRIM: 225MM X 99MM
SAFE TYPE: 215MM X 89MM
WITH BLEED: 235MM X 109MM

DIGITAL

LEADERBOARD

728 x 90, jpeg,
animated GIF, HTML5

MOBILE LEADERBOARD

320 x 50, jpeg,
animated GIF, HTML5

MREC

300 x 250, jpeg, animated GIF,
HTML5. Max file size is 50kb

SKINS (WEBSITE ONLY) -

Supply 2 separate files, each
one to be, 460w x 1200h, jpeg,
animated GIF. Max file size
80-100 kb.



SKIN SAFE SPACE

140px in from the edge of content
area. This is the space that will be
viewed on all browsers.

SKIN FILLER SPACE

320px of the skins width
filler space. How much of this
space is viewed will depend
on the browser. Try to avoid
putting any text in this area,
just an image.

IPAD

FULL PAGE ONLY –
2048 x 1536 pixels – supplied
as a PDF.

SOCIAL MEDIA & CONTENT:

Please supply images in a .jpeg,
or .tiff file, minimum 5MB.
Please supply logos in vector
eps or .ai files.



MiNDFOOD
THANK YOU

