

Welcome to The Foodtown magazine, New Zealand's second largest food title. We're proud to be an every day part of New Zealander's lives. The wonderful range of easy recipes featured in each issue and our reputation for reliable advice and information ensures that our readers are constantly referring to the magazine.

We are also proud to be read by **259,000* readers** with an average print run of **50,000+ copies** into every Foodtown, Woolworths and Countdown supermarkets, as well as in 600 major bookstores and retailers throughout the country. The magazine is also supported with regular instore radio promotions.

The team at The Foodtown magazine are dedicated to making our reader's lives easier and more enjoyable and we look forward to talking with you about how we can work together over the coming months.

*Nielsen National Readership Survey (June 08 – Dec 08)
+ Audit Bureau of Circulations net circ to 30th Dec 2008

Trish Turney



I am very proud to be an Account Manager on The Foodtown Magazine, New Zealand's second largest food title. Having worked for some of New Zealand's largest advertising agencies (Saatchi & Saatchi, Ogilvys and DDB) and for two of New Zealand's largest publishing companies (ACP Magazines and Fairfax

Magazines), I guess you could say that advertising is in my blood – magazine advertising in particular. I refer to myself as a “magazineaholic”, having fallen in love with magazines when I was very young. I feel incredibly lucky to have worked in this industry for 20 years . And to be working on a magazine about food – how lucky can I get! Magazine advertising endures long after television commercials have faded from the screen or the newspaper has been discarded. Magazines are loved by the people who purchase them and advertising in magazines is an accepted and anticipated pleasure for those readers.

BOOK NOW...

Ring now to discuss further and book your space to reach our 259,000 eager readers.

Ph: (09) 524 3233

Email: trishturney@nzchef.co.nz

Advertising Rates

Position	Casual	3 x Issue	6 x Issue
Double Page Spread	\$11,234	\$10,675	\$10,137
Full Page	\$6,719	\$6,397	\$6,074
Half Page	\$3,795	\$3,601	\$3,440
Third Page	\$2,740	\$2,600	\$2,473

Other items	Charges
Redeemable Vouches	\$699
The Latest	\$1,950
Loose Inserts	\$150 per thousand
Loose Inserts (manual insertion)	\$250 per thousand
Inside front cover DPS	\$13,545
Outside back cover	\$9,450
Inside back cover	\$7,350
Special Position	+15%
Shelf-talkers	\$299
Studio - Mac time	\$200 per hour
Win with your Onecard	POA
Special Feature Booklet	\$1,785 per page

Please note: All rates are quoted exclusive of GST and are for finished artwork supplied. All rates quoted above are inclusive of agency commission.

Distribution

The *Foodtown Magazine* is available from Foodtown, Woolworths and Countdown supermarkets nationwide, plus 600 retailers nationwide, including Dymocks, Whitcoulls and Paper Plus.

Publication Dates & Deadlines for 2009/2010

ISSUE	BOOKINGS	MATERIAL DEADLINE FOR ADS TO BE MADE UP BY US, LATEST, ONECARD & VOUCHERS	DEADLINE FOR FINISHED SUPPLIED ADS	IN STORE
50	December 09/January 10	19 Oct	21 Oct	23 Nov
51	February/March	10 Dec	14 Dec	1 Feb
52	April/May	9 Feb	11 Feb	22 March
53	June/July	13 April	16 April	24 May
54	August/September	15 June	18 June	19 July
55	October/November	17 Aug	18 Aug	20 Sep
56	December 2010 /Jan 2011	19 Oct	20 Oct	22 Nov

Dates subject to change.

NOTE: Cancellations must be received in writing one week prior to the booking deadline.

Bookings **Contacts**

Gourmet Food Publishing Ltd
Level 3, 136 Broadway
Newmarket, Auckland
New Zealand

PO Box 90 945
Auckland Mail Service Centre

Ph: (09) 524 3239 main line
Fax: (09) 524 2836

www.nzchef.co.nz

Advertising Account Executives:
Trish Turney Ph: (09) 524-3233

Artwork **Information****Artwork requirements:**

Please supply artwork as a high resolution PDF file.

We are also able to accept artwork in the following applications: InDesign CS2 v4 (call before sending), Freehand eps files, Adobe Illustrator eps files, Photoshop tiff or eps files.

- If using Illustrator or Freehand please convert all fonts to paths.
- Image resolution should be no less than 300 dpi.
- All image files should be CMYK.
- Save work to cd.
- A colour proof must be supplied of the finished document. This enables us to check colours and fonts. (Please note that this still applies even if emailing a high resolution PDF.)

If you need help or have any questions, please contact our office on (09) 524 3239.

Please send all advertising material to:

Gourmet Food Publishing Ltd, Level 3, 136 Broadway, Newmarket, Auckland, New Zealand

Hi res pdfs can be emailed to design@nzchef.co.nz

(Please note: we can only accept emails 5mb or under.)