



NEW ZEALAND

FOODtechnology

NEWS

MEDIA KIT 2025



PRINT - TRADE MAGAZINE MARKETING... WHY?

- Print is tangible, and now, a point-of-difference
- Print is credible
- Presents and establishes your brand very effectively
- Delivered free, trade magazines reach your target market – a captive market of buyers/decision makers
- Print is more engaging

To see the science about the power of print and more FAQ's turn to page 7.

TARGETED

DELIVERING YOUR MESSAGE TO A BUOYANT INDUSTRY SECTOR

For 60 years, NZ Food Technology News has been the source the market turns to for important, business-rich information. With a potential reach in print and digital of more than 15,000 per month, you can be sure New Zealand and also Australian suppliers to the food and beverage industries are well catered for when it's time to pass their manufacturing messages on.

Through quality editorial that includes special and monthly category-focussed features – in print, online and in a dynamic digital magazine – it's the perfect platform to establish and maintain brand awareness, launch new products or present your company's message to the market.



WHY ADVERTISE WITH NZ FOOD TECHNOLOGY NEWS?

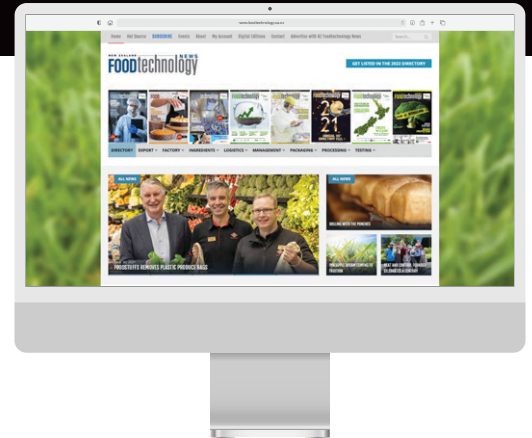
TRUSTED: Since its launch in 1965, NZ Food Technology News has retained its status as the number one food technology industry and beverage manufacturing publication.

LEADER: NZ Food Technology News, and our Special Annual Edition, is the publication of choice for 88% of those working in the food and beverage technology industries.

WIDELY READ: An average of 4,000 print copies are distributed each month. A readership survey revealed that each copy is read by an average of three people, bringing the total readership to 12,000 a month.

SUBSCRIBER GROWTH: Our subscription team continually update and develop the readership database of both the print magazine and authorised email readership.

DEPTH: Filled with quality editorial from our team as well as industry-important contributed content, NZ Food Technology News is a highly credible and respected publication, and the perfect medium for getting your message across.



ONLINE

NZ Food Technology News is fully supported by extensive online content at www.foodtechnology.co.nz.



EDM

We also offer an email 'blast' e-newsletter option that has an astonishing open rate of more than 20%. More ways to connect you to the food and beverage industries.



FREE BONUS DYNAMIC DIGITAL MAGAZINE

The digital magazine portal to market allows added content, and is distributed to 5,500+ readers on our very targeted email data base. It's the magazine, but even richer, with added vibrant digital content that includes links, videos, photo galleries, dynamic articles and advertising, sharing and so much more.

The digital delivers to a widening audience, and provides NZ Food Technology News with yet another strong avenue to disperse both information and company messages – but in a cutting-edge manner and beyond the world of print.

This FREE service is part of our role as a voice for the industry.



COVER STRIP

Have a strong message that you want to ensure gets passed on? Then the front cover strip is a great option. Cost-effective, this option leaves no doubt that your company is a major player within the food processing and manufacturing sector.

5 H ADVERT

\$2400+GST

HUB

THE SOURCE FOR FOODTECHNOLOGY INFORMATION

Within every issue, your brand can find a home. 'HUB' reflects the many industry categories that make up the industries that New Zealand Food Technology News represents. Each section has good focus on Kiwi companies and businesses, brands and their products/equipment/services - all contribute heavily to doing better business and improving the industry as a whole. Sections can be included if there is advertising demand for a category.

PACKAGING
FACTORY
LOGISTICS
TESTING
PROCESSING
INGREDIENTS
AND MANY MORE.

These are ideal sections to take a 'Combo' – a mixture of advertising and editorial – as a section can be created for your specific need and field.

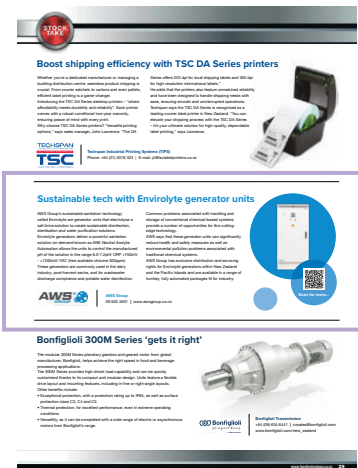


BACK COVER

Second only to the front cover, be seen all by yourself with this high profile power position and statement. Showcase why companies should be doing business with you. A perfect place to brand.

FULL PAGE

\$2990+GST

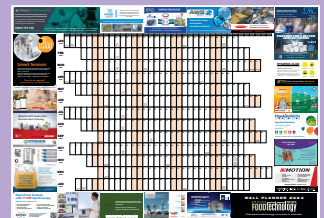


STOCKTAKE

If you have a new product, a product you want to reinvigorate with some energy and exposure, or a service to provide then Stocktake is a cost-measured approach that works. Advertisers get one third of a page editorial with pic, logo and contact details. They get seen. Advertisers get calls.

3 R D PAGE

\$850+GST



WALLPLANNER

Sent out with the Special Annual Edition issue, this 13-month wallplanner starts the moment it hits desks. It arrives in early January just in time for your yearly planning.

\$490+GST

COMBOS:

Combos are a great and cost-effective way to pass on an advertorial message. A combo usually consists of supplied editorial, images and supporting advertisement. This is edited to conform to our house style, laid up by our designer and returned to you for approval prior to publication. Heavy emphasis is placed on design to make the reader stop and read. Large imagery to help invite the reader in, combined with a well-designed, spaced layout, is a priority. Providing a selection of images is encouraged. More information on combo options are on the following page.

ADVERTISING AND EDITORIAL: EASY AS 1 OR 2 OR 3!

FULL PAGE COMBO

INCLUDES ONE FULL PAGE AD AND ONE FULL PAGE OF EDITORIAL

You can book a full page advertisement and make it a combo with an extra full page story or company profile. You can use your own PR company or department, or forward information to us so we can turn it into an informative article. The option is also open to use both pages for editorial and just include a logo and address as a strip advertisement - the choice is yours.

\$3780+GST

SUPPORTING EDITORIAL SPECIFICATIONS

Recommended = Approx 350-450 words and up to two pics
NB: Word count is dependant on image size. A full page story must include an image. If using a strip ad across two pages, the word count is about 700 plus images.

NEW AFFINITY CD-L
MEETS THE CHALLENGES OF DIFFICULT TO CUT PRODUCTS
Unstable Affinity Dicing range offers processors high performance dicing precision for slices, dices, crumbles, granulations and strips.

Complete Packaging & Inspection solutions designed for your business

- Conveying
- Feeding
- Processing
- Sorting
- Inspection
- Truck Loading

Access innovative and applications, we design specialist solutions. Bringing together leading brands in inspection, weighing and packaging equipment for the food and pharmaceutical industries. Our solutions set the standard for yield, efficiency, and safety across a wide range of industries. Whatever your productivity, we've got the right process and precision.

Partners: **Met and Convey**, **IBEMA**, **Coca**, **KEY**, **EMPLEX**, **EMULTEC**, **WATERWORKS**

180 950 0000000000 | www.mahlepack.com

Testo Saverio 2
New Food Safety Monitoring System

ARE YOU COMPLIANT WITH THE NZ FOOD SAFETY REGULATIONS?

The Food Act makes you responsible for your business, and compliance has the best tools to help you comply.

Always on the safe side
EUROTEC systems. At any time.

Testo Saverio 2 - the digital solution for reliable, fast and accurate monitoring and documentation of your food.

Shop with us online! www.testo.nz

EUROTEC

SWITCH ON TO THE IFM REVOLUTION

What is it describing as a revolutionary range of smart, intelligent, and easy-to-use sensors, actuators, and controllers designed for the food and beverage industry.

IO-Link Sensors

IFM - close to you!
www.ifm.com.au | Tel: 0800 200 018

HALF PAGE COMBO

INCLUDES ONE HALF PAGE AD AND A HALF PAGE OF EDITORIAL

The same applies to this half page option with a combination of editorial and advertising to suit your budget with the option of being vertical or horizontal.

\$2375+GST

SUPPORTING EDITORIAL SPECIFICATIONS

Just text, no pic = Max 400 words
Text and pic = Max 300 words + one pic

GREEN WINE

Making New Zealand's finest wine brands up with a truly unique and sustainable approach to wine production.

TOP SERVICE FOR FOOD SECTOR

Supporting your business and your equipment.

PROSECCO CONSTANT FLOW

NDA

HALLY LABELS
Linerless Wraps
A Packaging Revolution

RICARD AND TEGEL
SAVE WITH EUROPRESS

Reduce your shutdown stress & factory downtime by up to 50%

WATERWORKS

0800 387 677

QUARTER PAGE COMBO

INCLUDES ONE QUARTER PAGE AD AND A QUARTER PAGE OF EDITORIAL

A quarter page advertisement and a quarter page of editorial is ideally suited to product launches or product profiles.

\$1650+GST

SUPPORTING EDITORIAL SPECIFICATIONS

Just text, no pic = Max 230 words
Text and pic = Max 150 words + one pic

SUPPORTING EDITORIAL COMBO GUIDE

AD SIZE	JUST WORDS	WORDS / IMAGES	DESIGN FOCUSED
Full page	Not available	450 + image	350 + images
Half page	400 (approx)	300 + image	300 + images
Quarter page	230 (approx)	230	150 + images
Cover page package	Not available	450 + image	400 + images

NB: Word counts must be met by the advertiser and will be edited to fit house styles and correct grammar rules.

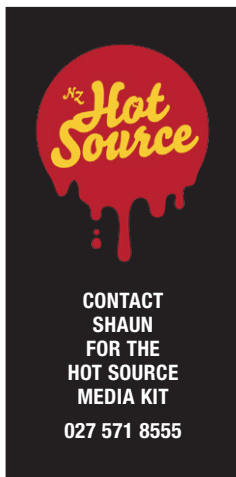
STANDARD (per issue/s)	1 – 3	4 – 6	7 +	Advert make up cost
Full page	\$2590	\$2440	\$2200	\$525
Half page	\$1690	\$1370	\$1260	\$390
Quarter page	\$1375	\$1250	\$1125	\$260
Fifth page (5H)	\$1100			\$260
Cover strip (55mm H x 240mm W)	\$2400			\$260
Stocktake	\$850			
Outside back cover	\$2990			
Magazine inserts (weight and size limitations apply)	\$2500			
Cover package (cover + 2 pages)	\$6000			
Cover wrap package (cover wrap + 2 pages)	\$6500			

*All rates + pricing are non commission agency bearing.

ONLINE ADVERTISING (monthly rates)

Home page billboard (1078px W x 185px H)	\$790
Home page leaderboard (top) (1078px W x 185px H)	\$550
Home page leaderboard (bottom) (1078 W x 185px H)	\$430
Home page Island (every page) (300px W x 250 px H)	\$480
Category pages (300px W x 250px H)	\$320
E-news	\$1290

All prices exclude GST.



TECHNICAL DETAILS

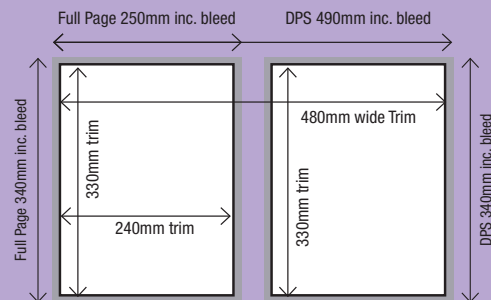
Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into Powerpoint or Word documents.

SUPPLYING MATERIAL

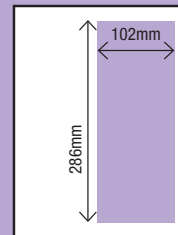
Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines. Crop marks are required for **full and double page spreads only** with a minimum of 5mm bleed, (no printing marks or bleed on adverts smaller than a full page). Files can be sent via email, Dropbox/Wetransfer or other file sharing link.

Cancellations must be no later than one week prior to the material deadline.

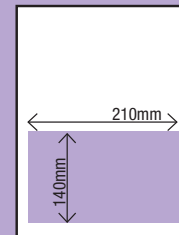
SPECIFICATIONS



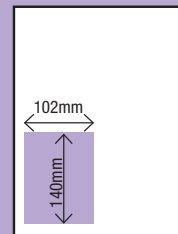
Full Page 240mm W x 330mm H PLUS 5mm bleed.
Double Page Spread 480mm W x 330mm H PLUS 5mm bleed.



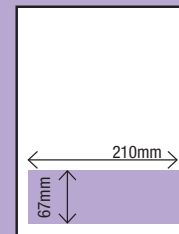
Half page vertical



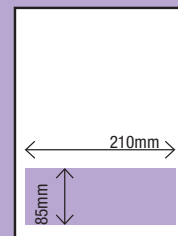
Half page horizontal



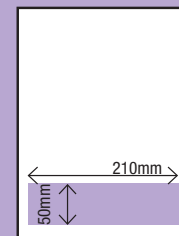
Quarter page vertical



Quarter page horizontal



Stocktake



Fifth page (5H)

INDUSTRY DIRECTORY

Online, in print, and in digital, the Gold Member Industry Directory listing has a 12-month shelf life and works as the first point of contact. Gold Member features 85,000 insertions across all mediums through the course of the year providing brands, services and companies with high presence. A number of options are available.

\$799 INCLUDING GST



FOR MORE INFORMATION CONTACT

Shaun Ries - Sales Manager
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Email: shaun@hayleymedia.com

HAYLEY MEDIA
 information & communication

www.foodtechnology.co.nz

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 Westgate, Auckland 0657. Phone: 09 486 0077

www.hayleymedia.co.nz

SPECIAL FEATURES & 2025 DEADLINESE

(See COMBO PRICING and pass your company's message directly to the industry, P4)

'Front of Mag' Special Features:

Every issue, New Zealand Food Technology News has a special 'Front of Mag' feature.

The schedule for 2025 is as follows:

February – PPE, apparel and accessories

March – Bakery

April – Dairy

May – SPECIAL: DIAMOND ANNIVERSARY ISSUE

June – Food hygiene, safety and foreign matter

July – Industry 4.0 - Automation, robotics and AI

August – FOODTECH PACKTECH SHOW PREVIEW ISSUE

September – Dairy

October – Meat processing and accessories

November – Circular economy - Sustainability

December – SPECIAL: ANNUAL EDITION

Advertisers

Material

Deadline

2025

JAN 10

FEB 10

MAR 7

APR 7

MAY 9

JUN 6

JUL 8

AUG 8

SEP 9

OCT 9

NOV 10

THE PLACE TO BE SEEN WHEN
YOU WANT YOUR COMPANY'S
STORY/MESSAGE TO BE TOLD.

EDITORIAL SUBMISSIONS

We seek top-quality, exclusive editorial articles for each edition of New Zealand Food Technology News, accompanied by high-resolution photos and/or illustrations. Preference will be given to articles relating to New Zealand projects, products and/or services, or those projects overseas involving New Zealanders and New Zealand-sourced products/services. Potential contributors should email the editor with submissions. Please do not follow up emails with phone calls, we will be in touch if we require more information. Editorial should be sent as a Word document, with images sent as separate attachments (not embedded in the Word document or main body of the email) with preferred captions for each photo. Images must be of good quality, in focus and taken at a high resolution – ideally 300 dpi. A selection of images is encouraged. We cannot reproduce images that have been downsized for email or web purposes. The editor reserves the right to edit material and to reject submissions. The accuracy of the material is the responsibility of the contributor. While we welcome material from commercial sources, it should be as independent as possible. 'Advertorial' material (which reads like a brochure, and overly promotes a business's products/services) will not be considered unless accompanied by paid advertising. Unsolicited editorial will only be considered for publication if space permits. Submissions to: greg@hayleymedia.com.

DIAMOND ANNIVERSARY ISSUE – IT'S OUR BIRTHDAY! MAY 2025

NZFT TURNS 60 AND YOU GET THE PRESENTS – BE A HISTORY MAKER

Two options are available to promote your company and save in a very special birthday issue:

1/ **40% OFF:** Yes, 40% off all print advertising in the May NZFT edition which means you pay 60% of the standard single insertion cost.

2/ **HISTORY MAKERS:** For companies with over 20+ years of history in supplying to the NZ food and beverage industries we have a special section called 'History Makers – Companies that have shaped NZ's food and beverage industries' where you get two pages to highlight the history of your company – along with current services, products, brands and offerings – that includes a two-page strip ad for the low, low price of just

\$2000+gst. It's a crazy price and a great opportunity, and priced because we want to tell your story! It's a look back and a look at the now and everything in-between. Each History Maker story must contain at least one historic photo but more are suggested. For the bigger companies who have a longer story to tell, the package is priced so you can book two for just \$4000+gst and receive four pages to tell the great things that you do and have done. Word count for a story over two pages is 700 words (2-4 images). For four page stories it is 1400 words (4 – 8 images).



Let's celebrate success together and call Shaun Ries now to book your spot and promote the reasons your company has traded for so long, shaped the NZ F&B landscape and continues to do so.

PRINT POWER...

WHY PRINT ADVERTISING?

Because it's not JUST print. It's targeted. Our magazines turn up on decision makers' desks. No tyre kickers. We reach the industry.

PRINT - TRADE MAGAZINE MARKETING... WHY?

- Print is tangible, and now, a point-of-difference
- Print is credible
- Presents and establishes your brand very effectively
- Delivered free, trade magazines reaches your target market – a captive market of buyers/decision makers
- Print is more engaging.



The brain works in mysterious ways and there's interesting science behind why not to discard promoting and establishing your brand through print, too.

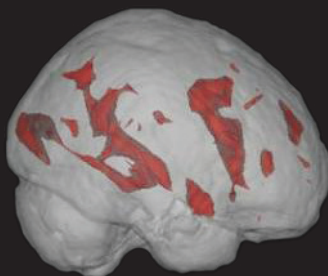
BUT IT'S A DIGITAL WORLD?

It is, and it isn't. People still read, they've just changed their discretionary spending. That's not a factor for a trade magazine publication as we have an extensive captured market that we distribute personalised copies to, each month. Our magazines have been the trusted source of information for decades. We advise a multi-pronged approach to marketing, with our EDMs and website supplementing your branding through our real strength, print. There is room, for both – in fact, it's recommended.

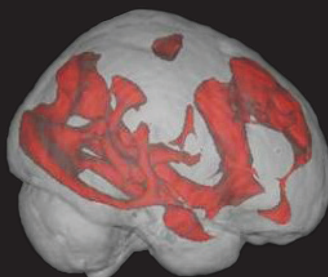
BUT ISN'T EVERYONE GOING ONLINE?

Exactly! Saturation within a single avenue and sometimes your message can be lost among the masses. By having print, digital and online avenues we reach the audience in many different ways... the industry at their desk, or in their email, or just a click/link away.

Our print magazines are trusted.



YOUR BRAIN READING A BOOK



YOUR BRAIN SURFING THE INTERNET

THE SCIENCE OF PRINT MARKETING

- Current research suggests that reading online results in lower understanding and less critical reflection.
- There is concern, says neuroscientist Maryanne Wolf, that digital media and the sheer volume of online information and communication invite the fast and shallow read. It just makes sense to also promote your brand within a format that allows for greater brand retention, right?
- When reading texts of several hundred words or more, learning is generally more successful when it's on paper than onscreen – Naomi Baron, Professor of Linguistics.
- The brain is far more focussed when reading print. Instead of millisecond to make an impression, many magazine readers spend up to 30 minutes with it in their hand.

Photo credit: University of California - Los Angeles

Crazy busy! The brain is often so busy it's harder for it to recall information.