

MEDIA KIT 2019

healthyfood GUIDE

The essential ingredient for
a healthy media schedule



the brand

Healthy Food Guide is a multi-channel brand uniquely positioned to deliver you an engaged health-conscious audience of consumers who want to purchase healthier products. They trust *Healthy Food Guide* to give them expert, independent, credible advice to improve their overall health and well-being.

Let us help you connect with this pre-qualified audience while they are in this mindset. They are:

- Big shoppers
- Early adopters of new food items
- Like to talk about new food products
- Love to cook



You can engage directly with these consumers through our highly effective advertising channels:

- **Magazine** – educate and engage with consumers in a deep, uninterrupted way.
- **Website** – connect with our online community through recipe collections, display/contextual advertising, product reviews, sampling, competitions, content integration and much more.
- **newsletters** – reach targeted communities through our active newsletter databases: Editor's Update, What's cooking, Healthy Food Guide Favourite.
- **Mainstream TV** – advertisers showcased under Healthy Food Ideas receive *Healthy Food Guide*'s endorsement of the product, via *Healthy Food Guide* nutritionist Claire Turnbull.
- **Research** – minimise your product risk by researching our readers and databases.
- **Content** – licence *Healthy Food Guide* content for your own site and social strategies, for booklets, POS recipes etc.
- **Video creation** – through cooking videos, cooking tips, nutrition information and health tips we can help bring your brand to life. Product placement options are also available.
- **Social** – use content and advertising on healthyfood.co.nz to credibly reach our social communities.
- **Sampling** – get your brand/product in the hands of our early adopting, health conscious audience.



PACKAGES

Your media package is tailor-made to suit your unique needs and budget, spanning whichever media platforms will reach the best audience for you.

total audience touchpoints

TOTAL NEW ZEALAND MONTHLY AUDIENCE REACH: 1,065,637

Reach your customers wherever they choose to engage with our content:

| NZ AUDIENCE | | |
|------------------------|---|----------|
| Magazine readership | | 311,000 |
| Website unique users | NZ only | 66,274 |
| Email newsletter reach | Editor's Update, What's Cooking?, Healthy Food Guide Favourite. | 58,563 |
| Total Facebook reach | NZ only | 25,100 |
| Recipe book sales | Latest book: <i>Meals for One & Two</i> | 4,700 |
| Health TV | Average monthly viewership | 600,000+ |

INTERNATIONAL MONTHLY AUDIENCE REACH: 258,333

Clients wanting their brands seen further afield can also tap in to our international audience:

| INTERNATIONAL AUDIENCE | | |
|------------------------|---------------|---------|
| Website unique users | International | 90,369 |
| Total Facebook reach | International | 167,964 |

Sources:

Magazine 360, August 2017

Nielsen Media Research, National Readership Survey, Q4 2017-Q3 2018

Audit Bureau of Circulations, Total Net, Year ended 31/3/18

Health TV average viewership

Recipe book, Gordon & Gotch finalised sales plus direct and Fly Buys sales



healthyfood

the magazine

Healthy Food Guide makes it easy for Kiwis to make healthy choices.

THE CONCEPT

Healthy Food Guide is a monthly consumer magazine that helps New Zealanders make healthy food choices when shopping and in the kitchen.

Healthy Food Guide gives simple answers to important questions on diet and nutrition. It explains the proven scientific links between nutrition and health in everyday language.

Every month the magazine is packed with practical ideas for real life, be it at home, at work or out on the town. We believe that healthy also means 'taste sensation'. Our recipe section is full of delicious dishes with affordable ingredients and simple preparation.

Healthy Food Guide makes it easy and enjoyable to eat well and feel great. Healthy Food Guide is a high-quality perfect bound publication. It is printed in a compact format that is convenient to take shopping and use in the kitchen.

EDITORIAL EXPERTS

There is no subject more confused, emotionally charged and important to our well-being than food and nutrition. We are bombarded by so much contradictory information, it can be almost impossible to find accurate, up-to-date, and practical information about healthy foods, nutrition, diet and health.

Healthy Food Guide works with leading health experts to ensure the magazine provides the best health advice possible.

- Every article is written or reviewed by qualified nutritionists
- The Healthy Food Guide editorial advisory board includes well-respected health and nutrition experts including Professor Jim Mann, Professor Christine Thomson, Professor Lynette R. Ferguson and Celia Murphy.

EDITORIAL CONTENT

Every issue contains:

- Latest health and nutrition news
- Things we love
- Ask the Experts Q&As
- Expert advice for a broad range of health conditions
- Easy healthy recipes
- Guides to making healthier choices at the checkout
- What's in season
- 5pm Panic recipes
- HFG Kids



*Healthy Food Guide
drives product
sales and provides
a compelling link
between food
products and
good health
and nutrition.*



healthyfood

reader profile

Healthy Food Guide readers are a pre-qualified audience of Kiwis actively seeking healthy products to put in their supermarket trolleys each week. They want to improve their overall health and well-being and trust **Healthy Food Guide** to provide them with expert, independent, credible advice on how to do this.

the stats

READERSHIP

311,000

(Nielsen Media Research, National Readership Survey: Q4 2017 - Q3 2018)

CIRCULATION

28,549

(Audit Bureau of Circulations, Total Net, year ended)

DISTRIBUTION

Nationwide
in supermarkets
at checkouts
and bookstores

#1 IN SUPERMARKETS

Healthy Food Guide is New Zealand's **#1 selling food magazine** in supermarkets, with more units sold than any other food magazine.

Source: AZTEC Ranking Report, copy Sales, at 26 March 2017

YOUR PRODUCTS ARE PURCHASED

- **73%** have purchased advertised products

YOUR ADVERTISEMENT KEEPS WORKING

- **86%** read it cover to cover/read items of interest in-depth
- **80%** keep *Healthy Food Guide* for future reference

INTERESTING INFO

- **77%** are regular exercisers
- **84%** also use healthyfood.co.nz
- **70%** take supplements
- They are prepared to spend more on products that are healthier, eco-friendly, ethical (eg free range), gluten free and allergy friendly, organic, made in NZ, functional (eg probiotics), and those that contain no added sugar
- They have a wide range of dietary issues in their household, eg diabetes, allergies, low-FODMAP diets, paleo, vegetarian, high cholesterol, IBS
- An average of only 8% use other magazines for healthy recipes
- An average of only 5% use other magazines for health advice

Source: Reader Survey May 2017, n=3154



the website

THE HEALTHY FOOD GUIDE WEBSITE

Packed with expert nutrition information and more. With over 3000+ delicious healthy recipes, healthyfood.com is an ideal platform to engage with your target audience, improve brand awareness and grow sales. Read by magazine and non-magazine readers alike, this wide health-conscious digital community is engaged and vocal, keen to share opinions, recipes and post reviews.



OPPORTUNITIES FOR ADVERTISERS

Various display ads:

A range of clever ways to deliver your ads are available.

Integrated content:

Integrate your brands and product information into existing site features such as recipes, articles, free samples, product reviews, competitions and more.

FACEBOOK LIKES

317,103

FACEBOOK REACH

25,100

(@ 15 Oct 2018)

average monthly traffic

UNIQUES

131,329 per month

SESSIONS

171,679 per month

PAGE VIEWS

664,881 per month

(Q3 2018)

Please call us to discuss how to use our platforms to your best advantage.

healthyfood
GUIDE

email marketing



EMAIL MARKETING

E-newsletters are a cost-effective method of reaching our digital subscriber base, and generate an instant result when recipients receive your message.

Email marketing is particularly effective for increasing traffic to your site, driving product trial via coupons or samples and for collecting an email database of your own – all ultimately leading to increased revenue.

EMAIL REACH

58,563
unique consumers

rates & deadlines magazine

Rates apply to four colour and mono, and for finished artwork supplied. Rates are exclusive of GST and are quoted in \$NZ.

Standard commissions apply for all accredited advertising agencies for direct client payment in full by 20th of the month following the invoice date.

ADVERTISING POLICY

All advertisers are required to comply with the Australia New Zealand Food Standards Code, the Advertising Standards Authority codes of practice and, if advertising a supplement or making a therapeutic claim, obtain a 'TAPS' (Therapeutic Advertising Pre-Vetting System). Advertisements for supplements or those making therapeutic claims will not be published without a TAPS number.

Healthy Food Guide reserves the right to accept or reject advertising material, to add keylines and/or the word 'advertisement.'

MATERIAL DEADLINES

The following ad deadlines are two weeks prior to the dates stated.

- Advertorials
- Ads using our graphic design service
- Sample Card
- Coupons

CANCELLATION DEADLINE

Four weeks prior to booking deadline. *Healthy Food Guide* reserves the right to charge if notification received after cancellation deadline.

DEADLINES

| | ISSUE | ON SALE | BOOKING | MATERIAL |
|------|-----------|---------|---------|----------|
| 2019 | January | 17 Dec | 13 Nov | 15 Nov |
| | February | 21 Jan | 5 Dec | 7 Dec |
| | March | 18 Feb | 23 Jan | 25 Jan |
| | April | 18 Mar | 20 Feb | 22 Feb |
| | May | 22 Apr | 27 Mar | 29 Mar |
| | June | 20 May | 24 Apr | 26 Apr |
| | July | 17 Jun | 22 May | 24 May |
| | August | 22 Jul | 19 Jun | 21 Jun |
| | September | 19 Aug | 24 Jul | 26 Jul |
| | October | 16 Sept | 21 Aug | 23 Aug |
| | November | 21 Oct | 18 Sept | 21 Sept |
| | December | 18 Nov | 16 Oct | 18 Oct |
| | January | 16 Dec | 13 Nov | 15 Nov |
| | February | 20 Jan | 4 Dec | 6 Dec |

DISPLAY RATES

| Size | Casual | 3x | 6x | 9x | 12x |
|--------------------|----------------------|---------|---------|---------|---------|
| Double Page Spread | \$9,150 | \$8,921 | \$8,692 | \$8,463 | \$8,235 |
| Full Page | \$4,815 | \$4,695 | \$4,575 | \$4,454 | \$4,334 |
| Half Page | \$2,890 | \$2,817 | \$2,745 | \$2,673 | \$2,601 |
| Third Page | \$1,966 | \$1,916 | \$1,867 | \$1,818 | \$1,769 |
| Advertorials* | Quote on application | | | | |

*Conditions apply - please discuss upon request of quote

NOTE: Additional volume discounts apply for annual spends over \$115,000+GST.

PREMIUM POSITIONS

| Size | Casual | 3x | 6x | 9x | 12x |
|--------------------------------|----------|----------|---------|---------|---------|
| Inside Front DPS | \$10,414 | \$10,154 | \$9,893 | \$9,633 | \$9,373 |
| Outside Back Cover | \$5,681 | \$5,538 | \$5,396 | \$5,254 | \$5,112 |
| Inside Back Cover | \$5,443 | \$5,307 | \$5,171 | \$5,035 | \$4,899 |
| Special or Guaranteed Position | +15% | | | | |

OTHER ITEMS*

| Item | Casual | 3x | 6x | 9x | 12x |
|---------------------------------------|----------------------|----|----|----|-----|
| Sample card or coupon | Quote on application | | | | |
| Inserts or onsets | Quote on application | | | | |
| Studio time for production of artwork | \$500+GST per ad | | | | |

digital rates & specs

DISPLAY

Ad size:

Medium rectangle: 300 x 250px

Leaderboard: 728 x 90px

Rectangle: 180 x 150px

Delivery options:

- Home page (HM) - \$35 CPM - Medium rectangle only
- Run of site, excluding home (ROS) - \$25 CPM

CONTEXTUAL AD DELIVERY

Your ad can be delivered to even more targeted content on healthyfood.co.nz by delivering to content that has been tagged as a specific collection

- Article + recipe collections: gluten free, baking, high fibre, family favourites, low fat, breakfast, low kJ, dairy free, salads, soups etc

Collections

From \$5,500 per month

INTEGRATED CONTENT

There are a wide range of integrated options available.

- Branded recipes - from \$1,500 per annum
- Native/Sponsored content - \$1,500
- Advertorials about your products or services - \$1,500 per annum
- Product reviews - \$3,000-\$5,000 per review
- Competitions - \$500-\$1,800 per competition
- Opt-in options for database collection - price based on final de-duped email addresses.

There are many other options available.

Please call us to discuss your needs.

EMAIL MARKETING

Ad sizes:

Solus: 550 pixels wide x any height, all urls embedded

Banner: 555 x 120px + url to link to

Weekly Highlight: 1x thumbnail image plus a maximum of 8 words + url to link to.

HFG NEWSLETTERS

Solus EDM: \$5,500

Banner: \$2,500

Weekly Highlight: \$750

HFG WHAT'S COOKING SPONSORSHIP PACKAGES

Once a week your ad is included in the 5pm Panic recipe EDM plus fixed tenancy on the specific recipe landing page on the *Healthy Food Guide* website.

EXCLUSIVE WHAT'S COOKING SPONSORSHIP COST:

1 month (4 EDMs) = \$5,633

(or one p/month for 4 months)

3 months (12 EDMs) = \$5,070 p/month

6 months (24 EDMs) = \$4,506 p/month

MATERIAL FORMAT

- All website display ads must be supplied as a jpg, gif, or swf file.
- Maximum file size is **40kB** (20kB for JPEGs and GIFs is preferable).
- Non-standard creative (rich media) and file sizes >40kB must be served through their own 3rd party ad servers including polite downloading such as Facilitate or Eyebaster (eg videos, expandables, floating layers).
- Flash ads also require static back up material for users without flash capabilities.

CLIENT RESPONSIBILITY

Clients are responsible for checking the quality and integrity of digital files before submission.

Files will be rejected if they are not prepared to the correct height and width specifications or are too large in file size.

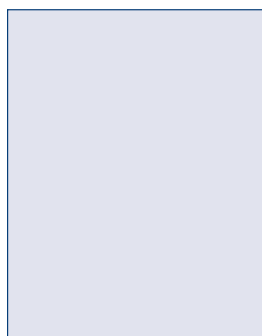
NOTES

Healthy Food Guide reserves the right to:

- Request substantiation for any health or nutritional claims made in any advertisement;
- Add a keyline, the word 'advertisement' and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or
- Accept or reject advertising material and to edit copy to make it conform to our legal or ethical requirements.
- No ads making therapeutic claims will be accepted without a TAPS number.

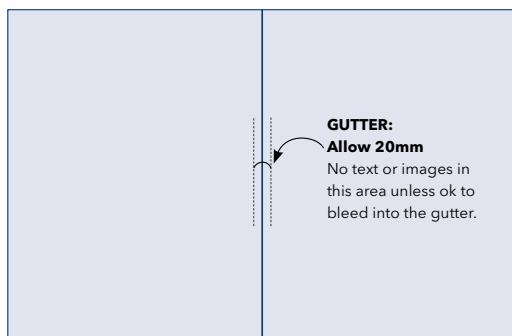
If you have any questions regarding how you need to supply your ad, please do not hesitate to contact us.

specifications magazine



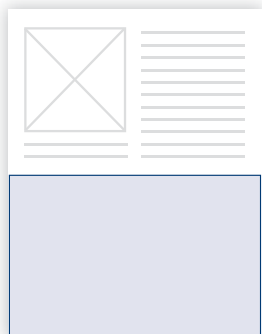
FULL PAGE

Width 170mm
Height 230mm
+5mm bleed on all sides



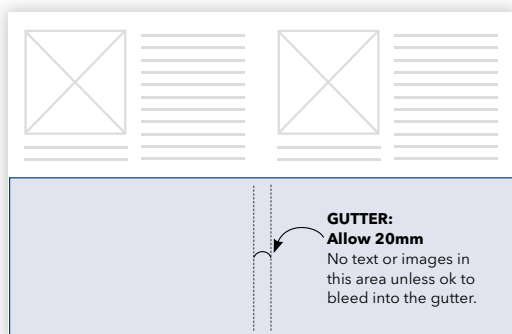
DOUBLE PAGE SPREAD

Width 340mm
Height 230mm
+5mm bleed on all sides



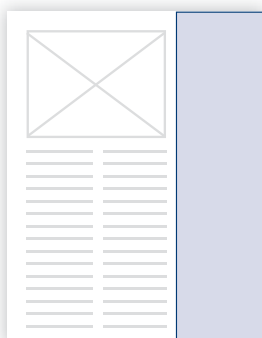
HALF PAGE: HORIZONTAL

Width 170mm
Height 114mm
+5mm bleed on all sides



DOUBLE PAGE SPREAD: HALF PAGE HORIZONTAL

Width 340mm
Height 114mm
+5mm bleed on all sides



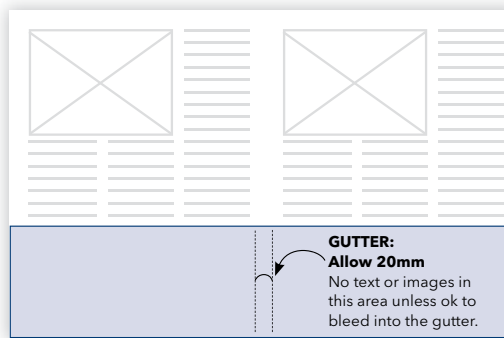
THIRD: VERTICAL

Width 56mm
Height 230mm
+5mm bleed on all sides



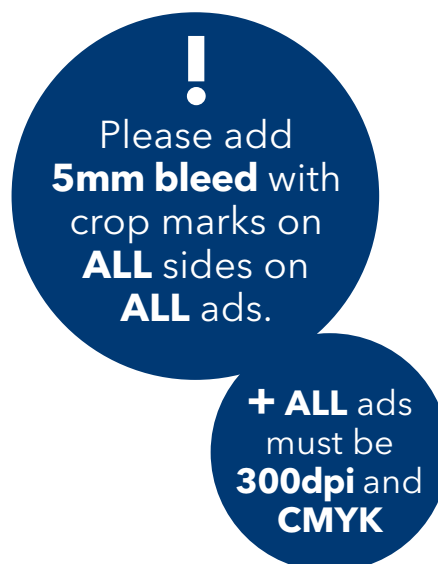
THIRD: HORIZONTAL

Width 170mm
Height 76.5mm
+5mm bleed on all sides



DOUBLE PAGE SPREAD: THIRD HORIZONTAL

Width 340mm
Height 76.5mm
+5mm bleed on all sides



specifications magazine

CHECKLIST

TICK ALL BOXES



FILE FORMATS

Our preferred format is a **high res PDF**. We also accept flattened, high res TIF and EPS files.



AD SIZE

The document size must match **HFG ad size specs**.



SAFE ZONE

Please do not position text or images (that you do not want trimmed) **within 3mm** of the edge of any trim size ad.



BLEED

All ads require an **extra 5mm bleed** to be added on ALL four sides.



CROP MARKS

All ads must be supplied with **crop marks**.



RESOLUTION

All images within the ad must have a resolution of **300dpi**.



CMYK

Ads must be supplied as **CMYK** (ensure no RGB objects/images or spot colours within the ad).



FONTS

All fonts must be **embedded** or converted to outlines/paths.



PRINTED PROOF

A **high quality colour accurate proof** should accompany the digital file in order to assist with colour reproduction during the printing process. If a lower quality proof, or no proof, is supplied, HFG will endeavour to meet reproduction standards but accepts no responsibility for print accuracy.

PLEASE NOTE

All digital delivery files must adhere to the set advertising guidelines with allowance for transfer times.

The publisher will make every endeavour to source correct material and to check that the material supplied has been produced correctly; however liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser and the advertiser's agency. The Publisher retains the right to refuse material that is not supplied as specified. All production costs arising from changes to material supplied will be charged.

If you have any questions regarding how you need to supply your ad, please do not hesitate to contact us.

contacts

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healthy

GUIDE