

Food

New Zealand

NZ'S AUTHORITY ON FOOD TECHNOLOGY, RESEARCH AND MANUFACTURING



2026 MEDIA KIT

THE OFFICIAL JOURNAL OF THE NEW ZEALAND INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY INC.

The official Journal of The New Zealand Institute of Food Science & Technology (NZIFST)

Food New Zealand is published online via the Issuu platform. New Zealand's most credible and informative magazine covering the food manufacturing industry, is published by NZIFST, the premier professional association for those working in the technical/production/research area of the New Zealand food industry.

- A feature based publication which covers the industry – from meat to dairy, produce to packaging and refrigeration to high pressure processing.
- The editor and writers in the magazine are food technologists or food scientists with extensive industry experience.
- Nutrition, food safety, sensory and new product development are all featured.
- The In Focus section within each issue profiles a sector supplying the food industry, such as laboratory equipment, analytical, food quality assurance and food safety services, food ingredients, packaging materials, and marking and checking equipment plus consumables and capital items.



Regular features include

Newsbites: A round-up of national and global news relevant to the food industry.

Food Safety: Updates and insights from MPI New Zealand Food Safety.

Sliding On: Microbiology insights from Prof. John Brooks.

Careers: Professional development guidance from John Lawson.

Packaging: Contributions from the Australasian Institute of Packaging (AIP). FoodNZ is distributed to all New Zealand AIP members.

Research: Highlights of research activities across New Zealand's food science and technology ecosystem, including from the NZ Food Safety Science and Research Centre.

Food and Grocery Council: Regular commentary from New Zealand's Food and Grocery Council (NZFGC) on policy, industry trends and sector priorities.

News from NZIFST: Member updates, events, conferences, training opportunities and more.

In Focus: Rotating feature section spotlighting a specific sector or industry topic (as outlined on pages 6 - 7).

Why advertise in Food New Zealand?

Food NZ is unique in the marketplace:

- All articles are written and edited by professional food scientists and food technologists.
- Official magazine of the New Zealand Institute of Food Science and Technology (NZIFST).
- Covers all facets of the food manufacturing and production industry.
- All advertising links, buttons etc are live, with access to data on page views, click-throughs.
- Link to online (Issuu) edition is emailed to all NZIFST members, plus others with an active interest in the food industry including researchers, government and regulators plus suppliers to food manufacturing.
- First level distribution list is 2600+, supplemented by 4 additional highlights in NZIFST fortnightly e-zine, Nibbles, between issues, to 2500 NZIFST members and contacts, totalling 10,000 potential extra views.
- NZIFST e-zine, Nibbles, (45% open rate) distributed fortnightly, drives additional traffic to the online edition via article and/or advertiser highlights, four times each issue of FNZ.
- Link to Magazine on Issuu is embedded on the FoodNZ website.
- High quality, full colour, A4 format on Issuu platform.

Published six times per year:

- February/March
- April/May
- June/July
- August/September
- October/November
- December/January



History

Food New Zealand was launched in 2000, building on the foundations established by New Zealand Food Journal, formerly The Food Technologist, (Journal of the New Zealand Institute of Food Science and Technology (NZIFST)) and Dairy Technology, the publication of the Dairy Industry Association of New Zealand (DIANZ) which were discontinued as independent magazines in 2000.

After 20 years as a print publication, the magazine is now online-only. The availability of stable online platforms, with the plus of reducing the magazine's environmental footprint and extending its reach and measureability for advertisers is a win-win.

Food New Zealand is published by NZIFST. The Editor is Julie North, Julie is a registered nutritionist and long-time NZIFST member with significant experience in the food industry and in publishing and business.

Contacts

Editorial: foodnzeditor@nzifst.org.nz

Advertising: foodnzsales@nzifst.org.nz



Food New Zealand Magazine Reader Data

- Distribution list on publication date: 2600
- Additional views generated with link embedded in the fortnightly NZIFST ezine, Nibbles, (45% open rate) plus article features = up to 10,000 for each issue.
- 65% of respondents work in senior roles in the food industry.
- 61% either influence or make buying decisions
- 75% of respondents are either likely or very likely to read Food New Zealand.
- 35% of readers work in the dairy industry. A further 30% are engaged in research or regulatory roles. The remainder cover all sectors of the food industry
- Quality Assurance, New Product Development, Related research, Regulatory/Food Safety engage a significant proportion of readers.

Food NZ is a member-organisation online magazine, distributed directly to all members of the organisation plus a selected group of individuals with an association or interest in the food industry. Readers are most interested in

- Brief news items (Newsbites) relating to food industry in New Zealand and overseas
- Research reports from New Zealand's Universities and Crown Research facilities
- Food company or food business focus articles
- MPI and NZ government regulatory pages are also of significant interest.
- Microbiology and Careers columns are well read
- Member activities

Food

New Zealand

Editorial Calendar Overview 2026

February/March 2026

Booking Deadline: 13 January 2026

Material Deadline: 20 January 2026

Publication Date: 1 February 2026

- **In Focus:** Laboratory consumables and equipment, rapid analysis technologies and instrumentation.
- NZIFST Conference 2026 news.

April/May 2026

Booking Deadline: 13 March 2026

Material Deadline: 20 March 2026

Publication Date: 1 April 2026

- **In Focus:** Food Ingredients – flavours, functional ingredients, core ingredients, clean label.
- NZIFST Conference 2026 - Keynote speakers, social events.

June/July 2026

Booking Deadline: 13 May 2026

Material Deadline: 20 May 2026

Publication Date: 1 June 2026

- NZIFST Conference 2026 – Conference Handbook, Exhibitor preview, Keynote speakers, programme preview.

August/September 2026

Booking Deadline: 13 July 2026

Material Deadline: 20 July 2026

Publication Date: 1 August 2026

- NZIFST Awards 2026 – Fellows, JC Andrews, featured speakers. Student Essay Competition.

October/November 2026

Booking Deadline: 13 September 2026

Material Deadline: 20 September 2026

Publication Date: 1 October 2026

- **In Focus:** Food Ingredients – new releases in flavours, functional ingredients, core ingredients, clean label.

December 2026/January 2027

Booking Deadline: 13 November 2026

Material Deadline: 20 November 2026

Publication Date: 1 December 2026

- **In Focus:** Analytical, Food Safety and Consulting Services including HACCP auditing, food safety planning/review. Analytical services – routine and special requirements plus new product development, problem solving.
- NZIFST Conference 2026: paper highlights

Regular Features

- **Newsbites:** A round-up of national and global news relevant to the food industry.
- **Food Safety:** Updates and insights from MPI New Zealand Food Safety.
- **Sliding On:** Microbiology insights from Prof. John Brooks.
- **Careers:** Professional development guidance from John Lawson.
- **Packaging:** Contributions from the Australasian Institute of Packaging (AIP). FoodNZ is distributed to all New Zealand AIP members.
- **Research:** Highlights of research activities across New Zealand's food science and technology ecosystem, including from the NZ Food Safety Science and Research Centre.
- **Food and Grocery Council:** Regular commentary from New Zealand's Food and Grocery Council (NZFGC) on policy, industry trends and sector priorities.
- **News from NZIFST:** Member updates, events, conferences, training opportunities and more.

Additional features may be added throughout the year as opportunities arise.

Contacts

Julie North, Editor

foodnzeditor@nzifst.org.nz

Advertising

foodnzsales@nzifst.org.nz

Food New Zealand

Rate Card

Size	Casual
Double Page Spread	\$4630.00
A4 Page	\$2750.00
Half Page	\$1650.00
Third Page (Horizontal preferred)	\$1115.00
Quarter Page	\$998.00
40mm Strip	\$555.00

- Discounts are available for multiple issue bookings.
- We recommend advertisers consider booking a schedule combining magazine and e-zine insertions for optimum reach and visibility.
- Consider value adding with article highlights promoted in Nibbles. Nibbles ratecard on page 10
- Customised quotes available on request.

Rates for Cover advertisements or advertorial on request.

Advertising bookings will be confirmed with a formal quote for sign-off by advertisers.

All prices quoted are \$NZ and GST exclusive.

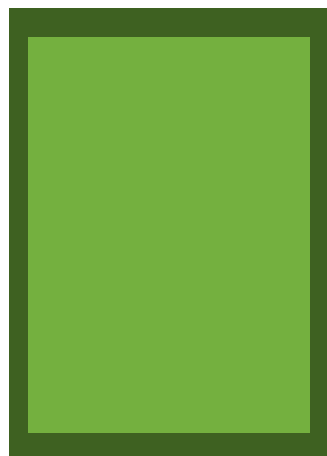
Commission Bearing rate card available on request.

Contact

Email: foodnzsales@nzifst.org.nz
www.foodnz.co.nz



Food New Zealand Advertising Sizes and Specifications



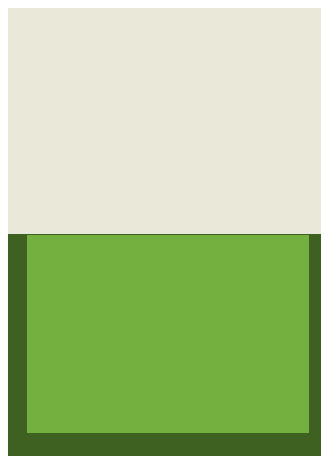
FULL PAGE A4

- Basic size: 185mm x 260mm
- Bleed size: 210mm x 297mm



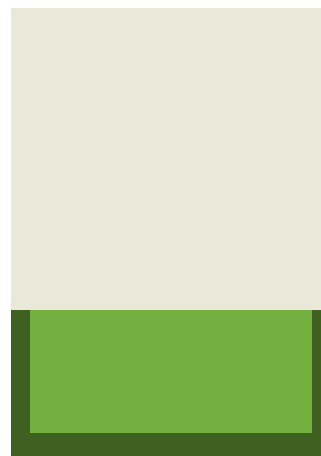
HALF PAGE VERTICAL

- Basic size: 90.5mm x 260mm
- Bleed size: 103.5mm x 297mm



HALF PAGE HORIZONTAL

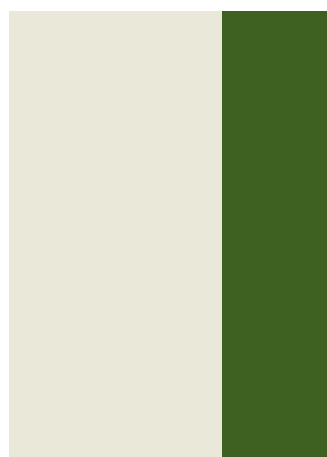
- Basic size: 185mm x 128mm
- Bleed size: 210mm x 145mm



THIRD PAGE HORIZONTAL

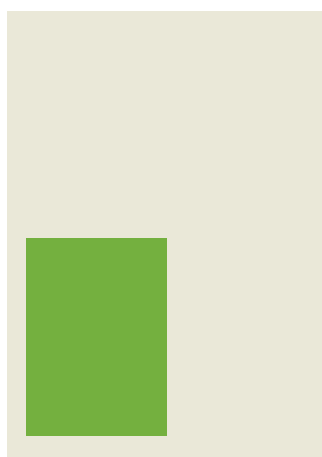
- Basic size: 185mm x 84mm
- Bleed size: 210mm x 101mm

'Basic size' refers to the margins used in FoodNZ. 'Bleed size' refers to using the full page width and height available. Use either size at your discretion depending on the look you are after. For all bleed size adverts, please add at least 3mm bleed and trim marks to your artwork.



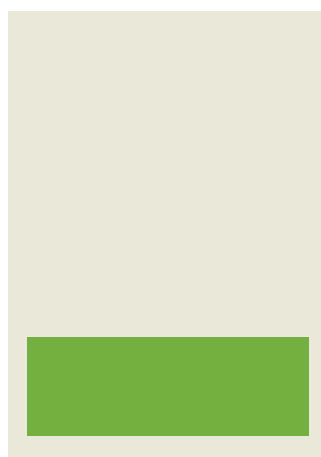
THIRD PAGE VERTICAL

- Bleed size: 72mm x 297mm



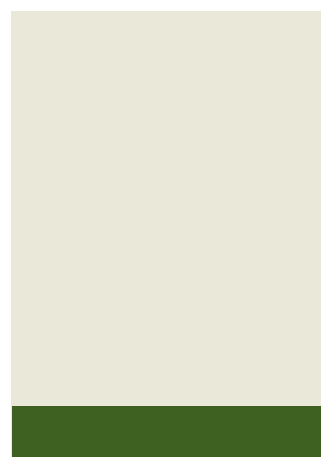
QUARTER PAGE VERTICAL

- Basic size: 90.5mm x 128mm



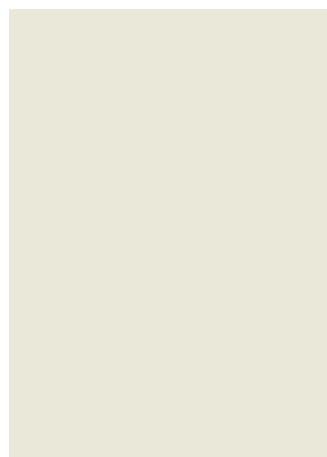
QUARTER PAGE HORIZONTAL

- Basic size: 185mm x 62mm



STRIP

- Bleed size: 210mm x 40mm



STRIP

- Bleed size: 210mm x 40mm

NOTES:

- For all **BLEED SIZE** adverts, please add trim marks and least 3mm bleed on all sides
- Supply adverts as **CMYK**. Do not supply files that contain RGB colours. **Convert all spot colours to CMYK**
- Embed all links when supplying working files
- Convert all type to paths when supplying working files
- All images should be supplied at 300dpi
- Preferred format: Press-ready PDF
- Other acceptable formats: EPS, TIFF, JPEG, InDesign, Illustrator, Photoshop
- **Unacceptable formats:** Microsoft Office (Word, Publisher, Excel etc), CorelDRAW, GIF, BMP

SUPPLYING YOUR ADVERT FILES

Please email your adverts to foodnzsales@nzifst.org.nz

For all correspondence, please include the name of the organisation, that the advert is for and your own contact details.



NZIFST Nibbles Advertising Rate Card

Nibbles is the fortnightly e-newsletter produced by NZIFST and sent to all members of the Institute plus those who have registered to receive it – total number of addresses 2500+ Open rate 45%

Nibbles contains:

- Notices of events (workshops, conferences, seminars etc)
- Brief food industry related news reports
- Links to FoodNZ on ISSUU plus featured articles
- NZIFST Branch Event Notices
- Job vacancy advertisements.

EITHER	OR
Graphic Advertisement	Illustrated Advertorial
650px wide by 150px deep. Ad will be linked to notified url.	250 words plus image (diagram, logo/photograph, max image size 300px by 150px). Linked to notified url.

Material and URL to be received by foodnzsales@nzifst.org.nz on the Friday before Nibbles is distributed. Dates for Nibbles in 2026 available on application to foodnzsales@nzifst.org.nz

Availability

Only one ad/advertorial insertion is available per e-newsletter. Material will be placed in 'first page', ie visible on opening before scrolling, positioned at the discretion of NZIFST.

Prices	
1–3 insertions in a calendar year	\$450.00 per insertion
4– 6 insertions in a calendar year	\$395 per insertion
7–12 insertions in a calendar year	\$350 per insertion

Prices are quoted in \$NZ and GST exclusive. Commission Bearing prices on application.

Contact: foodnzsales@nzifst.org.nz

