



EMPOWERING KIWIS
TO EAT WELL

DIETITIANS NEW ZEALAND

MEDIA KIT

Your guide to *advertising* and
sponsorship opportunities

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WHY ADVERTISE WITH US?

OUR REACH

Dietitians New Zealand is the *professional association* for dietitians, dietetic students and associated nutrition professionals.

With a membership of *over 600*, we represent the largest group of food and nutrition professionals in New Zealand.



We are pleased to be able to present you with a range of cost-effective advertising opportunities that will give your business direct exposure to our membership.

Dietitians are consumers of nutrition supplies and equipment, IT solutions to help make the running of their business smoother, educational resources and on-going training opportunities to keep them up to date with current research, techniques and standards of care.

Advertising with Dietitians New Zealand will help to promote your products and services, target dietetic and nutrition professions directly, and increase your own customer base.

Advertising options

No matter the size of your business, or the size of your budget, we have a range of advertising options for you to choose from. These include our digital bi-monthly magazine, fortnightly e-news, website advertising, email blasts sent out to either our entire membership, or a targeted section, and involvement in regional events and roadshows.



No matter the size of your business, or the SIZE of your BUDGET, we have a range of ADVERTISING OPTIONS for you to choose from.

SMART-BITES DIGITAL MAGAZINE

Smart-bites digital magazine

Circulation: 900+

Frequency: Bi-monthly (6 issues)

Method: Digital

Smart-bites, formerly *News and views*, is the flagship publication of Dietitians New Zealand, providing a key platform to connect members with each other and the wider dietetic and nutrition profession.

The digital full colour magazine can be read online and downloaded as an interactive PDF. The dynamic magazine has scope to insert video and audio files, create links that share articles and have hyperlinks with the magazine.

Each issue has a theme, which is carried through in the focus of the content and features articles and columns that cover the latest and most interesting aspects of nutrition.

Smart-bites advertising rates

All prices are exclusive of GST

	Members			Subscriber/ Partners			Non-member		
	1 issue	3 issues	6 issues	1 issue	3 issues	6 issues	1 issue	3 issues	6 issues
Full page	\$420	\$378	\$315	\$450	\$405	\$338	\$600	\$540	\$450
Half page	\$245	\$221	\$185	\$263	\$237	\$197	\$350	\$315	\$263
Quarter page	\$140	\$126	\$105	\$150	\$135	\$113	\$200	\$180	\$150

Smart-bites advertising specifications

Email artwork to: ceo@dietitians.org.nz

	Width x height	Bleed
Full page	185 x 220 mm	5 mm
Half page	185 x 140 mm	5 mm
Quarter page (hztl)	93 x 220 mm	5 mm
Quarter page (vert)	92 x 140 mm	5 mm

Dietitians New Zealand, providing a KEY PLATFORM to CONNECT MEMBERS with each other and the wider dietetic and nutrition profession

E-NEWS and JOB VACANICES

E-news

Circulation: 700+

Frequency: Fortnightly

Open rate: 68%

Our email newsletter is our regular communication touch point focusing on Dietitians New Zealand news, events and general professional related stories and initiatives. This is a great way to get your message out to our entire membership and can be useful if you are wanting to run an advertisement a few times to get greater exposure. In addition to a 150-word advertisement, we can include a logo or image which gives a great visual impact to your advertisement as

well as additional links, and a post on the Dietitians New Zealand Facebook forum.

Advertising a job vacancy

Advertising a job through Dietitians New Zealand is a great way to reach a targeted audience through several channels – your advertisement will be placed in the earliest e-news, on the Dietitians New Zealand website and our Facebook forum.

Job vacancy advertisements can include your business logo and click-throughs to the position description and online application. Job vacancy advertisements are valid for two weeks, with the extension of advertising available.

E-news advertising rates

All rates are exclusive of GST

Number of advertisements	Members	Subscriber/partners	Non-members
1	\$123	\$132	\$175
4	\$112	\$120	\$160
8	\$102	\$109	\$145
12	\$91	\$98	\$130

Job vacancy advertising rates

All rates are exclusive of GST

	Members	Subscribers/partners	Non-members
Job vacancy	\$105	\$113	\$150
Additional advert (per week)	\$18	\$19	\$25

DIRECT EMAILS *and* DIRECT EMAILS

Direct email to members

Direct emails to members are ideal for advertisers wanting to make a one-off announcement to our members or engage with a targeted section, such as a Special Interest Group (SIG). Direct emails to members are sent separately from our e-news and at a time of the week specified by the advertiser. In addition to your 1-page advertisement, we can include a logo and/or up to three images which gives a great visual impact, as well as additional links.

Regional events

Dietitians New Zealand hold monthly professional development events throughout the country that involve specialist areas of practice. This provides an

opportunity for you to engage with dietitians and nutritionists, share information and research and gain valuable feedback. These events are well attended by members and non-members (40-100).

Advertising package deals

Dietitians New Zealand also has some attractive package deals available which offer a combination of magazine, e-news and website advertising. These are ideal when you want to run a series of advertising campaigns, in a combination of formats, across the year.

More information about our subscriber and partnership packages can be provided by our General Manager Kath Fouhy.

Direct email advertising rates

All rates are exclusive of GST

	Members	Subscribers/partners	Non-members
Direct email to members	\$245	\$263	\$350

Sponsorship advertising rates

All rates are exclusive of GST

	Members	Partners	Subscribers/non-members
Sponsorship and involvement in regional events	\$375	\$400	\$525

Make a one-off ANNOUNCEMENT to our members or ENGAGE with a targeted section, such as a Special Interest Group

SUBSCRIBER *and* PARTNER PACKAGES

OUR REACH

Subscriber relationship

The subscriber package offers a combination of magazine, e-news and website advertising. This is ideal if you want to run a series of advertising campaigns, in a combination of formats, across the year.

Subscriber package \$650

The subscriber package includes:

- 1 x free quarter page advertisement in *Smart-bites*
- 1 x free e-news advertisement
- 1 x complimentary bronze conference package (includes: 1 x delegate satchel advertising insert and product sample insert)
- Listing and organisation link on the Dietitians New Zealand website
- 25% off all additional advertising opportunities
- Complimentary copies of all *Smart-bites* and e-news.

The Subscriber package is valued at over \$900 and is available for \$650 + GST.

Partnership relationship

The partnership package offers greater opportunity for you to engage with dietitians and nutritionists. This is ideal if you are looking to share information and research and gain valuable feedback.

Partner package \$1,500

The partnership package includes:

- 1 x free delegate pass to our annual conference
- 1 x complimentary bronze conference package (includes: 1 x delegate satchel advertising insert and product sample insert)
- Opportunity to be involved in and sponsor monthly professional development events
- 1 x free half-page advertisement in *Smart-bites*
- 2 x free e-news advertisements
- Opportunity to sponsor Dietitians New Zealand annual awards
- Listing and organisation link on the Dietitians New Zealand website
- 25% off all additional advertising opportunities
- Complimentary copies of all *Smart-bites* and e-news.

The partnership package is valued at over \$2,000 and is available for \$1,500 + GST.

Tailor-made packages

Dietitians New Zealand values the relationships we have with other organisations and are keen to work with you for mutual benefit. To discuss an alternative package, please contact Kath Fouhy:

Email: ceo@dietitians.org.nz
Phone: + 64 4 477 4704 | + 64 21 104 4416

Dietitians New Zealand

TERMS *and* CONDITIONS

1. Dietitians New Zealand reserves the right to reject any advertisement which, in its opinion, it considers unsuitable for advertising.
2. All advertisers must sign an advertiser declaration and the material must be approved for distribution prior to placement in the publication.
3. Full payment is due on the 20th of the month following publication.
4. Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser. All costs incurred during production through changes to material supplied will be charged to the advertiser.
5. The position of the advertisement remains the discretion of Dietitians New Zealand, except where specifically agreed.
6. Cancellations must be provided to Dietitians New Zealand no later than two weeks prior to publication date.

*NEXT STEPS: if you have any questions,
or require further information, please EMAIL
Kath Fohy: ceo@dietitians.org.nz*



Dietitians NZ

Ngā Pukenga Kai Ora o Aotearoa



We'd love to hear from you.
Get IN TOUCH

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23-29 Broderick Road
Johnsonville, Wellington
PO Box 13-468
Wellington 6440
New Zealand

admin@dietitians.org.nz