

Thought
for Food

Savour

The Magazine of the Restaurant Association of New Zealand





**restaurant
association**
of new zealand

About the Restaurant Association of New Zealand

The Restaurant Association's mission is to be the link between good food and good business so that our members can find greatness. Back in 1972, we were known as the Restaurant and Cabaret Association and had a membership of 20. Nowadays, we have over 2,000 members covering the length and breadth of the country and we represent every facet of the restaurant, café, and hospitality industry. The Association is organised into 12 regional branches. The national office is housed in a building in Mt Eden, Auckland owned by our Education Trust and run by 16 full-time staff.

The industry has also grown and changed. It now employs over 120,000 people at over 15,000 restaurants and food outlets and generates sales of almost \$10 billion per annum. Despite the growth it is still a vibrant industry full of interesting passionate, talented and entrepreneurial people.

In a perfect world, success in hospitality would depend on flair and passion, but in the real world, there is much more to running a business. This is where the Restaurant Association comes in. As an industry body, we offer members a wide range of business tools and avenues for saving money, a regular membership magazine called *Savour*, e-newsletters, plus a free 0800 helpline for advice on any number of issues.

The Restaurant Association also owns and organises or administers:

- the Hospitality Summit,
- 9 regional hospitality awards,
- the Hall of Fame, Good Neighbour and Innovator awards, and
- numerous regional meetings.

www.restaurantnz.co.nz

Advertising in Savour



The Restaurant Association produces a membership magazine called **Savour**, which is exclusively distributed to our nation-wide membership base – owners and managers of restaurants, cafés, caterers, bars, takeaways, and hotels.

Savour is an important tool for the Restaurant Association to communicate

industry news and issues to members and is recognised as one of our key services. Highly regarded, the magazine regularly generates active comment in the industry after its distribution.

If your target market is the hospitality industry **Savour** is a great way to get your product or service in front of the key decision makers in the industry.

Material Specifications

The magazine is perfect bound and offset printed in 4 colour process and sheet-fed on 100gsm advanced laser paper. The covers are printed on 210gsm advanced laser cover stock. Finished art is to be supplied as high resolution PDF files with crop marks and 5mm bleed. Fonts must be embedded within the document.

E-newsletter

The Restaurant Association produces and distributes an electronic e-newsletter – **Inform** – every fortnight. The e-newsletter is intended to keep Restaurant Association members up to date on current issues and events. Banner and insertion advertising options are available with each e-newsletter and is distributed to our entire membership base, and occasionally external contacts as well.

Advertising copy is due by the Thursday prior to the upcoming e-newsletter for inclusion. Confirm details upon booking.

Social Media

We provide social share opportunities to engage with our targeted hospitality followers through a social platform of your choice (Facebook, Twitter, Instagram, LinkedIn). These opportunities are limited to two per week.

There are many options for advertising in Savour:

- **Printed Advertisements:** Ads are available in a variety of sizes from a quarter page to full page to double page spreads and are offered at competitive rates for members. A full range of the 2018 advertising sizes are available on the back of this kit with their respective rates.



- **Flyer Inserts:** The flyer insert can be up to A4 in size and single or double sided. Simply provide us with 2,000 flyers (or as confirmed for each issue at time of ad booking) for nationwide delivery. Contact us at (09) 638 8403 if you would like us to arrange printing and/or copying of your flyer insert.
- **Ad + Editorial Combo:** A unique opportunity exclusive to our specially placed partners and sponsors. A highly effective way to advertise your product or service – an editorial pairing can reinforce your message with that extra endorsement. Options include pairing an advertisement with a case-study or a customer success story. Certain commitment levels must be reached for this premium advertising opportunity.



- **Bespoke Advertising Opportunities:** From time to time we are open to bespoke or customised advertising ideas and/or campaigns. Please contact us to inquire further if you are interested in a customised opportunity.

Savour 2018 Deadlines

ISSUE	BOOK AD BY	AD COPY DUE	FLYER INSERT DUE	APPROX. DELIVERY
MARCH	1 FEBRUARY	5 FEBRUARY	19 FEBRUARY	1 MAR – 9 MAR
JUNE	1 MAY	4 MAY	21 MAY	1 JUNE – 11 JUNE
SEPTEMBER	1 AUGUST	6 AUGUST	20 AUGUST	3 SEPT – 10 SEPT
DECEMBER	1 NOVEMBER	6 NOVEMBER	19 NOVEMBER	3 DEC – 10 DEC

ad sizes

SIZE	
Full page	Image trim size: 210 x 297mm Bleed size: 220 x 307mm
1/2 page portrait	105 x 297mm (+5mm bleed on appropriate sides)
1/2 page landscape	210 x 148mm (+5mm bleed on appropriate sides)
1/3 page landscape	210 x 99mm (+5mm bleed on appropriate sides)
1/4 page portrait	105 x 148mm (+5mm bleed on appropriate sides)
1/4 page landscape	210 x 75mm (+5mm bleed on appropriate sides)
Inside front cover	Image trim size: 210 x 297mm Bleed size: 220 x 307mm
Inside back cover	Image trim size: 210 x 297mm Bleed size: 220 x 307mm
Inform (e-newsletter) banner ad	650 x 250px
Inform (e-newsletter) insertion: Image + copy up to 125 words	650 x 350px
Social media share / post	Facebook: 1200 x 630px Instagram: 1080 x 1080px Linkedin: 552 x 368px Twitter: 1024 x 576px

rates

SIZE	MEMBER RATE	GENERAL INDUSTRY RATE
SUPPLIED FLYER INSERT – SIZE UP TO A4 (210mm X 297mm)		
Nationwide (2000)	\$450 + gst	\$675 + gst
ADVERTISING		
Full page	\$900 + gst	\$1100 + gst
1/2 page	\$600 + gst	\$750 + gst
1/3 page	\$500 + gst	\$650 + gst
1/4 page	\$400 + gst	\$550 + gst
Inside front cover	\$1200 + gst	\$1500 + gst
Inside back cover	\$1200 + gst	\$1500 + gst
Inform banner ad	\$300 + gst	\$400 + gst
Inform insertion	\$375 + gst	\$500 + gst
Social media share / post	\$250 + gst	\$400 + gst

contact

Karen Lin

t: 09 638 8403 • m: 027 461 2433 • e: karen@restaurantnz.co.nz