

Thought  
for Food

# Savour

The Magazine of the Restaurant Association of New Zealand



restaurant  
association  
of new zealand

Advertising Kit  
2021





**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 2,300 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 13 regional branches. The national office is housed in a building in Mt Eden, Auckland owned by our Education Trust and run by 19 full-time staff.

The industry has also grown and changed. It now employs nearly 136,000 people at over 18,000 restaurants and food outlets and generates sales of more than \$12 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 annual national hospitality summit – Hui,
- 11 regional hospitality awards,
- the Hall of Fame and Good Neighbour, and
- numerous regional meetings.

[www.restaurantnz.co.nz](http://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 of over 2300 – 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 keeps Restaurant Association members and friends 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, as well as key industry contacts for a total distribution of over 8000.

**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 2021 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 2000 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 *specialty placed partners*. 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.



- **Custom options** are welcome – if you have a creative idea, give us a call today to discuss. Pull out posters, interactive e-news content, Video & more.

# Savour 2021 Deadlines

ISSUE	BOOK AD BY	AD COPY DUE	FLYER INSERT DUE	APPROX. DELIVERY
MARCH	12 FEBRUARY	19 FEBRUARY	26 FEBRUARY	1 MAR – 15 MAR
JUNE	6 MAY	17 MAY	27 MAY	1 JUNE – 15 JUNE
SEPTEMBER	5 AUGUST	11 AUGUST	26 AUGUST	1 SEPT – 15 SEPT
DECEMBER	7 NOVEMBER	17 NOVEMBER	25 NOVEMBER	1 DEC – 15 DEC

## ad sizes

SIZE	
Full page	Image trim size: 210 x 297mm Bleed size: 220 x 307mm (+5mm bleed; offset cropmarks by 5mm)
1/2 page portrait	Image trim size: 105 x 297mm (+5mm bleed; offset cropmarks by 5mm)
1/2 page landscape	Image trim size: 210 x 148mm (+5mm bleed; offset cropmarks by 5mm)
1/4 page landscape	Image trim size: 210 x 75mm (+5mm bleed; offset cropmarks by 5mm)
Inside front cover	Image trim size: 210 x 297mm (+5mm bleed; offset cropmarks by 5mm)
Inside back cover	Image trim size: 210 x 297mm (+5mm bleed; offset cropmarks by 5mm)
Inform (e-newsletter) banner ad	800 x 350px
Inform (e-newsletter) insertion: Image + copy up to 125 words	800 x 350px
Social media share / post	Facebook: 1200 x 628px Instagram: 1080 x 1080px

## 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
1/4 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

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