

Thought
for Food

non



restaurant
association
of new zealand

Advertising Kit



**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
- 12 regional hospitality awards
- 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 nationwide 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

Savour is also always distributed in a digital PDF format, available for members to download at any time or is distributed as a promotional tool. Articles are shared on our news feed and social media from time to time to extend their reach. Finished art is to be supplied as high resolution PDF files with crop marks and 5mm bleed. Fonts must be embedded within the document.

We also produce a printed version on occasion with the following 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.

There are many options for advertising in *Savour*:

Page 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 2022-23 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. This option is only available for in print editions of *Savour*. Simply provide us with the appropriate amount of flyers 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, samples, decals, vouchers and more.



Digital Advertising

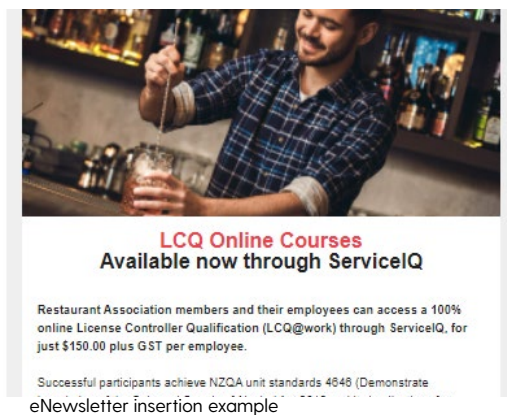
There are many options for advertising with the Restaurant Association:

eNewsletters

The Restaurant Association produces and distributes an eNewsletter – every week to our membership database. The eNewsletter keeps Restaurant Association members and friends up-to-date on current issues and events. Banner and insertion advertising options are available with each eNewsletter and is distributed to our entire membership base, as well as key industry contacts for a total distribution of over 3000. Once a month we distribute an eNewsletter to our wider audience of 10,000 members and other industry contacts.

Options:

Our eNewsletter uses a dynamic HTML format and can display images and text along with coloured backgrounds in many combinations. **Insertion** blocks allow for an image along with a 120 word commentary, which may include hyperlinks and a call to action. It is possible to design this in your brand colours for maximum visual attention.



eNewsletter insertion example

Banner ads allow for a single image to be inserted in the newsletter that can be hyperlinked to a website, form submission or email address. Several options are available for sizing but spaces are limited per issue.



eNewsletter banner example

Advertising copy is due by the Thursday prior to the upcoming eNewsletter 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 or combination). These opportunities are limited to two per week and can be scheduled to coincide with your own activities. The Restaurant Association also manages several hospitality industry job groups with more than 80,000 members collectively made up of both owners and industry job seekers. Please speak to us about our social sharing opportunities.

Online Advertising

Harness the Restaurant Associations advertising expertise for your own business. If you are not familiar with online advertising on social networks or google display network the Restaurant Association offers a service to utilise our custom audiences and expertise to help you with your next marketing campaign. Please get in contact to discuss the possibilities.



Podcast

A new channel for the Restaurant Association launching in 2022. Opportunities exist to co-sponsor podcast series, audio ad inserts and more. The Restaurant Association podcast will feature voices from the industry, sharing stories, advice and more. Please contact us to discuss this opportunity further.

Dinefind.co.nz

The Restaurant Association dinfind website is a consumer facing dining directory featuring RA members. Visted by over 10,000 consumers a month. Oppourtunity exists for advertising on dinefind with aligned brands. Please get in contact to discuss the possibilities.



Other marketing opportunities

Partnership

The Restaurant Association of New Zealand welcomes the opportunity to talk about partnership opportunities with you. Partnership creates a platform for communicating & connecting to the industry through us, a trusted source, across a range of channels and via strategic projects and campaigns. Partnerships require a firm commitment to supporting the association and its work but has many benefits. If you are interested in discussing partnerships, please get in touch.

Sponsorship

We offer a range of engaging sponsorship opportunities that will get your brand in front of our members and the wider hospo community.

Our annual Hospitality Summit and Hospo Hui conference has a strong following attracting owners/operators, leading NZ chefs and restaurateurs, producers, industry stakeholders, suppliers to the industry, valued food service clients and associated business partners attending and viewing recorded content online.



Our 12 regional hospitality awards cater directly to the region and are a positive and exciting way to get your product in front of the movers and shakers in the industry. We also have regional member briefings and our life-changing industry training programme Hospo Start along with many more opportunities.



All our events are great ways to raise the profile of your business within the hospitality industry, promote your product or service to key hospitality decision-makers,

and be involved in events that celebrate our industry. If you are interested in event sponsorship please contact events@restaurantnz.co.nz

Reservation Diary

Our popular yearly reservation diaries are custom printed and designed by the Restaurant Association to meet the demands of the top venues in New Zealand.



Printed once a year and distributed to hundreds of venues across the country this is an exclusive branding opportunity. Options exist for co-branding, page insertions, 1/4 page ads and more but there are limited spaces available to ensure this premium product is affordable for members.

Contact us to discuss today!

Rates

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)
1/3 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)
eNewsletter banner ad	800 x 350px
eNewsletter insertion:	800 x 350px + 150 words
Social media share / post	Facebook: 1200 x 628px Instagram: 1080 x 1080px

packages

	MEMBER RATE	GENERAL RATE
Product Launch <ul style="list-style-type: none"> Full page in Savour 2 e-news insertions Social Media set 2 e-news banners <i>\$3500 Value</i>	\$1800 + gst	\$2400 + gst
Brand Awareness <ul style="list-style-type: none"> 4 1/4 page in Savour 4 e-news insertions 4 e-news banners <i>\$5800 Value</i>	\$2400 +gst	\$3200 + gst

rates

SIZE	MEMBER RATE	GENERAL 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	\$400 + gst	\$550 + gst
Inside front cover	\$1200 + gst	\$1500 + gst
Inside back cover	\$1200 + gst	\$1500 + gst
e-news banner ad	\$300 + gst	\$400 + gst
e-news insertion	\$375 + gst	\$500 + gst
regionally targeted	\$150 + gst	\$250 + gst
Social media share / post	\$250 + gst	\$400 + gst