



## THE BRAND

**Healthy Food Guide** is a multi-channel brand uniquely positioned to deliver you an engaged health-conscious audience of consumers who want to purchase healthier products. They trust *Healthy Food Guide* to give them expert, independent, credible advice to improve their overall health and well-being.

Let us help you connect with this pre-qualified audience while they are in this mindset. They are:

- Big shoppers
- Early adopters of new food items
- Like to talk about new food products
- Love to cook

## YOU CAN ENGAGE DIRECTLY WITH THESE CONSUMERS THROUGH OUR HIGHLY EFFECTIVE DIGITAL ADVERTISING CHANNELS:

- **Website** – connect with our online community through recipe collections, display/contextual advertising, product reviews, sampling, competitions, content integration and much more.
- **newsletters** – reach targeted communities through our active newsletter databases: Editor's Update, What's cooking, Healthy Food Guide Favourite.

- **Research** – minimise your product risk by researching our readers and databases.
- **Social** – use content and advertising on healthyfood.com to credibly reach our social communities.

**PACKAGES** Your media package is tailor-made to suit your unique needs and budget, spanning whichever media platforms will reach the best audience for you.

## AUDIENCE PROFILE

**Healthy Food Guide** readers are a pre-qualified audience actively seeking healthy products to put in their supermarket trolleys each week. They want to improve their overall health and well-being and trust *Healthy Food Guide* to provide them with expert, independent, credible advice on how to do this.

## EMAIL MARKETING

E-newsletters are a cost-effective method of reaching our digital subscriber base, and generate an instant result when recipients receive your message.

Email marketing is particularly effective for increasing traffic to your site, driving product trial via coupons or samples and for collecting an email database of your own – all ultimately leading to increased revenue.

### EMAIL REACH

**53,149**  
unique consumers

**healthyfood**  
Subscribe to Healthy Food Guide magazine

*in the October issue:*

**Losing weight on beer and pies**

HEALTHYFOOD.COM

**What's on the website**

**BANNER \$1,500**

**healthyfood**  
ADVERTISING PROMOTION

**UNSWEETENED BLACKCURRANT**  
support your winter wellness

**WINTER WELLNESS RECIPES**

**Nature Berry Smoothie**

**SOLUS \$5,500**

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## THE WEBSITE

### THE HEALTHY FOOD GUIDE WEBSITE

Packed with expert nutrition information and more. With over 4000+ delicious healthy recipes, healthyfood.com is an ideal platform to engage with your target audience, improve brand awareness and grow sales. Read by health-conscious digital community is engaged and vocal, keen to share opinions, recipes and post reviews.

### OPPORTUNITIES FOR ADVERTISERS

#### Various display ads:

A range of clever ways to deliver your ads are available.

#### Integrated content:

Integrate your brands and product information into existing site features such as recipes, articles, free samples, product reviews, competitions and more.

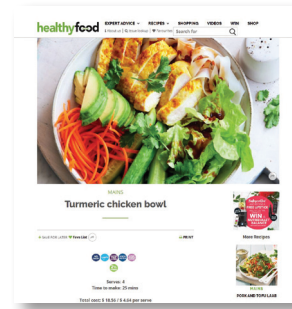
#### FACEBOOK LIKES

**330,040**

#### FACEBOOK REACH

**44,365**

(@ Sept 2019)



#### average monthly traffic

##### UNIQUES

**135,788** per month

##### SESSIONS

**174,518** per month

##### PAGE VIEWS

**655,644** per month

(Q3 2019)

## DIGITAL RATES & SPECS

### DISPLAY

#### Ad size:

**Medium rectangle:** 280 x 250px

**Leaderboard:** 728 x 90px

**Rectangle:** 180 x 150px

#### Delivery options:

- Home page (HM) - \$35 CPM - Medium rectangle only
- Run of site, excluding home (ROS) - \$25 CPM

### CONTEXTUAL AD DELIVERY

Your ad can be delivered to even more targeted content on healthyfood.com by delivering to content that has been tagged as a specific collection

- Article + recipe collections: gluten free, baking, high fibre, family favourites, low fat, breakfast, low kJ, dairy free, salads, soups etc

#### Collections

From \$5,500 per month

### INTEGRATED CONTENT

There are a wide range of integrated options available.

- Branded recipes - from \$1,500 per annum
- Native/Sponsored content - \$1,500
- Advertorials about your products or services - \$1,500 per annum
- Product reviews - \$3,000-\$5,000 per review
- Competitions - \$500-\$1,800 per competition
- Opt-in options for database collection - price based on final de-duped email addresses.

There are many other options available.

Please call us to discuss your needs.

### EMAIL MARKETING

#### Ad sizes:

**Solus:** 555 pixels wide x any height, all urls embedded

**Banner:** 555 x 120px + url to link to  
**Weekly Highlight:** 1x thumbnail image plus a maximum of 8 words + url to link to.

### MATERIAL FORMAT

**Solus EDM:** \$5,500

**Banner:** \$1,500

**Weekly Highlight:** \$750

- All website display ads must be supplied as a jpg, gif, or swf file.
- Maximum file size is **40kB** (20kB for JPEGs and GIFs is preferable).
- Non-standard creative (rich media) and file sizes >40kB must be served through their own 3rd party ad servers including polite downloading such as Facilitate or Eyeblander (eg videos, expandables, floating layers).
- Flash ads also require static back up material for users without flash capabilities.

### CLIENT RESPONSIBILITY

Clients are responsible for checking the quality and integrity of digital files before submission.

Files will be rejected if they are not prepared to the correct height and width specifications or are too large in file size.

**NOTES** Healthy Food Guide reserves the right to: • Request substantiation for any health or nutritional claims made in any advertisement • Add a keyline, the word 'advertisement' and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or • Accept or reject advertising material and to edit copy to make it confirm to our legal or ethical requirements. • No ads making therapeutic claims will be accepted without a TAPS number.

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heathyfood.com