



FMCG BUSINESS

*New Zealand's largest audience
of key FMCG decision makers*



Circulation 6,373
Official external audit 30/09/18
www.abc.org.nz

PLATFORMS FOR YOU TO CONNECT WITH OUR AUDIENCE*

Digital Mag*

Emailed to 6,813 subscribers each month and accessed via www.fmcgbusiness.co.nz

eDM*

Solus EDM sent to 6,813 subscribers

Website*

12,500 page views per month

FMCG BUSINESS

fmcgbusiness.co.nz LEADING INDUSTRY NEWS
March 2019 - Volume 6 - No 2

Tatua specialty creams now look as good as they taste!

CRÈME FRAÎCHE
MASCARPONE
COOKING CREAM

Magazine**

6,373 subscribers
10 issues a year.

Weekly eNewsletter*

eNewsletter is sent to 6,813 subscribers every week

Social Media*

12,803 social followers on Facebook, Instagram and Twitter.

*as at 31.10.19

** as at 30.09.18



FMCG BUSINESS KEY FACTS

FMCG is New Zealand's leading multi-media offering dedicated to the FMCG sector.

A monthly print magazine is supported by a digital version, a weekly e-Newsletter, daily social media posts and the website fmcgbusiness.co.nz which is constantly updated.

Every issue also includes The Shout NZ, which specialises in all things liquor, in both print and online. The title is a high-gloss, quality monthly read with market-leading editorial from NZ and around the world.

Print and Digital circulation:

13,186

copies per issue

Published Monthly

10 times

per year

6,813

eNewsletter subscribers

12,500

average web page views per month

12,803

social followers on Facebook,
Instagram and Twitter.

*Print statistics as at 30/9/18, digital statistics as at 31/10/19

AUDIENCE

FMCG Business is proud to be New Zealand's leading trade publication for this significant sector.

We have NZ's largest audience of key FMCG decision makers and is the only title within this sector with print circulation audited and verified by the Audit Bureau of Circulation.

This means we can guarantee the biggest possible nationwide exposure and ensure best value for your investment. Every single supermarket and grocery store in the country gets a minimum of two copies of FMCG Business. Copies also go out to the Head Offices to Category Managers, Marketing Managers, Merchandise Managers, Department Managers and Territory Managers.'



A recent Reader Survey found that more than 50% of respondents turn to industry magazines/websites first for help and advice for their company, and more than 96% of respondents said they find FMCG Business helpful for their business.

More about what our customers say:

"FMCG Business is the trusted source of information for industry news and insights. Its extensive research on upcoming trends, thought leadership from industry executives and new product innovations keep our business informed and positively position us among New Zealand's FMCG key decision makers." *Antoinette Laird, Head of External Relations, Foodstuffs NZ*

"Our company supplies a lot of temporary staff in the FMCG industry. We find FMCG Business magazine keeps us up to date with current trends in the industry and informs us of upcoming events. The legal advice articles are a favourite, as well as the news section." *Siân Baker, Director, TSS Workforce Limited*

"We've found FMCG Business to be a regular and reliable source of market information. Whether that is cool collaborations taking place, the new product innovations stepping into the market or just general industry updates. The times we have advertised have helped our small business continue to grow." *Jono Wood, Natures Foods Limited - Nut Brothers*

"FMCG has a huge reach into a targeted audience, which is why our clients like to appear in their articles and engage in advertorial. From an agency perspective, Tamara is very responsive and professional and her team are delightful to work alongside." *Bridgette Tapsell, Director, Village PR/Whare PR*

FMCG BUSINESS ANNUAL FEATURES LIST 2020

ISSUE	FEATURES	CATEGORY INSIGHTS
February	<ul style="list-style-type: none"> • Health and Wellness • Packaging and Design • Commercial Equipment 	<ul style="list-style-type: none"> • Breads and Specialty Breads • Salads and Dressings • Eggs and Poultry
March	<ul style="list-style-type: none"> • Chilled Convenience Foods • Recruitment • Security 	<ul style="list-style-type: none"> • Breakfast Foods • Chocolate and Confectionery • Dressings and Sauces
April	<ul style="list-style-type: none"> • Marketing and Merchandising • Fresh Produce • Canned Goods • Winter Wellness 	<ul style="list-style-type: none"> • Pet Food and Pet Care • Haircare • Soups • Dairy Products
May	<ul style="list-style-type: none"> • Transport and Logistics • OTC Medicines • Innovation • Sustainability 	<ul style="list-style-type: none"> • Spreads • Convenience Meals • Pies
June	<ul style="list-style-type: none"> • Vegan and Vegetarian Products • Allergy Friendly Foods • Nuts and Pulses 	<ul style="list-style-type: none"> • Hot Drinks • Baking Products • Oils

ISSUE	FEATURES	CATEGORY INSIGHTS
July	<ul style="list-style-type: none"> • Baby Products • Eftpos and Point Of Sale • Storage 	<ul style="list-style-type: none"> • Biscuits and Crackers • Vitamins and Supplements • Condiments
August	<ul style="list-style-type: none"> • Frozen Food Trends • Kitchen Equipment • Anti-Aging Products 	<ul style="list-style-type: none"> • International and Ethnic Foods • Rice, Noodles and Pasta • Herbs and Spices
September	<ul style="list-style-type: none"> • Waste Management and Recycling • Paper Products • Beauty and Make-up 	<ul style="list-style-type: none"> • Cold Drinks • Skincare • Cleaning and Homecare
October	<ul style="list-style-type: none"> • Organic Products • Sugarfree Products • Cheese 	<ul style="list-style-type: none"> • Ice Cream and Desserts • Deli • Meat and Seafood
Summer Issue	<ul style="list-style-type: none"> • Sustainability • Personal Care Products • Back To School Products • First Aid Supplies 	<ul style="list-style-type: none"> • Snacking • Oral Care • Summer Entertaining

OWN A FRONT COVER! \$6,250 EX GST

Be the first thing your audience sees when picking up FMCG Business magazine. Featuring on the cover will engage readers and lead them to your advert/editorial. What's more - this premium position offers maximum exposure for your brand for many months after publication.



2020 PRINT RATES & SPECS

ADVERTISING RATES

PREMIUM POSITIONS	CASUAL	2X	3X	4X
Front cover	\$6,250	\$5,950	\$5,625	\$5,450
Centre spread DPS	\$5,000	\$4,750	\$4,500	\$4,375
Inside front cover	\$3,200	\$3,040	\$2,880	\$2,800
Inside front cover DPS	\$5,400	\$5,130	\$4,860	\$4,725

FREQUENCY PACKAGES	CASUAL	2X	3X	4X
Double page spread	\$4,800	\$4,560	\$4,320	\$4,200
Full page	\$2,650	\$2,520	\$2,385	\$2,320
Half page (Vertical or Horizontal)	\$1,900	\$1,805	\$1,710	\$1,660
Third page (Vertical or Horizontal)	\$1,650	\$1,570	\$1,485	\$1,440
Quarter page	\$1,500	\$1,425	\$1,350	\$1,300

OTHER POSITIONS	CASUAL	
What's Hot	\$495 + GST	Title (approx 5 words) Body (approx 50 words) plus contact details and 1 x high res, clear cut product shot (jpg, 1-10mb max).
Product Shot + editorial	\$495 + GST	250 words of editorial plus a high res product shot (1-10mb max).

*Rates are exclusive of GST
Rates are non-commission bearing*

SPECS

KEY POSITIONS	NON-BLEED width x depth	BLEED width x depth <i>(add 5mm bleed all edges)</i>
Double page spread		420 x 297
Double half page spread		420 x 147
Full page	185 x 270	210 x 297
Half Page Vertical	90 x 270	103 x 297
Half Page Horizontal	185 x 135	210 x 147
Third Page Vertical	57 x 270	71 x 297
Third Page Horizontal	185 x 90	210 x 102
Quarter Page Square	90 x 135	

FILE FORMATS: Adobe Portable Document Format (PDF). Artwork is accepted via email.

IMAGES: Minimum of 300dpi at 100% scaling. All images must be in CMYK mode.

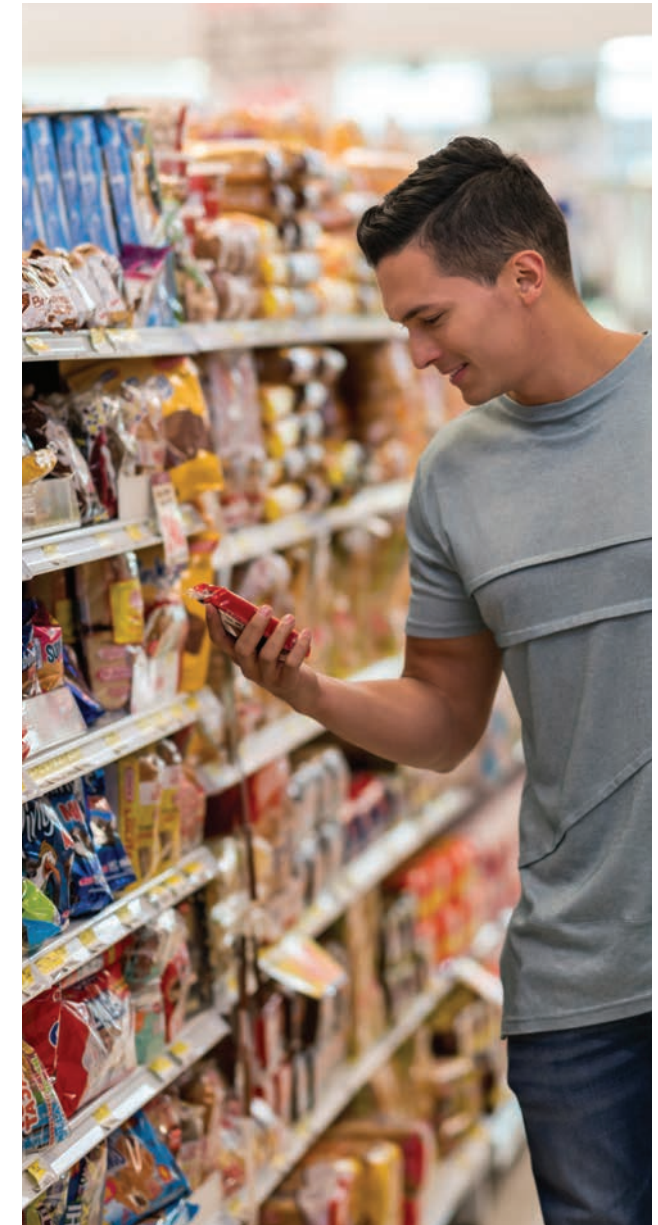
***BLEED MATERIAL:** Bleed to be 5mm off all edges and text MUST BE a minimum of 8mm from edge of page. All marks to be offset by a minimum of 5mm.



DEADLINES

FEBRUARY 2020	
Advertising booking	Tue, January 14, 2020
Advertising material/artwork	Tue, January 21, 2020
Subscriptions posted	Mon, February 10, 2020
MARCH 2020	
Advertising booking	Fri, February 14, 2020
Advertising material/artwork	Fri, February 21, 2020
Subscriptions posted	Mon, March 9, 2020
APRIL 2020	
Advertising booking	Fri, March 13, 2020
Advertising material/artwork	Fri, March 20, 2020
Subscriptions posted	Mon, April 6, 2020
MAY 2020	
Advertising booking	Fri, April 17, 2020
Advertising material/artwork	Fri, April 24, 2020
Subscriptions posted	Mon, May 11, 2020
JUNE 2020	
Advertising booking	Fri, May 15, 2020
Advertising material/artwork	Fri, May 22, 2020
Subscriptions posted	Tue, June 9, 2020

JULY 2020	
Advertising booking	Fri, June 12, 2020
Advertising material/artwork	Fri, June 19, 2020
Subscriptions posted	Mon, July 6, 2020
AUGUST 2020	
Advertising booking	Fri, July 17, 2020
Advertising material/artwork	Fri, July 24, 2020
Subscriptions posted	Mon, August 10, 2020
SEPTEMBER 2020	
Advertising booking	Fri, August 14, 2020
Advertising material/artwork	Fri, August 21, 2020
Subscriptions posted	Mon, September 7, 2020
OCTOBER 2020	
Advertising booking	Fri, September 11, 2020
Advertising material/artwork	Fri, September 18, 2020
Subscriptions posted	Tue, October 6, 2020
SUMMER ISSUE NOV/DEC 2020/JAN 2021	
Advertising booking	Fri, October 30, 2020
Advertising material/artwork	Fri, November 6, 2020
Subscriptions posted	Mon, November 23, 2020



HIGH IMPACT DIGITAL EXECUTIONS

FMCG Business magazine has created the 3 following digital executions to drive brand awareness and engagement with your audience above our other advertising opportunities. These options are perfect for a new brand or product launch or if your marketing objective is to really harness and connect with your potential customers.

BILLBOARD

The Billboard is our high-impact offering on the redesigned website homepage, ensuring instant visibility to readers.

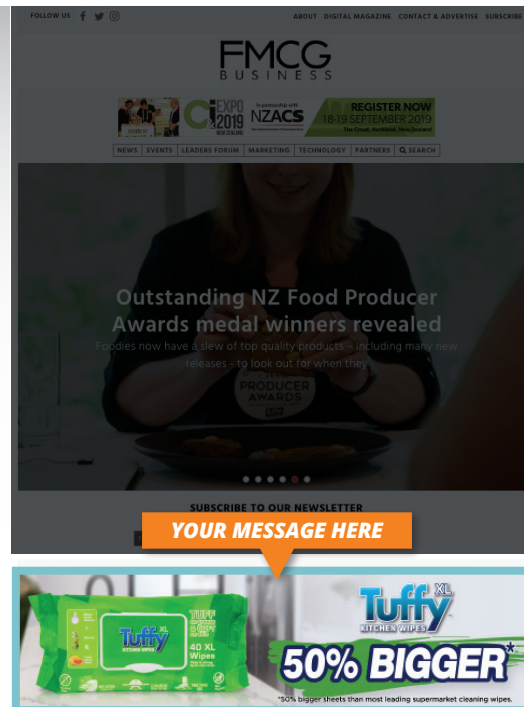
\$3,400 EX GST



PARALLAX

The parallax is a high impact offering that can accommodate video.

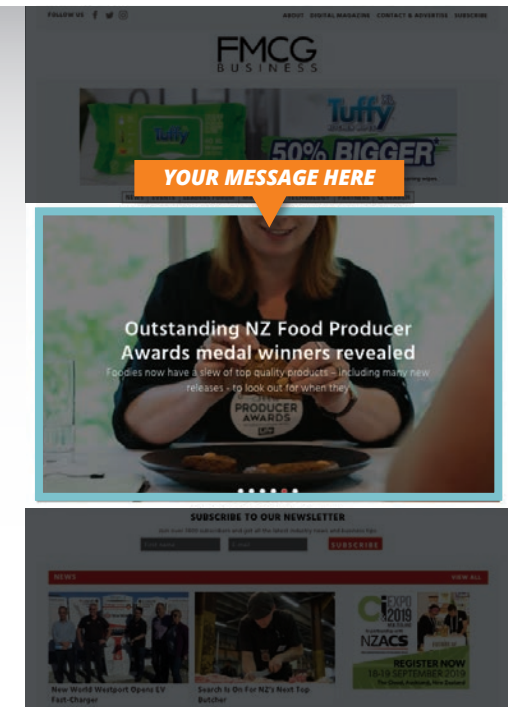
\$2,500 EX GST



SLIDER TAKEOVER

The Slider provides huge visual impact and is instantly visible on the website homepage, even in a minimised window. The Slider offers the opportunity to utilise branded content and is offered at 100% share of voice and on a monthly basis.

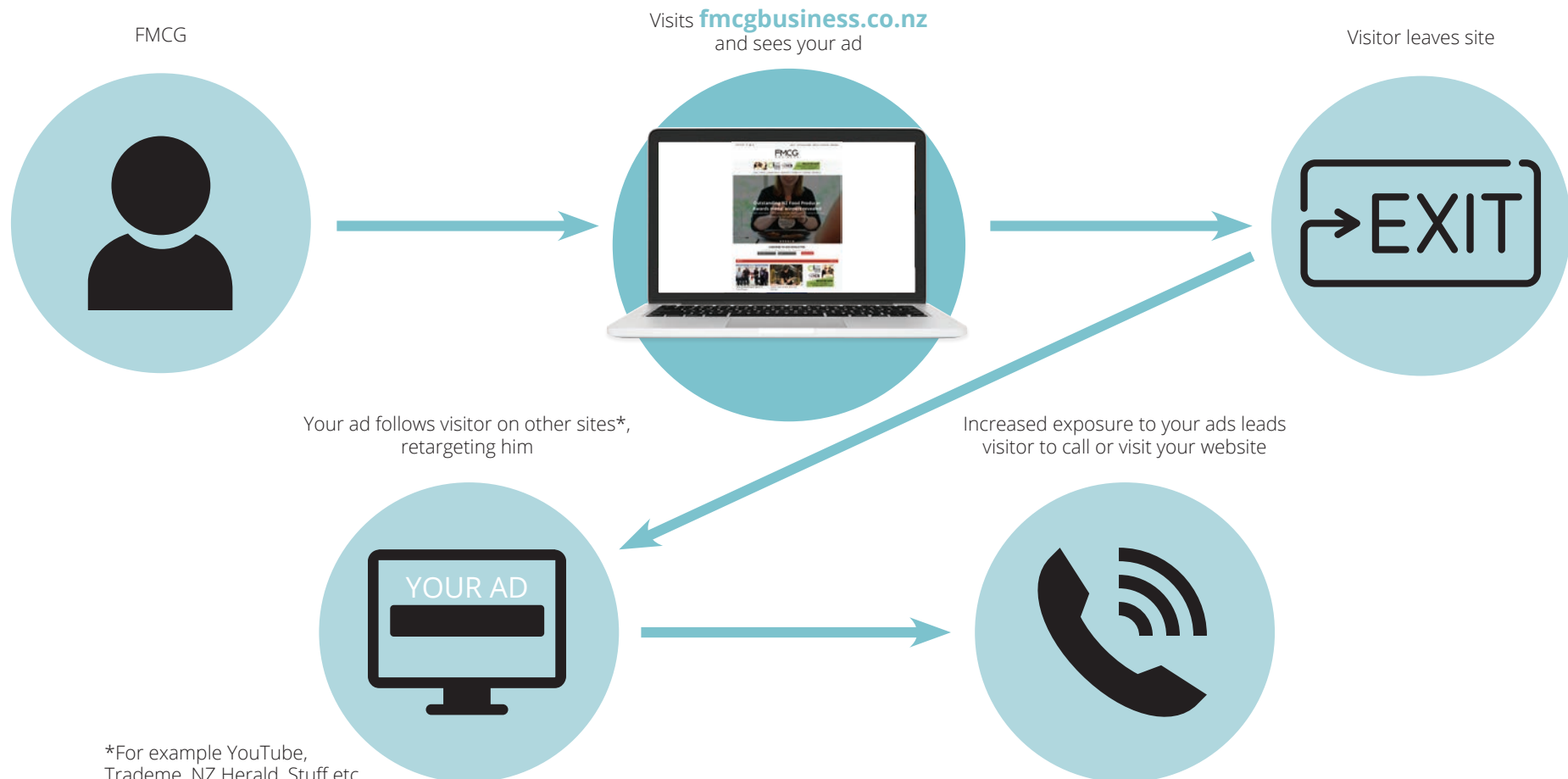
\$4,500 EX GST



RETARGETING

Retargeting is an excellent way to supercharge your conversion rates and ROI. FMCG Business magazine uses pixel technology to track visitors to our website, allowing you to retarget them after they leave. Your ads continue to influence our B2B audience of FMCG professionals as they browse other websites.

Retargeting is powerful. It gives you more sustained reach, enabling you to effectively turn potential clients into hard leads.



CONTENT MARKETING

SPONSORED CONTENT \$1000 per week

Distributed via our eNewsletter, curated by our editorial team and between 500 - 700 words in length with up to 4 images. Sponsored content reaches 6,813 each week via the eNewsletter and is also featured on our homepage for even greater exposure.



SOCIAL MEDIA

Social media represents a key part of FMCG Business magazine's digital presence, with FMCG decision makers, purchasers and influencers following one or more of our social channels.

With frequent posts on Facebook, Instagram and Twitter, no other B2B title in New Zealand's FMCG sector is as connected, or can offer such a diverse offering for companies looking to market their products and/or services online. If you'd like to incorporate our social media channels in your marketing activities, we'd love to hear from you.



Followers

12,803 across Facebook, Twitter and Instagram



Frequency

1-2 posts per day about news, trends, products and competitions



Facebook reach

117.3K people per month*

*Monthly average for October 19

OUR CHANNELS



DIGITAL ADVERTISING WEBSITE/ NEWSLETTER AD POSITIONS

Book a homepage takeover

The homepage takeover package 'acts as a digital front cover, maximising your brands exposure and engaging readers'.

- All advertisements have live links to the url supplied by the client.
- Click through and other metrics reports are available to advertisers on request.
- All standard advertisements are booked as run of site.
- All advertising is booked for a minimum of 1 month, except What's Hot advertorials which are booked weekly.
- Web files: jpg, gif or swf. Email files: jpg or gif.
- theshout.co.nz and fmcgbusiness.co.nz offer a convenient banner ad production service.
- All Flash ads must be supplied with a backup gif file. Flash format advertisements cannot

be accepted for email newsletters. Please supply an animated gif in this instance (NB: frame 1 only of an animated GIF will display as a static image in some email clients). All Flash formats and gif file animation must finish or loop in no more than 15 seconds.

Flash (swf) Instructions

1. Create new layer on top
 2. Create white box covering entire banner - convert to button symbol
 3. Set alpha to zero
 4. Hardcode the URL into the FLA file
- Simple script: `on(release){getUrl(url,"_blank");}`

Please note: please supply backup static images for all animated advertisements.

Want to showcase your product or service to New Zealand's industry professionals?

'What's Hot' advertorial articles are featured on the website and eNewsletter and include:

Catchy headline up to 5 words

Summary text up to 20 words

Main body text up to 300 words

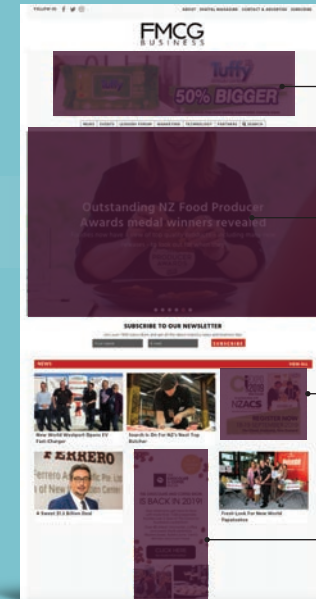
2 images - 1 of these to be the featured image which needs to be landscape and preferably with no logos or text. If text or logo is present, it must be in the centre of the image and minimal. (1-10mb max file size, we will resize as required).

Company logo as a jpeg.

For only \$500 + GST

'What's Hot' advertorial features are a cost-effective way of introducing new products, company announcements, job vacancies or even For Sale in equipment or real estate to our highly engaged audience.

FMCG Business website



Billboard
970x250px (wxd)

Slider

Medium Rectangle
300x250px

Half Page
300x600px

FMCG Business eNewsletter



Email Leaderboard
468x60px

Medium Rectangle
300 x 250

What's Hot
Feature image

DIGITAL ADVERTISING

ONLINE RATES

BANNER TYPE	DIMENSIONS width x height	NEWSLETTER (\$)/per month	WEBSITE (\$)/per month	BOTH (\$)
Home Page Takeover	Full info upon booking		\$6,000	
Digital Front Cover				
Slider Takeover			\$4,500	
Billboard (Top)	970x250px (wxd) <i>(please supply sized at 728x90 & 300x50 px (wxd) to display optimally on all screen sizes).</i>		\$3,400	
Leaderboard	eNews: 468 x 60	\$1,800		
Parallax	960 x 310 <i>(full info upon booking)</i>		\$2,500	
Half Page	300 x 600		\$1,800	
Medium Rectangle	300 x 250	\$1,300		\$2,000
What's Hot	Title (approx 5 words) Summary (up to 20 words) Body (up to 300 words) plus 1x high res, clear cut product shot (jpg 1-10mb max).			From \$500 weekly
Sponsored Content + Display Ad Package <i>* One branded content article written by our editorial team with your sign off * One Leaderboard and one Medium Rectangle displayed in the sponsored content article (specs below).</i>				\$1000 weekly
Retargeting <i>Full info upon booking</i>			From \$1,050 + display ad cost	
eDM	Full info upon booking	(email) \$2,050 \$400 production fee		
Facebook Post - \$500				

Rates are exclusive of GST



DIGITAL ADVERTISING DEDICATED CLIENT EDMS

What is an eDM?

Electronic Direct Mail provides your company or brand with the opportunity to distribute a personalised email marketing message to our newsletter subscriber database.

Why should I use an eDM?

An eDM is ideal for distributing a large amount of content that includes a combination of words and images as well as links.

An eDM is ideal for:

- product launches
- company profiles
- invitations
- major announcements
- brand campaigns
- events
- conference reviews

Specifications

- No more than 600 pixels wide. All eDMs must be in keeping with the design quality levels of the publication.
- You can either provide a finished HTML or a full brief and material in one file and we can put it together (production costs apply).
- The email will be sent with the FMCG Business masthead at the top, as required. This will be incorporated with a 'Brought to you by' message.
- Further specs available upon booking.



Investment
\$2050+GST

Production Costs
\$400+GST

FMCG
BUSINESS

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