

# appetiser.

*2018 Media Kit*



# what is appetiser?

**appetiser.** is an industry magazine that has been created to further position Bidfood and its suppliers as leaders and innovators of the foodservice industry. This flagship magazine will offer readers expert knowledge on all things food, as well as showcase the latest trends and new products to inspire chefs to re-define their menus. **appetiser.** provides a unique way to engage with customers and, therefore, is an effective indirect sales and brand-building opportunity.



# our audience

**appetiser.** will be targeted at all existing and potential customers ordering from the vast array of brands in the foodservice industry. These customers can be based in restaurants, pubs, clubs, hotels, cafes and more. **appetiser.** will be distributed directly to Bidfood's national customer base via the network of reps across the 50+ foodservice, meat and fresh branches. In addition, the magazine will be direct mailed to select industry professionals, including well-respected chefs and industry bodies/associations. **appetiser.** will also be available to view online at [appetisermagazine.com.au](http://appetisermagazine.com.au) and will be pushed digitally via EDM (Electronic Direct Mail) and our Bidfood social channels.



**2500+** likes  
**2400+** followers



**700+** followers



**1500+** followers



**3300+** followers

## Seasonal issues

Over **50,000** customers

**EDM campaigns** resulting in a **34.5% open rate** (in comparison to the foodservice industry average of 24.71%) and a **click rate of 15.82%** (in comparison to the industry average of 2.98%) from **32,000 contacts in our data base**










Average of **20,000 active users** on [bidfood.com.au](http://bidfood.com.au) per week, and a **growing social media following**



# opportunities

## Advertisement spaces throughout the magazine

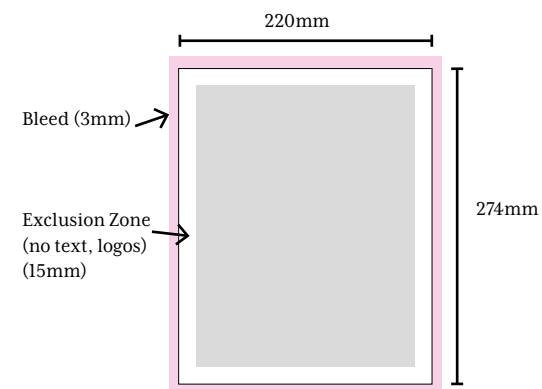
### Positioning

	Inside Front Cover	Full Page	220mm x 274mm
	Page 2	Half Page (Portrait) - preceding credits/contents page	110mm x 274mm
	Page 4	Full Page - adjacent 'word on the street' (trends section)	220mm x 274mm
	Page 14	Full Page - preceding feature article	220mm x 274mm
	Page 23	Third Page (Landscape) - cooking masterclass feature	220mm x 115mm
	Page 24	Full Page - preceding 'the catch' (all about seafood section)	220mm x 274mm
	Page 31	Half Page (Portrait) - adjacent 'whats on' calendar	110mm x 274mm
	Inside Back Cover	Full Page	220mm x 274mm
	Back Cover	Full Page	220mm x 274mm

\* Limited spots available, with only 4 editions per year

### Specifications

- Advertisements should be in keeping with the style of the publication and offer serving suggestions/inspiration to customers, or brand positioning themes, rather than product line listings
- Artwork must be supplied as high resolution (300dpi) PDF
- Allow minimum 3mm bleed on all edges. Trim marks are preferred
- For full page adverts allow minimum 15mm exclusion zone inside the trim area. No critical information (eg. logos, text) should be placed within this area. (Example opposite)
- Spot (PMS) colours should not be used (eg. special logo colours). Convert all colours to CMYK (if we convert them for you, the results may not be as you expect)
- For the digital version, please provide a URL or Youtube/Vimeo link for video (if applicable)





# opportunities

## Feature Article

A special interest article that exclusively showcases your brand/product. We are looking for professional, editorial style content that is inspiring and of value to customers. This feature is perfect for giving customers an insight into the background/uniqueness of a product/range e.g. how a product is made, behind the scenes of production, what makes the product unique, benefits to customers.

Expressions of interest only. Suppliers will be selected subject to content.



## Specifications

- Styled, high resolution product image of professional quality  
– Minimum 300dpi
- Professional, editorial style content that is relevant and valuable to the customer. Must be proof read and spell checked before submitting
- Maximum word count: Introduction – 40, Editorial - 570

# contact **US**

For material submissions, please refer to corresponding specifications

For all enquiries and pricing, please contact [marketing@bidfood.com.au](mailto:marketing@bidfood.com.au) or phone (07) 3823 8796