

**NZ
FAVOURITE
RECIPES**

MEDIA KIT
FEBRUARY 2019



ABOUT

NZ's Favourite Recipes is a hub for all different types of recipes, from the classic pavlova to Mum's beef stew, all the way to the new cuisines that have arrived from all over the world.

The site is a place for avid food hobbyists and budding chefs to find something new to try.

New Zealanders can share their recipes, which may be added to the site for everyone to use.

Reach a female skew, household shopper audience.

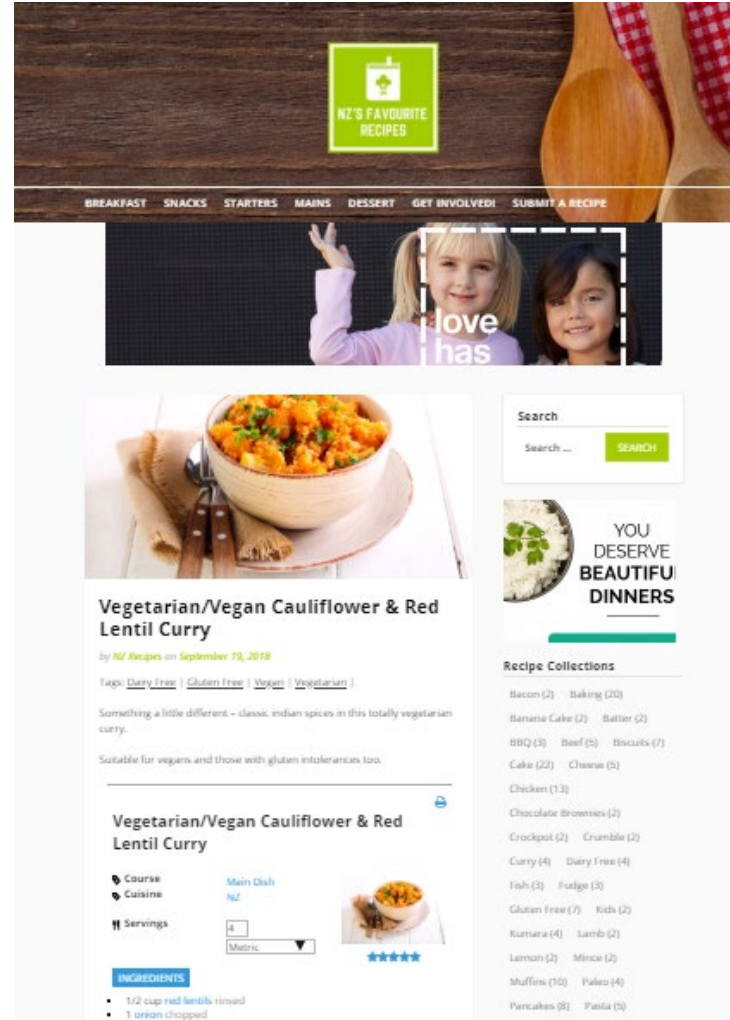
KEY SITE CATEGORIES:

Breakfast, Snacks, Starters, Mains, desert, Get Involved, Submit a recipe



INSIGHTS

- 66% of users aged 35+
- Female skew – 81%
- 40,000 unique users per month
- 55,000 page views per month
- 157 Facebook likes
- 196 email subscribers



ADVERTISING OPTIONS

ADVERTISING FORMATS:

- Standard Display – 760x120 / 300x250 / 300x600 / 970x250
- Recipe / ingredient integration available on request, and as part of a wider sponsorship

CAMPAIGN DETAILS:

- Minimum spend - \$500
- Available via PG or IO



DISPLAY FORMATS



Big Banner
760x120 or



Billboard
970x250



Easy Pancake Recipe

by NZ Recipes on November 23, 2017

Tags: Pancakes |

Looking for an easy pancake recipe to whip up in a jiffy? You don't need to buy pancake mix in a bottle to make easy & delicious pancakes. If you're looking for an easy pancake recipe to whip up in no time, this one has ingredients you'll already have in your cupboard. It's perfect for those last minute requests from friends, family or children and tastes delicious!

We've got a number of other pancake recipes, check them out if you're looking for something different or a bit more fancy.

Easy Pancake Recipe

Search

Search ...

SEARCH

Half Page
300x600 or



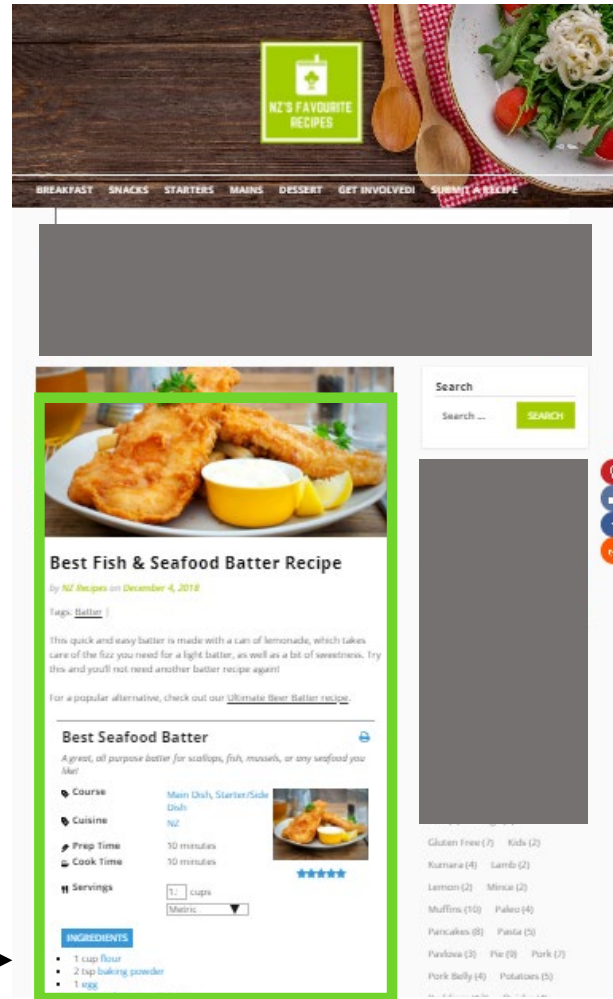
Medium Rectangle
300x250



BRAND & RECIPE INTEGRATION

For larger partnerships, there may be an opportunity to integrate native recipes onto nzfavouriterecipes.co.nz. →

Additionally, there may be opportunities to have a sponsored ingredient in the ingredient section of featured recipes. For example, the word stock, could be replaced with 'Campbell's' stock. →



MORE INFORMATION

FOR MORE INFORMATION PLEASE CONTACT:

MD Jane Ormsby

M: +64 21 357 131

E: jane@scrollmedia.co.nz

W: nzfavouriterecipe.co.nz

