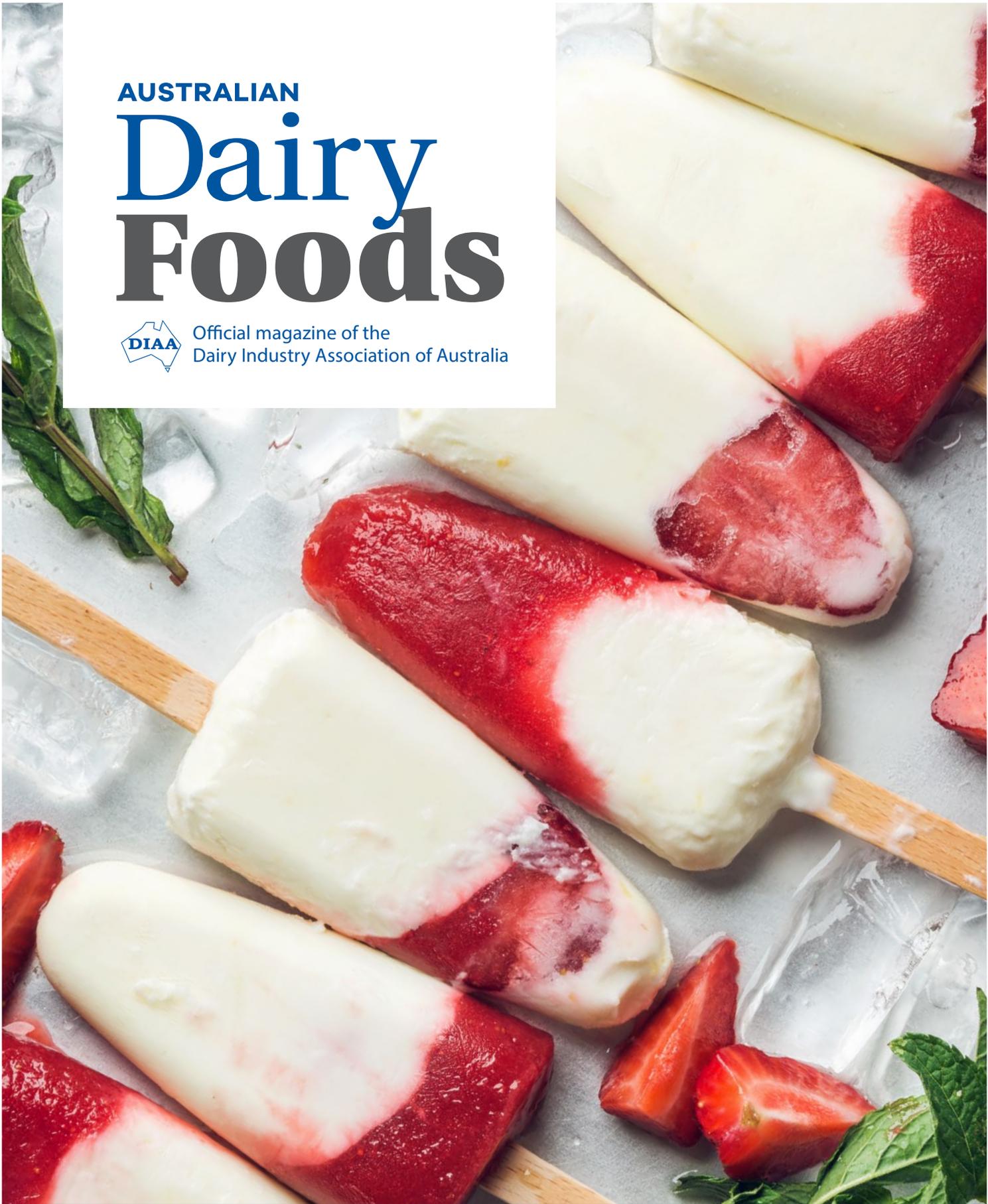


AUSTRALIAN Dairy Foods



Official magazine of the
Dairy Industry Association of Australia



**MEDIA KIT
2022**

Tap into the most valuable news and information network in the Australian dairy food manufacturing industry.

Magazine Profile

INCLUDE

- Food science
- Lipidomics
- Sustainable packaging
- Waste wool in the dairy cold chain
- Finance, member profile, sponsor thankyou's and more

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Australian Dairy Foods is the official magazine of the Dairy Industry Association of Australia (DIAA), the Australian dairy industry's professional organisation.

Our membership reflects the diversity of the industry. It includes:

- people in processing,
- marketing, administration,
- education and training,
- product development,
- engineering,
- technology, and
- scientific research.

The DIAA is a member services organisation. It aims to promote excellence in the Australian dairy industry by providing a forum for communication, continuing education, professional growth, recognition and fellowship for all members, sectors and organisations involved with the dairy industry.



www.diaa.asn.au

Dairy News

Freedom not free from issues

Australian biggest producer of soft dairy has five financial services companies (FSC) and American high margin producer of hard dairy has two, after announcing a distribution split down from acquired milk, at the end of June.

Wool in milk

Wool in milk is a controversial issue that has been debated for years. The issue is whether or not wool should be allowed in milk. The Australian Dairy Industry Association (DIAA) has been instrumental in the development of a wool in milk standard. This standard will ensure that wool is not present in milk at levels that could be harmful to consumers.

Omics analysis for dairy: lipidomics

The lipids in milk

Lipidomics is a branch of omics that focuses on the study of lipids. In the context of dairy, lipidomics is used to study the composition of milk lipids. This can help to identify changes in milk composition that may be related to disease or other factors.

How waste wool is a solution for dairy packaging

Waste wool is a by-product of the wool industry. It is a natural fibre that is strong and durable. This makes it an ideal material for use in dairy packaging. Waste wool can be used to make a range of products, including milk cartons and cheese containers.

The Dairy Report

Buttering up the future

An alliance of their major clients and delivery of COVID-19 has led to a significant increase in the volume of COVID-19 tests. This has led to a significant increase in the volume of COVID-19 tests. This has led to a significant increase in the volume of COVID-19 tests.

Wool in Milk - FOCUS & ANALYSIS

Wool in Milk

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Equipment & Services

Lightweight packaging

Lightweight packaging is a type of packaging that is designed to be lightweight and easy to handle. This makes it ideal for use in the dairy industry. Lightweight packaging can help to reduce the weight of milk cartons and other dairy products, which can help to reduce the cost of transportation.

Australian Dairy Foods has a well-deserved reputation for quality and integrity. This provides a highly credible and respected platform to maximise value to our advertisers.

Decades of industry knowledge

Since 1979, *Australian Dairy Foods* has been the only magazine specifically targeting the news and information needs of dairy product manufacturers and service providers to the dairy industry in Australia.

A large-scale independent survey of the magazine's readers has confirmed that *Australian Dairy Foods* is a respected and sought-after source of information about industry trends, innovations and news that influences the readers' strategic planning and decision-making.

Australian Dairy Foods has also received high accolades for the quality and breadth of its industry news coverage at the Tabbies, an international business and industry magazine competition run by the US-based Trade, Association and Business Publications International (TABPI).

Credible content

Australian Dairy Foods has a strong reputation for providing independent, credible and in-depth editorial coverage. Our reputation and position in the industry provide a

solid platform for the delivery of our advertisers' messages.

Readers have described the magazine as 'very well done,' 'worth reading' and 'THE industry mag.'

Sponsors and advertisers have called it 'very important,' 'easy to read,' 'good value' and 'high quality.'

We are consistently ranked as 'extremely useful' or 'very useful' by our readers and enjoy an enviable reader satisfaction rating of 96.5%.

Industry involvement

The magazine is published by the Dairy Industry Association of Australia (DIAA) as a service to its members and to the industry. *Australian Dairy Foods* provides a communication and information forum for the post-farmgate dairy industry. Its mission is to deliver accurate and relevant information that contributes to its readers' industry knowledge and expertise.

The magazine is also a showcase for the best and brightest in the Australian dairy industry, with the results of DIAA's National and State dairy product competitions announced in the magazine throughout the year. Innovators from all sectors of the industry are regularly profiled.

Our readers

Australian Dairy Foods is individually addressed and posted to about 1,500 recipients, providing a targeted and receptive audience extending across all sectors of the dairy industry.

With a circulation of more than 9,000, *Australian Dairy Foods* is the most effective way to reach the post-farmgate dairy industry in Australia. Our readers consistently tell us that the magazine is their preferred source of information on the latest innovations, new products and services, industry statistics, market updates, company profiles and coming events.

Australian Dairy Foods readers cover three main groups – dairy product manufacturers, allied trades and those working in industry organisations. The majority are decision-makers in upper and middle management in areas such as dairy processing, R&D, packaging, marketing, engineering, ingredients, training, hygiene and safety, logistics and quality assurance.

Australian Dairy Foods gives advertisers a unique opportunity to reach both the traditional large-scale manufacturers and the emerging 'artisan' and specialist dairy producers.

Reach them online

Advertising on the DIAA website (www.diaa.asn.au) can help your company and your brands reach a targeted dairy audience.

Banner advertising is available on the DIAA home page and within the popular searchable online *Australian Dairy Listing*.

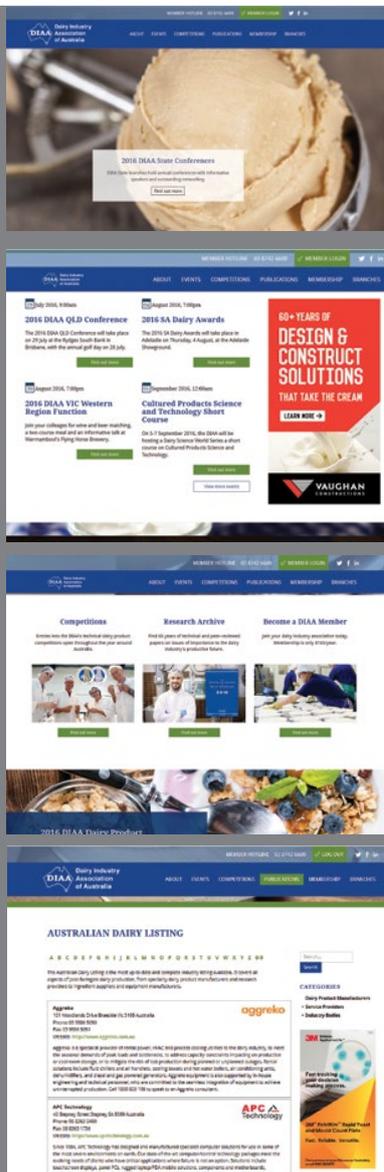
We would be glad to develop a bundled print/web advertising package that suits your specific needs. If required, we can help you design an effective web banner that would drive traffic to your website.

Return on your investment

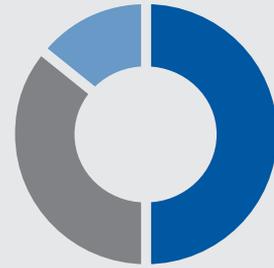
The DIAA website is well-used by the Australian post-farmgate dairy industry. The site receives on average 150 unique visitors per day, with double that number in peak times.

In the past year, companies who advertised on the DIAA website have received a lot of attention from DIAA members and other visitors to the website, with the average banner ad receiving about 80,000 impressions and 600 clicks.

Seeking more prominence online? Why not upgrade your company's entry in the *Australian Dairy Listing*? An upgrade will see your logo, contact details, website and a 100-word paragraph about your goods and services prominently displayed in your chosen section – and it's highly cost effective.

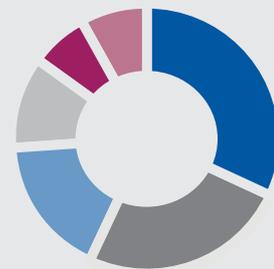


Where our readers work



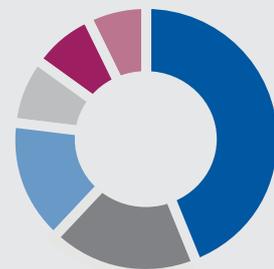
- Manufacturers 50%
- Service Providers 36%
- Industry and Research 14%

What our readers do



- CEO/Director/GM/Owner 32%
- Upper Management 25%
- Middle Management 17%
- Technologist 11%
- Researcher/Scientist 7%
- Other 8%

Where our readers are



- Victoria 44%
- New South Wales 18%
- Queensland 15%
- South Australia 8%
- Western Australia 8%
- Tasmania 7%

AUSTRALIAN Dairy Foods

2022 ADVERTISING RATES

Advertising inquiries

Janos Kaldy, DIAA Business Development Manager

Mobile: 0417 348 229

Email: janos.kaldy@diaa.asn.au

Australia's only magazine for the post-farmgate dairy industry, published six times a year by the Dairy Industry Association of Australia.

Print advertising space and rates

Effective January 2022. GST not included.

| Size | Casual \$ | 2 x rate \$ | 4 x rate \$ | 6 x rate \$ |
|------------------------------------|--|-------------|-------------|-------------|
| Front cover | 2,600 | N/A | N/A | N/A |
| Full page | 2,400 | 2,300 | 2,100 | 2,000 |
| Half page (horizontal/vertical) | 1,400 | 1,300 | 1,200 | 1,100 |
| Third page (horizontal/vertical) | 1,200 | 1,100 | 1,000 | 900 |
| Quarter page (horizontal/vertical) | 900 | 800 | 750 | 700 |
| Insert | \$850 single-page insert; inquire about multipage insert pricing. Inserts to be produced and supplied by advertiser. | | | |

Preferred position loading:

Cover (front, outside back, inside front or back) – add 20%

Specific placement (section, right-hand page) – add 10%

Website banner ad space/rates Effective January 2020. GST included.

| Width and depth (mm) | Width and depth (pixels) | Resolution | Rate |
|------------------------------|------------------------------------|------------|-------|
| 127 mm wide 234.6 mm tall | 360 pixels wide 665 pixels tall | 72 dpi | \$299 |

2022 magazine production dates

| Issue | Bookings by | Material due |
|-------------------|--------------|--------------|
| February-March | 24 January | 31 January |
| April-May | 21 March | 28 March |
| June-July | 23 May | 30 May |
| August-September | 18 July | 25 July |
| October-November | 19 September | 26 September |
| December-Jan 2023 | 24 October | 2 November |

Issues are posted in the middle of the published period, except December (at the start, so not over the New Year holiday period). Please submit editorial for consideration by "bookings by" date.

Discount for DIAA members

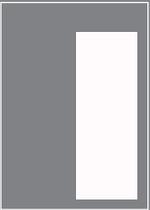
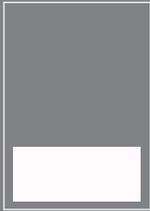
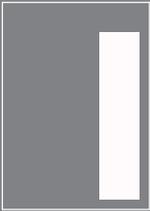
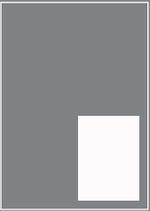
DIAA members get a special discounted rate on display advertising in *Australian Dairy Foods*. Ask us when making your booking.

Not a member?

Membership is only \$198/year. Find out more or join online at www.diaa.asn.au

Technical specifications

Note: all measurements are width by height

| FRONT COVER | FULL PAGE | HALF PAGE HORIZONTAL | HALF PAGE VERTICAL |
|---|---|---|---|
| Trim 210 x 207 mm | Trim 210 x 297 mm | Box 180 x 120 mm | Box 86 x 238 mm |
|  |  |  |  |
| please add 5mm bleed on artwork | please add 5mm bleed on artwork | | |
| THIRD PAGE HORIZONTAL | THIRD PAGE HORIZONTAL | QUARTER PAGE HORIZONTAL | QUARTER PAGE VERTICAL |
| Box 180 x 78 mm | Box 56 x 238 mm | Box 180 x 78 mm | Box 86 x 120 mm |
|  |  |  |  |

Material requirements (print)

Press-quality .pdf with all fonts and high-resolution (300 dpi) images embedded, and 5 mm bleeds from the edge of the document, if required.

Material requirements (web)

Banner ads must be vertical boxes in .png, .jpg, .tiff formats, web resolution (72 dpi). Flash ads are not accepted.

Material that is not provided in a press-quality format or in the correct size will not be accepted. Please ensure that all material supplied is the final, correct version, ready for publishing.

** Please note: the cost incurred to correct electronic or content errors will be on-charged to the advertiser.



www.diaa.asn.au