

AUSTRALIAN

# Dairy Foods



Official magazine of the  
Dairy Industry Association of Australia



**MEDIA KIT  
2023**

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

# Magazine Profile

**INSIDE**

Awards across 3 States  
NSW, Tasmania and WA announce winners  
Sustainability – Innovation  
Learn what members are doing  
in these areas

... and more  
A blockbuster legal status in food, smooch  
peak behind the scenes in Tai and Qid  
Jodging, dairy science, vale a trailblazer

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16 William St  
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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

**INDUSTRY INTELLIGENCE**

### Anti-competitive conduct: the dangers of seeking exclusivity

What does it mean to be a 'predator' and what are the legal implications of anti-competitive conduct? Food & Beverage legal experts explain.

**Knowledge always sells!**

For the past several years, the legal landscape has been dominated by the issue of anti-competitive conduct. This is particularly true in the food and beverage industry, where the competition is fierce and the stakes are high.

**Legal experts explain:**

Anti-competitive conduct is a broad term that encompasses a range of practices that are designed to limit competition and create artificial barriers to entry. This can include exclusive dealing, predatory pricing, and other practices that are designed to harm consumers and the public interest.

**What are the legal implications?**

Engaging in anti-competitive conduct can result in significant legal consequences. In Australia, the Competition and Consumer Act 2010 (CCA) provides a framework for addressing anti-competitive conduct. The CCA prohibits a range of practices, including exclusive dealing, predatory pricing, and other practices that are designed to harm consumers and the public interest.

**What are the risks of seeking exclusivity?**

Seeking exclusivity can be a double-edged sword. While it can provide a competitive advantage, it can also expose a company to legal risk. If a company is found to have engaged in anti-competitive conduct, it may be liable for damages and may be required to change its practices.

**How can companies avoid anti-competitive conduct?**

Companies should take steps to ensure that their practices are compliant with the CCA. This includes conducting regular audits of their practices, seeking legal advice, and being transparent with their customers and competitors.

**The Dairy Report**

### How artisanal is no accident

As the dairy industry continues to evolve, the focus on artisanal products is growing. This is no accident, as consumers are increasingly seeking out products that are made with care and attention to detail.

**Artisanal products are becoming a significant part of the dairy industry. This is due to a number of factors, including:**

- A growing demand for products that are made with high-quality ingredients and traditional methods.
- A desire for products that are more flavorful and have a longer shelf life.
- A focus on sustainability and ethical sourcing.

**Artisanal products are also becoming a key differentiator for dairy brands. This is because consumers are increasingly looking for products that are unique and have a story to tell.**

**As a result, dairy brands are investing in artisanal production methods and marketing their products as such. This is helping to drive growth in the artisanal dairy market.**

**DAIRY STANDS – FOOD SCIENCE**

### Co-precipitates and related products

High-moisture and low-solids products are becoming a key focus for dairy processors. This is due to a number of factors, including a growing demand for products that are easy to consume and have a long shelf life.

**Co-precipitates are a type of product that is becoming increasingly popular. This is because they offer a number of advantages, including:**

- A high moisture content, which makes them easy to consume.
- A low solids content, which makes them easy to store and transport.
- A long shelf life, which makes them a good choice for retailers.

**As a result, dairy processors are investing in co-precipitate production and marketing their products as such. This is helping to drive growth in the co-precipitate market.**

**The Dairy Report**

### Dairy expedition from Tatura to the Midwest

Visiting DIAA member Sir Han Chen led by CTV Han-Chen Dairy Australia in US Dairy Scholarship to visit and learn from famed cheesemaking sites in the USA, including the Wisconsin Cheese Capital.

**Wisconsin is a leading dairy state in the USA, and it has a rich history of cheesemaking. This is due to a number of factors, including:**

- A long tradition of dairy farming.
- A focus on high-quality ingredients and traditional methods.
- A strong sense of community and pride in the industry.

**As a result, Wisconsin is home to a number of world-renowned cheesemaking sites. These sites are attracting visitors from around the world, and they are helping to drive growth in the Wisconsin dairy market.**

**What's New?**

### Fridge & Shelf

Stay up to date with the latest in dairy processing technology. This includes new products, equipment, and services that are helping to improve efficiency and quality in the dairy industry.

**Key highlights include:**

- **Online TOC analyser:** A new product that allows for real-time monitoring of total organic carbon (TOC) in dairy products.
- **Mobile CIP stations:** A new product that allows for easy cleaning and sanitization of dairy processing equipment.
- **Equipment & Services:** A range of new products and services that are helping to improve efficiency and quality in the dairy industry.

**Equipment & Services**

### Ergonomic hand trucks

Improving safety and efficiency in the dairy processing plant. Ergonomic hand trucks are designed to reduce the risk of injury and increase productivity.

**Key features include:**

- A low profile design that allows for easy maneuvering.
- A comfortable handle that reduces strain on the operator.
- A durable construction that can withstand the rigors of the dairy processing plant.

**As a result, ergonomic hand trucks are becoming a popular choice for dairy processors. This is because they offer a number of advantages, including improved safety and efficiency.**

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

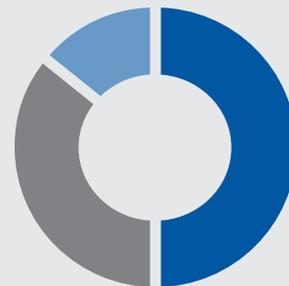
*Australian Dairy Foods* is individually addressed and posted to about 1,500 recipients, providing a targeted and receptive audience extending across all sectors of the dairy industry.

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.

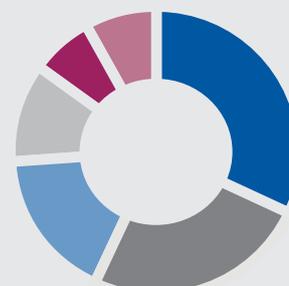
*Australian Dairy Foods* gives advertisers a unique opportunity to reach both the traditional large-scale manufacturers and the emerging 'artisan' and specialist dairy producers.

## Where our readers work



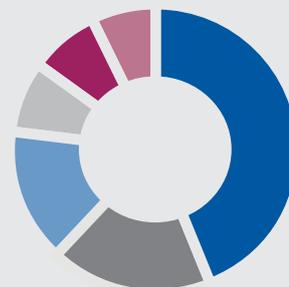
- Manufacturers 50%
- Service Providers 36%
- Industry and Research 14%

## 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%

## Reach them online

Advertising on the DIAA website ([www.diaa.asn.au](http://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*.

## 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.

## Discount for DIAA members

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

## Not a member?

Membership is only \$220/year. Find out more or join online at [www.diaa.asn.au](http://www.diaa.asn.au)

The screenshots show the DIAA website interface. The top section features the DIAA logo and navigation menu. Below is a banner for 'Australia's association for dairy-processing professionals' with sub-sections for Technology Events, Membership, Competitions, and Career. The 'Competition Winners' section lists winners like Barabrah Organics and Meredith Dairy. The 'Product Competitions' section details annual national and state dairy product competitions. The 'Australian Dairy Listing' section promotes a comprehensive dairy industry directory available in print and electronic formats.

# AUSTRALIAN Dairy Foods

## 2023 ADVERTISING RATES

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

### Advertising inquiries

Janos Kaldy, DIAA Business Development Manager

Mobile: 0417 348 229

Email: [janos.kaldy@diaa.asn.au](mailto:janos.kaldy@diaa.asn.au)

### Print advertising space and rates

Effective January 2020. 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

### 2023 magazine production dates

Issue	Bookings by	Material due
February issue	23 January	30 January
April issue	20 March	27 March
June issue	22 May	29 May
August issue	17 July	24 July
October issue	18 September	25 September
December issue	27 October	1 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.

### Editorial features 2023

**Feb-Mar** Outlook for 2023 year, including trends

**Apr-May** Factory Floor: packaging & labelling

**Jun-Jul** Supply chain: automation, digitisation & Industry 4.0

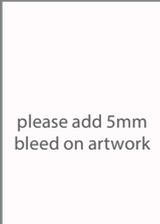
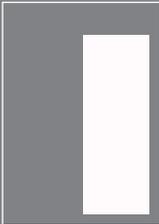
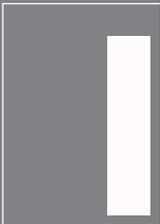
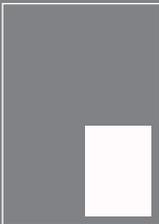
**Aug-Sept** Business Insights: Marketing

**Oct-Nov** Sustainability

**Dec-Jan** The year that was

### 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
			
THIRD PAGE HORIZONTAL	THIRD PAGE HORIZONTAL	QUARTER PAGE HORIZONTAL	QUARTER PAGE
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.

**Please note: The cost incurred to correct artwork that does not meet specifications will be on-charged to the advertiser. No exceptions.**

### 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.



[www.diaa.asn.au](http://www.diaa.asn.au)