

Australian Culinary Federation Media kit



2026



Australian Culinary
Federation



2K

INSTAGRAM
FOLLOWERS

16K

FACEBOOK
FOLLOWERS

78K

IMPRESSIONS

60K

REACH



Australian Culinary
Federation

INTRODUCTION

The Australian Culinary Federation (ACF) is the peak industry body representing professional chefs, cooks, apprentices, and culinary educators across Australia. Our network includes foodservice professionals from restaurants, hotels, catering businesses, clubs, and food manufacturers, creating a diverse and engaged community passionate about the industry.

WHY BRANDS VALUE ACF

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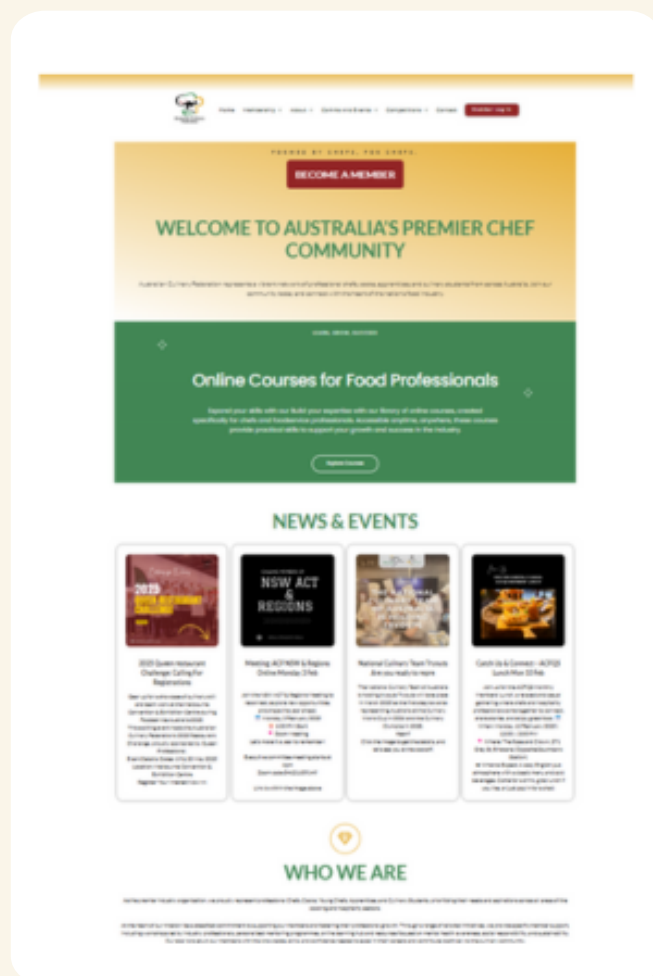
MEMBER COMMUNICATIONS & ENGAGEMENT

We offer multiple channels for brands to connect with Australia's leading foodservice professionals:

1. Classified Advertising on the ACF Website

A dedicated classifieds page on the ACF website for industry-related ads and partner offers.

- Available for job postings, supplier offers, and industry-related advertisements.
- Featured placements available for premium exposure.



2. Chef Chat Newsletter

A bi-weekly e-newsletter featuring industry news, trends, and updates for members.

- Sent to over 5,000 chefs, apprentices, and foodservice professionals.
- High open and engagement rates.
- Advertising opportunities available for premium banner placements.

MEMBER COMMUNICATIONS & ENGAGEMENT

3. Direct EDM Campaigns to Segmented Chef Audiences

ACF can send targeted EDMs to specific segments within our chef database.

- Reach a tailored audience based on sector, seniority, or location.
- Ideal for product launches, special offers, or brand awareness campaigns.

4. Partner Offers on the Member Portal

ACF members can access exclusive partner offers via the member portal on our website.

- A dedicated space for partners to showcase special deals and promotions.
- Available to all ACF members nationwide.

5. Social Media Advertising & Sponsored Content

Engage with a highly active foodservice community through ACF's social media platforms.

Available Platforms:

- Australian Culinary Federation Facebook Page – Industry news, competitions, and sponsor highlights.
- Young Chefs Network Facebook Page – Engaging the next generation of chefs.
- Culinary Team Facebook Page – Showcasing national team updates, events, and partners.
- ACF Aussie Chefs Instagram Page – Visual storytelling through food and chef achievements.
- Australian Culinary Federation LinkedIn Page – Professional networking, industry updates, and sponsor features.

ADVERTISING OPTIONS



1

Sponsored Posts:
\$250 per post (image or video,
with link, caption & 6 hashtags #)

2

Social Media Story Features:
\$300 per 24-hour feature

3

**Collaborative Social
Media Campaigns:**
Custom pricing based on
reach and engagement



ADVERTISING OPTIONS

ACF's digital platforms offer targeted advertising solutions for brands looking to engage with the foodservice industry.

1. Chef Chat Newsletter Advertising

Standard Banner: \$550 per edition

Exclusive Feature Spot: \$2,500 (includes editorial content and brand feature)

2. Classified Advertising on ACF Website

Standard Listing: \$220 per month

Featured Listing: \$500 per month (pinned at the top)

Job Listing: \$220 per month

3. EDM Campaigns

Targeted EDM to Segmented Audience: \$2,500 per campaign

Exclusive EDM Sponsorship: \$3,500 per campaign

4. Social Media Advertising

Sponsored Posts: \$250 per post

Story Features: \$300 per 24-hour feature

Social Media Campaigns: Custom pricing based on reach and engagement

SPECIFICATIONS & IMAGE REQUIREMENTS

All advertisements must adhere to the following specifications/digital ad sizes:

- **Website Classifieds Page:**
 - Standard Listing: 300 x 250px (JPG/PNG)
 - Featured Listing: 600 x 400px (JPG/PNG)
 - Job Listing: 300 x 250px (JPG/PNG)
- **Chef Chat Newsletter:**
 - Premium Banner: 728 x 90px (JPG/PNG)
 - Standard Banner: 600 x 160px (JPG/PNG)
- **EDM Campaigns:**
 - Header Image: 800 x 400px (JPG/PNG)
 - Body Image: 600 x 300px (JPG/PNG)
- **Social Media Ads:**
 - Facebook & Instagram Posts: 1080 x 1080px (JPG/PNG)
 - LinkedIn: 1200 x 627px (JPG/PNG)
 - Story Feature: 1080 x 1920px (JPG/PNG)

General Requirements:

- File Format: PDF, JPEG, or PNG (RGB format for digital use)
- Resolution: Minimum 72dpi for web
- Video Format: MP4, 1920x1080 or 1280x720 resolution
- Copy Deadline: Minimum 2 weeks before publication date



WHY PARTNER WITH ACF?

By advertising with ACF, you align your brand with the most influential network of foodservice professionals in Australia. Whether you're launching a new product, promoting industry solutions, or engaging directly with chefs, ACF's platforms offer unparalleled exposure to the right audience. Get in touch today to secure your advertising placement!



OFFICE@AUSTCULINARY.COM.AU



0439 408 106



AUSTCULINARY.COM.AU.AU



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