ICGMedia

good magazine

Media kit

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Good profile

Good is New Zealand's award winning lifestyle & wellbeing publication for conscious-living consumers. ***Good*** covers both local and global trends, people, places, business, community, home and living, health and wellness, the environment, style, beauty, food and travel. We've been doing it for over a decade – making ***Good*** the go-to source for the curious, thinking woman who wants a better, balanced life. ***Good*** offers a quarterly magazine, website, events and engaging social platforms. Content is beautiful, modern, purposeful, practical and intelligent. We make a conscious effort to deliver relevant content support to our commercial partners. That's invaluable. Distributed nationwide, in supermarkets, grocery specialty stores and bookshops and to magazine and digital subscribers.

Target audience
25 - 45 years

Duplicated readership
100,000

E-Newsletter
13,500+

Website
16,000+
Unique Monthly Users

35,000+
Monthly Pageviews

20,000+
Monthly Sessions

Instagram
9,100+

Facebook
13,830+
20,000+ NZ Reach

Twitter
6,200 Followers

4 issues a year
themes on request

Issue 61
On sale 9 July
Booking deadline 14 May
Material deadline 11 June

Issue 62
On sale 24 September
Booking deadline 30 July
Material deadline 27 August

Issue 63
On sale 10 December
Booking deadline 15 October
Material deadline 12 November

Issue 64
On sale 18 March
Booking deadline 21 January
Material deadline 18 February

Data sources: Nielsen CMI, Audit Bureau Circulation, Google Analytics, Nielsen Digital Ratings, social media platfrom data and publisher's own data. Average 06/2017- 05/2018

Print magazine rates

Supplied brand ads

Inside front cover (double page)
$6,500

Outside back cover
$5,100

Inside back cover
$3,700

Spread (double page)
$5,700

Single (full page)
$3,100

Half page horizontal
$2,100

Third page vertical
$1,200

Volume discounts and bespoke solutions available.
Please supply all artwork in high res PDF format with 3mm bleed.

Custom content integration

Double page
from $6,200

Good feature/ focus produced by Good team, provide material and hi res imagery.
+ Site own content page on good.net.nz
+ EDM feature that links to site
+ Social share and link

Single page
from $3,400

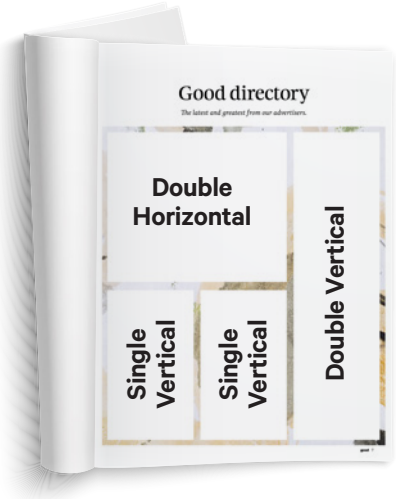
Good feature/ focus produced by Good team, provide material and hi res imagery.
+ Site own content page on good.net.nz
+ EDM feature that links to site
+ Social share and link

Half or Quarter page
Good Shopping Guide
from $650

Good product feature produced by Good team, provide material and hi res imagery.
+ EDM giveaway promotion option
+ Social post

Online Market Guide
$770

Popular section to find new brands and online stores, to drive traffic to your store. Your listing appears in both the new issue, and housed ongoing at good.net.nz/shopping with your own page that click back to your site.
Provide 200 words, 4 x hi res images and logo
Print listing feature
+ Web listing feature
+ Promotion on Good EDM



Directory Market
Single Vertical Ad $470
Double Horizontal or Double Vertical Ad $880

Grab the spotlight for your ad in our special advertising directory in the Good Shopping section

Package with an Online Market Listing Ad $1,100

Digital display advertising

Bespoke and native content solutions available

Monthly advertising on good.net.nz

Leaderboard banner
Appears on homepage
and on every page
$970

Tower webtile
Appears on homepage, competitions
and landing pages on rotation
$570

Island webtile
Appears next to latest
articles on homepage
$570

Weekly advertising on eDM

Leaderboard banner
Appears on homepage
and on every page
$470

Body webtile
Appears on homepage
and on every page
$370

Digital content

Native or Sponsored

Brand Article or Q&A on site and profile in eDM that links back to story on site. Housed ongoing. Produced from materials supplied, or Good interview. Supply copy 250 words, hi res imagery, URL
From $970

Social Post

Facebook +/or Instagram
Social media campaign with imagery/ graphic tile and copy, tagged and boosted. Option to link back to feature/promotion on site
$300-$500

Video

Your video content
supplied to promote across channels ongoing on site, and pushed on eDM + social
$750

Video content produced by Good
to promote across channels on site, eDM + social
From $1,500

Video segment
produced for the Good Conversations and Good How To series and promoted across site, eDM + social
From $1,500

Digital Features

Gallery article + eDM + social
From $270

Gallery article theme inclusion + eDM + social
From $470

Collections gallery on site + promoted on eDM + social
From $650

Digital Listings

Online Shopping Market
Ongoing listing feature + page that links to your site + promoted on eDM. Supply 200 words, 4 x hi res images and logo
Web $370
Add on print listing in new issue
Print + Web $770

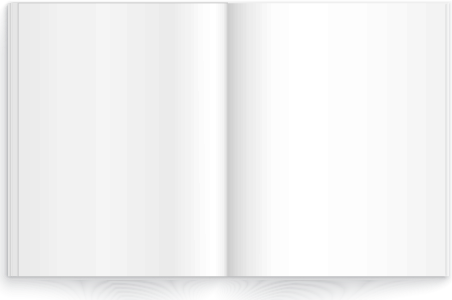
Digital Promotions

Giveaway on eDM
linking to giveaway promotion on good.net.nz with mini feature article
$370

Giveaway on good.net.nz
Giveaway on Top of Site promotion block for homepage highlight that links to own page about promotion + pushed out via eDM + social
$570

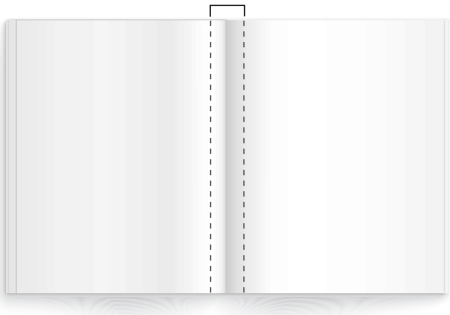
Print ad specs

Supplied brand ads



Spread (double page)
Trim size: 426mm x 275mm
+ 3mm bleed all round
Text safe area: 386mm x 255mm

12mm non-image area due to binding



Inside covers
Trim size: 210mm x 275mm
+ 3mm bleed all round
The IFC and IBC are a different size due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).

Single (full page)
Trim size: 213mm x 275mm
+ 3mm bleed all round
Text safe area: 173mm x 255mm

Half page horizontal
Trim size: 213mm x 130mm
+ 3mm bleed all round
Text safe area: 173mm x 118mm

Third page vertical
Trim size: 69mm x 275mm
+ 3mm bleed all round
Text safe area: 55mm x 255mm

ICG Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system. If you are not already set up with Quickcut, you can submit your advert via the quicksend web service: www.quicksend.co.nz. Using Quickcut ensures your ads will meet our exact specifications and arrive right first time. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.
Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.

Directory market

Double Horizontal
118mm x 99 mm

Double Vertical
57mm x 203 mm

Single Vertical
57 x 99 mm

Print ad notes

Mechanical

Size: 213mm (w) x 275mm (h)
Binding: Perfect bound
Colour: CMYK

Sizes

Full page
Trim: 213mm (w) x 275mm (h)
Bleed: 219mm (w) x 281mm (h)

Double page spread
Trim: 426mm (w) x 275mm (h)
Bleed: 432mm (w) x 281mm (h)

Inside front cover (IFC), inside back cover (IBC) and opposing pages
Image area is reduced due to binding (see diagram). Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

Single page image area
Trim: 210mm (w) x 275mm (h)
Bleed: 216mm (w) x 281mm (h)

Back cover
Full page portrait

Material format Files should be supplied as PDFs using one of the following methods (for Mac or PC):

Using Acrobat Distiller

1 Print document to file by selecting PostScript® File printer option in the print dialogue window
2 Select Adobe PDF or Acrobat Distiller PPD
3 Select an output paper size that accommodates the page trim size, including crop marks and 3mm bleed all round
4 Select crop marks
5 Select composite CMYK output
6 Include all fonts
7 Set transparency flattening options to high resolution
8 Save to create the PostScript® file
9 Launch Adobe Acrobat Distiller
10 Select PDF/X1a as the default job options
11 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

Exporting from InDesign

1 From the export options, select preset PDF/X1a
2 Select crop marks and 3mm bleed all round
3 Ensure font subsetting is set to 100%
4 Set transparency flattener options to high resolution

Screen 175 lpi (screen ruling)

Proofs A colour digital proof is to be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a colour digital proof has not been supplied.

Digital ad specs

Website

Leaderboard banner
Web: 728 x 90 pixels
Mobile: 320 x 100 pixels
Supply with URL link

Tower webtile
300 x 600 pixels
Supply with URL link

Island webtile
300 x 250 pixels
Supply with URL link

eDM

Leaderboard banner
728 x 90 pixels

Body webtile
300 x 250 pixels

Video
Supply as embedded link
or by arrangement

Supply on email to natalie@good.net.nz

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