good
media kit
2016

good

Good is a trusted publication with the ethos of conscious-living at its heart. Its mantra is to provide readers with an empowering, enriching and inspiring experience with every issue.

The relaunch issue of *Good* (Jan/Feb 2016) achieved this, with each new issue going from strength to strength, with carefully curated content that is conversational, friendly, curious, optimistic, clever, educational, community oriented, real, practical, thoughtful, social, independent and honest. The new look is cleaner and contemporary with beautiful imagery and inspiring content across the topics of food, fashion, beauty, design, fitness, wellbeing, travel, home, relationships, gardening and community.

It is the 'go to' publication for inspired nesters - those with active social lives but who also love spending time at home and making that a haven. The new *Good* celebrates innovation, locally and abroad, and speaks to the *Good* philosophy of 'half cup full' in a way that inspires.

Good's home is Tangible Media, a subsidiary of Image Centre Group. With a reputation for excellence in production, design and digital communications they are New Zealand's best specialist media company and the people who bring you *Dish*, *New Zealand Weddings*, *Little Treasures*, *Idealog* and *Habitat*.

As we move into the next phase of this much-loved title we will be keeping all the elements that have made it great while investing in more to create an even better product. We're excited!

Carolyn Enting
Editor

@goodmagazinenz
good.net.nz
goodmag
goodmag

"Good's mantra is to provide readers with an empowering, enriching and inspiring experience"

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Current readership facts

Good female readers have personal incomes 11% higher than the national female average and average household incomes 15% higher than the national female average.

GOOD HAS 60,000 READERS
78% OF WHOM ARE female
THE *average age* OF A GOOD READER
IS BETWEEN **25-40+**

Good readers are much more likely to be in the top two quintiles of annual household spend on food and alcohol.

75% OF OUR READERS
will talk to someone ABOUT
SOMETHING THEY HAVE SEEN
in our magazine

On average 72% of Good readers will consider buying something as a result of seeing it in a magazine.

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Overview

Bi Monthly magazine 112 pages plus cover

Readership 60,000 +

Online Users - Website 12,000+ per month

Instagram 3,124+

Facebook 12,342+

Community Database (NZ) 14,000+

E-Newsletter Online Database and E-Newsletter Once weekly with open rate of 28%, industry average is 23%. Click-through rate is 35%, national average 5-9%

Booking deadlines

Issue	Booking deadline	Material deadline	On sale date
#47 Mar/Apr 2016	23 January	30 January	22 February
#48 May/Jun 2016	23 March	30 March	25 April
#49 Jul/Aug 2016	25 May	27 May	20 June
#50 Sep/Oct 2016	27 July	1 August	22 August
#51 Nov/Dec 2016	20 Sept	26 Sept	24 October

Print rate card

Double page	Full page	Half page	Third page	Quarter page
$7,990	$4,990	$2,470	$1,800	$1,200

Online rate card - good.net.nz

Run of site	Costs	Specs	File size
Big banner	$1,250 monthly	728 x 90	25kb
Island	$1,250 monthly	300 x 250	25kb
EDM (solus)	$2,000 total	TBC	

Contact **Rosie McGaffin** Advertising Sales Manager
021 900 299 • **09 361 2830** • **rosie@tangiblemedia.co.nz**

• All print ads are four colour • The above rates are exclusive of GST • 10% premium applies to the following positions: opposite contents page, inside back cover, opposite editor's page, second DPS, first right-hand page, other nominated (guaranteed) positions • All online ads include rotations into e-newsletter • Ads are automatically resized for Good's mobile site and e-newsletter

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Terms and conditions

Conditions of acceptance of advertising
These conditions are deemed part of the contract issued by Tangible Media Ltd.

Contract advertising
Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space
This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material

a) All advertising material shall be delivered to the Publisher without expense to the Publisher

b) Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)

c) Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production

d) Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection
Should advertising rates change, Advertisers on a current contract with Tangible Media Ltd will be given rate protection (i.e. charged at "old" rates)

– for only two consecutive issues in the case of monthly titles, and for one issue in the case of all less-frequently published titles

– from and including the issue at which any new rate increase takes effect.

Terms
Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or masthead date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or masthead. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies
Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General
a) The Publisher reserves the right to decline the insertion of any advertisement

b) The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid

c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order

d) While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy
The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

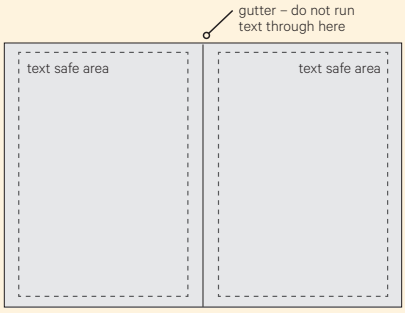
a) is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or

b) is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or

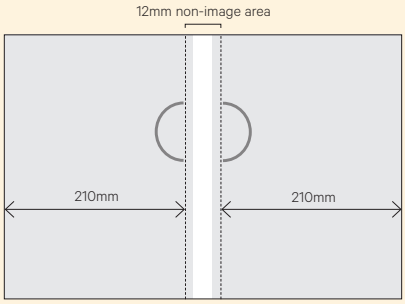
c) is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Tangible Media Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

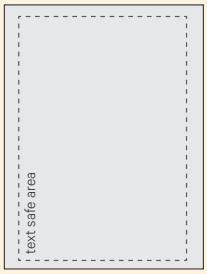
Ad sizes, shapes and technical data



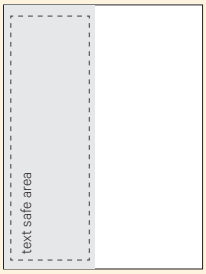
Double page spread
426 x 275 (deep)* – no allowance for gutters
386 x 255 text safe area



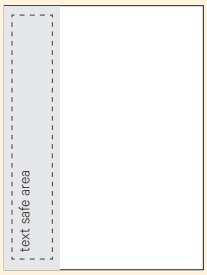
Inside covers
210 x 275 (deep)*
The IFC and IBC are a different size due to binding. This also applies to the pages opposite the IFC and IBC (i.e. the first and last pages).



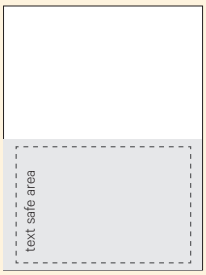
Full page
213 x 275 (deep)*
+ 3mm bleed
173 x 255 text-safe area



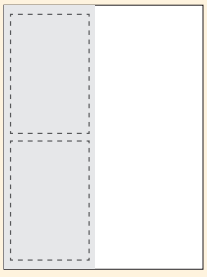
Half page vertical
99 x 275 (deep) + 3mm bleed
85 x 255 text-safe area



Third page vertical
69 x 275 (deep) + 3mm bleed
55 x 255 text-safe area



Half page horizontal
213 x 130 (deep) + 3mm bleed
173 x 118 text-safe area



Quarter page vertical
96 x 130 (deep)
Non bleed

Tangible 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.

Mechanical
Size: 213 x 275 (deep)

Binding: Perfect bound

Colour: CMYK

Sizes
Full page
Trim: 213 x 275 (deep)

Bleed: 219 x 281 (deep)

Double page spread

Trim: 426 x 275 (deep)

Bleed: 432 x 281 (deep)

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:
210 x 275 (deep)

Bleed: 216 x 281 (deep)

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.