

# good

SIMPLE CHOICES FOR A BETTER LIFE

## Media Kit



GOOD.NET.NZ  
CARBON NEUTRAL



MADE IN  
NEW ZEALAND

tangible

# Simple choices for a better life

*Good* inspires women to create a wholesome, healthy life for themselves, their children and future generations. The *Good* world is luscious, warm, nurturing and authentic.

*Good* targets 'conscious consumers': intelligent, motivated women who want to live lighter and live well. They actively seek information to help them make smarter, healthier and more ethical choices for themselves and their families. They may not consider themselves to be 'green'; they've simply realised they can change the world by changing what they consume.

*Good* is aimed at the LOHAS (Lifestyles of Health and Sustainability) demographic, constituting 31% of the population. LOHAS are well-educated, with an average to high income. They are interested in personal development, health, sustainable living and social justice. Over half of *Good* readers have children, a major driver of health-focused, eco-friendly living.

It's simple: if you want to reach wealthy, ethical female consumers in an award-winning credible magazine, *Good* should be part of your future media plan.

**Winner – Best Magazine Design, Canon Media Awards 2011**

**JUDGES COMMENTS:** "It lives up to its name. In fact, it's better than good. Design-wise it is excellent. The magazine oozes quality. Great styling. Sumptuous photography. Massive attention to detail. All the ingredients - text, headlines, images in perfect balance. Good is like a bright, warm, sweet smelling curiosity shop for happy customers to browse the quality merchandise and pretty trinkets on attractive display."

**Winner – Best Magazine Relaunch, The Magazine Awards 2011**

**Winner – Best Cover (special interest), The Magazine Awards 2011**

**Winner – Sarah Heeringa, Journalist of the Year**

**(special interest), The Magazine Awards 2011**



## The stats

**Circulation** 9,341\*

**Subscribers** 3670

**Frequency** Bi-monthly

**Cover price** \$7.90

**E-newsletter** 4,000

**Unique users per month** 15,900

**Monthly page impressions** 33,000

**Facebook** 2057 active monthly users

\* (ABC Jan-July 2011)



## Good rate card

SIZE	CASUAL
Double page	\$8,530
Full page	\$4,490
1/2 page	\$2,470
1/3 page	\$1,800

## Booking deadlines

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
Issue 23, March/April 2012	2 February	8 February	27 February
Issue 24, May/June 2012	29 March	3 April	23 April
Issue 25, July/August 2012	31 May	6 June	25 June
Issue 26, Sept/Oct 2012	02 August	8 August	27 August
Issue 27, Nov/Dec 2012	04 October	10 October	29 October
Issue 28, Jan/Feb 2013	29 November	5 December	24 December

- All 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

## Online rate card [good.net.nz](http://good.net.nz)

RUN OF SITE	MONTHLY COSTS	SPECS	FILE SIZE
Big banner	\$1250	728 x 90	25kb
Island	\$1250	300 x 250	25kb
Skyscraper	\$1100	160 x 600	25kb
Tile	\$400	120 x 90	20kb

GOOD NEWSLETTER	FIXED RATE	SUBSCRIBERS
Monthly Big Banner (two newsletters)	480	4000

- Newsletter sponsorships are exclusive to one advertiser. Please contact us for an example of the newsletter.

Good readers

78% are female

59% have children

71% are in their 30s or 40s

36% earn \$100,000 or more per annum

94% agree Good is a credible and reliable source of information

88% have talked about what they read in Good with friends or family

96% agree they are more likely to buy a product if it is eco-friendly, and 87% will buy even if it's more expensive

81% read Good to discover ethical or eco-friendly products

Source: The Research Agency, Good readers panel, Nov 09. Sample size 831.

## Contact details

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**Sarah Heeringa**

Editor

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www: [good.net.nz](http://good.net.nz)

facebook: [www.facebook.com/goodmag](http://www.facebook.com/goodmag)

twitter: [www.twitter.com/goodmag](http://www.twitter.com/goodmag)

# 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

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- 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)
- 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
- 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 mast-head 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 mast-head. 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

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- 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.

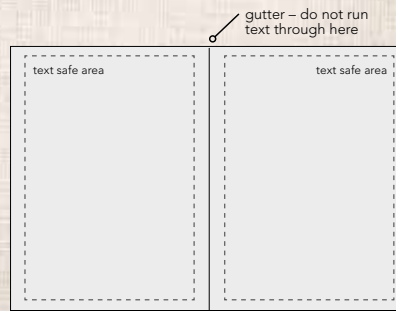
## Terms of acceptance of advertising copy

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

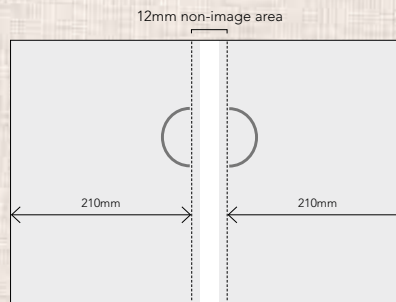
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

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.

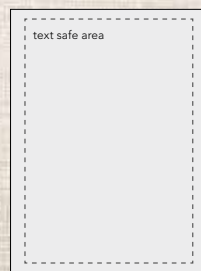
# Ad sizes, shapes and technical data



**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



**Third page vertical**  
69 x 275 (deep) + 3mm bleed



**Half page horizontal**  
213 x 130 (deep) + 3mm bleed

\*Note: please supply all advertisements with a 3mm bleed all round to allow for the edge of the page or gutter.

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 immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz> By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479. The reproduction of advertising supplied by other methods, such as on disk or via email, cannot be guaranteed.

## 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

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

### Exporting from InDesign

- From the export options, select preset PDF/X1a
- Select crop marks and 3mm bleed all round
- Ensure font subsetting is set to 100%
- 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.