

## 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 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

- 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.

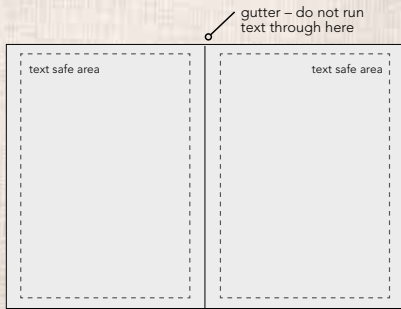
### Terms of acceptance of advertising copy

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

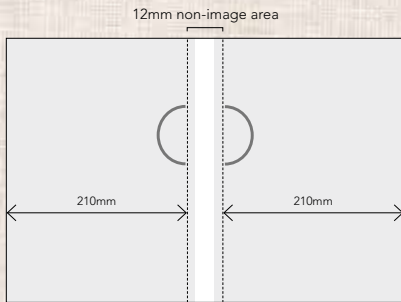
- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

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.

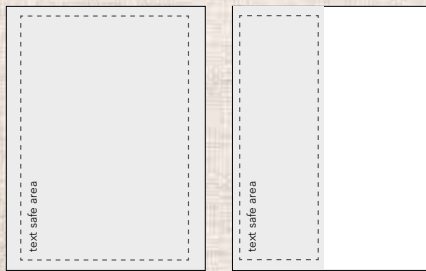
## Ad sizes, shapes and technical data



**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  
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

**\*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.

HOME STYLE FOOD CRAFT GARDEN BEAUTY HEALTH WORLD

# good



## Media Kit



GOOD.NET.NZ  
CARBON NEUTRAL



MADE IN  
NEW ZEALAND

tangible





# Living simply and living well

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

Good targets intelligent, motivated women aged between 25-55, who seek to live simply but also to live well. Good readers are well educated (62% have tertiary qualifications) with high incomes (20% above national average). They're not necessarily 'greenies', but are interested in issues of personal development, social justice, health and wellbeing. Just over half of Good readers have children, a known motivator of healthy and eco-friendly living.

Good readers seek information to help them make smarter consumer and lifestyle choices, and they consider Good a trusted information source and inspirational lifestyle guide.

Typical reading time is 54 minutes (10 minutes longer than the average) and Good's primary readers spend a whopping 110 minutes reading Good (30 minutes above average), while 85% talk to others about what they read in magazines.

Good engages readers through a multimedia channel incorporating Good's website, e-newsletter and Facebook page, trade fairs, radio slots and a popular events series.

## Winner – Supreme Magazine of the Year

The Magazine Awards 2012

**JUDGES' COMMENTS:** "Heeringa is offering something new and topical. She does so using a completely appropriate format. She is philosophically consistent and has a clear feel for her readers and their interests. This editor is on target, very focused and the magazine does what it says on the label. Overall, a good read in a nicely designed magazine."

## CANON MEDIA AWARDS 2011, 2012

Best Magazine Design

## THE MAGAZINE AWARDS 2012 – Lifestyle category

Magazine of the Year

Best Cover

Sarah Heeringa, Editor of the Year

Rebekah White, Journalist of the Year

Sally Fullam, Designer of the Year

## THE MAGAZINE AWARDS 2013

Sarah Heeringa, Editor of the Year (circ. under 25,000)



## 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
#41, Mar/Apr 2015	16 January	23 January	23 February
#42, May/Jun 2015	13 March	23 March	20 April
#43, Jul/Aug 2015	15 May	25 May	22 June
#44, Sep/Oct 2015	17 July	27 July	24 August
#45, Nov/Dec 2015	11 September	21 September	19 October

- 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

RUN OF SITE	MONTHLY COSTS	SPECS	FILE SIZE
Big banner	\$1,250	728 x 90	25kb
Island	\$1,250	300 x 250	25kb

- All online ads include rotation into e-newsletter
- Ads are automatically resized for Good's mobile site and e-newsletter

## Getting to know Good readers

Good readers are  
**10%** more likely to put  
quality ahead of cost

Good female readers have  
personal and household  
**20%** income  
higher than average

**33%** of Good household  
shoppers are more likely to pay  
more for a better taste

**85%** of Good readers talk  
to others about what  
they read in magazines

**64%** of Good readers  
have actually  
bought something as a result  
of seeing it in a magazine

Source: Nielsen Media Services CMI  
– Q2 2012 to Q1 2013

## Contact details

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Editor

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www: good.net.nz

facebook: www.facebook.com/goodmag

twitter: www.twitter.com/goodmag

## The stats

Circulation 12,675\*

Readership 56,000\*

Subscribers 7,600+

Frequency Bi-monthly

Cover price \$9.90

E-newsletter 11,100

Website unique users per month 9,500+ \*\*

Website visitor sessions per month 13,500+

Website page views per month 39,000+

Facebook 10,700+ likes

Facebook weekly total reach 43,546

\*Topline Q4 2013 to Q4 2014

\*\*Website statistics from Google Analytics