good

MEDIA KIT

ICGMedia

GOOD PROFILE

Proudly New Zealand's leading and award-winning lifestyle and wellbeing publication for conscious-consumers, driving positive conscience-living.

Our readers want to make a difference when it comes to their health and wellbeing, as well as that of the planet. At **Good** we aim to inspire and uplift our readers by creating informed content that is trustworthy, inclusive, optimistic and relatable, and inspires people to live as ethically, sustainably and authentically as possible. Content is beautifully crafted – modern, purposeful, practical, uplifting and intelligent.

We love to collaborate with similar-minded businesses who want to make positive change in the world.

Good magazine walks the talk, too. We are printed on FSC-certified matt stock with non-toxic vegetable inks which makes us compost-friendly and recyclable. ICG Media holds a Toitū Envirocare Gold status. Not that people throw **Good** away due to the timelessness of our quality content, and beautiful design.

GOOD MANIFESTO

For the good of you and me, for the good of those closest to us,
for the good of our community, our town, our country, our planet,
for the smaller good, for the greater good,
the good we can do in 100 little ways, that good that ripples out,
the good that builds, that grows and strengthens,
by doing one (good) thing at a time.

good

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.
** Combined audience across all platforms.*

PUBLICATION DATES

Issue 70
On sale 7 September 2020
Booking deadline 10 August 2020
Material deadline 17 August 2020

Issue 71
On sale 2 December 2020
Booking deadline 5 October 2020
Material deadline 12 October 2020

Issue 72
On sale 21 December 2020
Booking deadline 23 November 2020
Material deadline 30 November 2020

Issue 73
On sale 1 March 2021
Booking deadline 1 February 2021
Material deadline 8 February 2021

Issue 74
On sale 26 April 2021
Booking deadline 29 March 2021
Material deadline 5 April 2021

*** All Good created adverts content due 1 week prior to what is stated above.*
**** Cancellations after the deadline may be charged at 50%.*

THE GOOD READER

The average **Good** reader is female, aged 25 – 45 years.

A recent survey of more than 1,000 **Good** magazine and digital subscribers showed that 57% of our readership are on the conscious-living journey, and a 35% are just embarking on this journey.

Key stats:

- 80% of our readers are interested in wellbeing and 69% want advice for wellbeing and nutrition.
- 62% love food and wine, and 65% want recipes and baking inspiration.
- 62% love home and décor
- 60% want to know about new sustainable or ethical products
- 57% love to travel
- 43% care about beauty and natural skincare
- 57% are handy DIYers
- 36% follow fashion

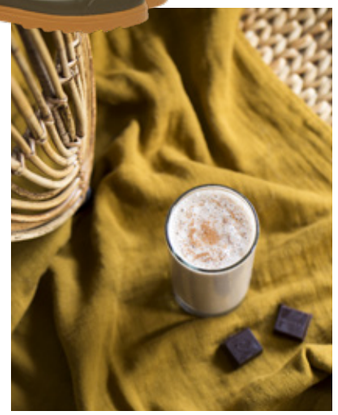
Our readers want us to:

- help them make steps towards change.
- show them innovation and inspiration in a sustainable world.
- provide them with new initiatives and new technologies and green ideas.
- demonstrate ethical leadership.

INSIDE THE MAGAZINE

Good covers both local and global trends, people, places, business, community, social justice, the environment, home and living, health and wellness, style, beauty, food and travel.

Our upfront features always include helpful life hacks and facts, the latest eco fashion news, and Good Stuff section where we champion people, happenings and things locally and abroad, that we applaud.



GOOD CONTENT PILLARS

Beauty
The place to find the latest news and products in natural skincare. In depth educational features on topical ingredients, as well as products we're buzzing about.

Travel
Good readers love travelling. In each issue we take them on an exploration of local and international destinations, and produce an annual Travel Guide of the best sustainable and ethical eco-tours and destinations in New Zealand and abroad.

Home
Where we showcase innovative design and ideas for the home; DIY, craft, and gardening advice.

Your Good Life
Always filled with delicious and nutritious wholefood recipes and showcasing locally-grown ingredients and producers. Recipes are a 90/10 per cent mix of plant-based versus meat protein dishes (humane standard grass-fed meat, free-range products). Also find out what's happening in the drinks space – wine, craft beer, gin, kombucha, low-sugar sodas and smoothies.

Wellbeing
The place to fill your cup with inspiration for the mind, body and soul. Articles cover ways to find calm and de-stress with exercise, mindfulness, self-awareness and nutrition. Financial wellbeing is covered here, too.

MAGAZINE

49,000

TOTAL READERSHIP*

- Advertising
- Brand awareness
- Partnerships
- Content

GOOD.NET.NZ

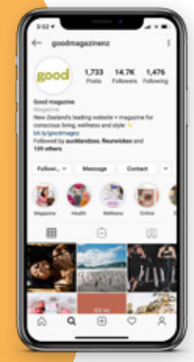
24,869

TOTAL UNIQUE VISITORS

- Advertising
- Brand awareness
- Engagement
- Content

PUBLISHED CHANNEL MIX

Good offers a quarterly magazine, website, events and engaging social platforms which means we are able to engage with our community 365 days of the year through our 360 degree touchpoints.



SOCIAL MEDIA

18,029+

FACEBOOK FOLLOWERS

16,300+

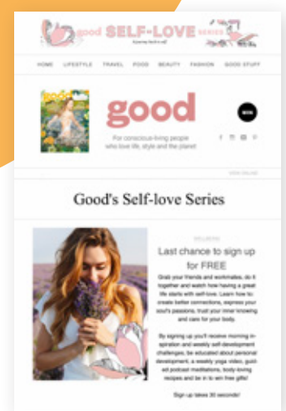
INSTAGRAM FOLLOWERS

5,920+

TWITTER FOLLOWERS

DIGITAL VERSION

Digital version available via our App



eDM

16,275+

SUBSCRIBERS

*Nielsen readership study 2019

WAYS TO ENGAGE

Advertising placement
The simplest way to engage with **Good**. You provide a brand advertisement for placement in the magazine, and digital ads which we promote across the **Good** website and EDM. Plus, product placement on Instagram and Facebook.

Benefits
Simplicity, direct engagement with the **Good** audience.

Content co-creation
We work together to produce a specific piece of content that balances your goals, the audience needs and our journalistic know-how. Text, image and video outputs. Content amplified throughout **Good** platform. Content stays on website for constant usage.

Benefits
Perfect mix of usefulness for audience while communicating brand messages. Content stays within site infrastructure indefinitely, so will keep on gaining exposure well after the initial campaign has finished. Direct engagement with the **Good** audience.

Content placement
You create an article that fits into our content pillars. We amplify content throughout our **Good** platforms. Text, image and video options.

Benefits
Excellent way of producing long form messaging. Integrated within Good's content pillars. Direct engagement with the **Good** audience.

Custom Sponsorship Opportunities
Sponsor one of our many digital or event initiatives within our community.

Benefits
This is a great way to be associated with **Good's** trustworthy brand reputation and create intimate connections with a specific targeted audience. We make things easy by managing the project for you.

PRINT MAGAZINE RATES

Ratecard

Size	Frequency
	Casual
Double page	$6,900
Single page	$3,995
1/3 page	$1,995
Inside front cover, double page	$7,700
Outside back cover	$5,800

The above rates are exclusive of GST and are for supplied adverts.

Volume & annual discounts, sponsorships, ad design and custom solutions available.

CUSTOM CONTENT INTEGRATION

Good loves to collaborate with similar-minded businesses who want to make positive change in the world and offers custom content integration. We do this by helping our clients tell the stories that we know our readers will love with the help of our in-house creative team.

Single page

$4,500

Good feature/ focus produced by *Good* team, provide material and hi res imagery.

Digital Add On +$500
+ Article on good.net.nz

+ EDM feature that links to article

+ Social share of article

Double page

$7,995

Good feature/focus produced by *Good* team, provide material and hi res imagery.

Digital Add On +$500
+ Article on good.net.nz

+ EDM feature that links to article

+ Social share of article

1/2 page listing
$1,600
+ 6 month online directory

Supply 100 words, high res imagery and logo

1/4 page listing
$800
+ 3 month online directory

Supply 60 words, high res imagery and logo

**All rates are GST exclusive*

DIGITAL CONTENT

Digital features

Gallery article theme inclusion + eDM + social
From $900

Collections gallery on site + promoted on eDM + social
From $800

Good online directory
Good's online directory showcases sustainable/ethical products and business. Live online on the **Good** site and promoted in the **Good** eDM email newsletter bi-monthly.
Billed monthly $100.
$1200 for a 12 month listing.

Digital Promotions

Giveaway on eDM/social
Linking to giveaway promotion on good.net.nz with mini feature article
From $800

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
$2,000

Weekly + special edition eDM inclusions
Choose how you want to be included in our weekly or special edition eDMS.
From $500

DIGITAL DISPLAY ADVERTISING

good.net.nz

Size	Frequency
	Monthly
Leaderboard banner	$1,300
Tower webtile	$1,100
MREC webtile	$1,100

Rates based on an estimate of 10,000 impressions monthly.

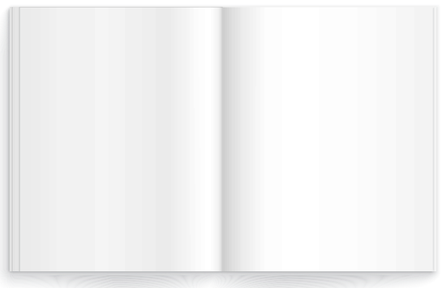
eDM

Size	Frequency
	Weekly
Leaderboard banner	$800
Body webtile	$600

The above rates are exclusive of GST.

SUPPLIED AD SPECIFICATIONS

PRINT



Spread (double page)
Double page spreads should be supplied as two single page PDFs, each of the dimensions:
Trim size: 213mm x 275mm
+ 3mm bleed all round

Keep 20mm in spine clear of any text

Single (full page)
Trim size: 213mm x 275mm
+ 3mm bleed all round

Third page vertical
Trim size: 69mm x 275mm
+ 3mm bleed all round

WEBSITE / EDM

Leaderboard banner
Web: 728 x 90 pixels
Mobile: 320 x 50 pixels
Supply with URL link

MREC webtile
300 x 250 pixels
Supply with URL link

Tower webtile
300 x 600 pixels
Supply with URL link

Video
Supply as embedded link
or by arrangement

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.

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. Double page spreads should be supplied as single page PDFs with 3mm bleed all round.

IFC and IBC single pages
Trim: 210mm (w) x 275mm (h)
Bleed: 216mm (w) x 281mm (h)

Outside back cover
Trim: 213mm (w) x 275mm (h)
Bleed: 219mm (w) x 281mm (h)

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 300 dpi

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.

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