



good

MEDIA KIT



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





PUBLICATION DATES

Issue 86 - Home/Decor

On sale 27 March 2023

Booking deadline 27 February 2023

Material deadline 2 March 2023

Issue 87 - Food

On sale 8 May 2023

Booking deadline 10 April 2023

Material deadline 13 April 2023

Issue 88 - Sustainability/Mental Health/15th birthday

On sale 26 June 2023

Booking deadline 29 May 2022

Material deadline 1 June 2022

Issue 89 - Energy

On sale 14 August 2023

Booking deadline 17 July 2023

Material deadline 20 July 2023

Issue 90 - Gardening

On sale 2 October 2023

Booking deadline 4 September 2023

Material deadline 7 September 2023

Issue 91 - Relax/Christmas

On sale 20 November 2023

Booking deadline 23 October 2023

Material deadline 26 October 2023

** 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.

GOOD CONTENT PILLARS

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.

Home

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

Garden

More than 60 per cent of Good readers love gardening! Good's gardening section provides inspiration and practical tips including what to plant throughout the year.

Food

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.

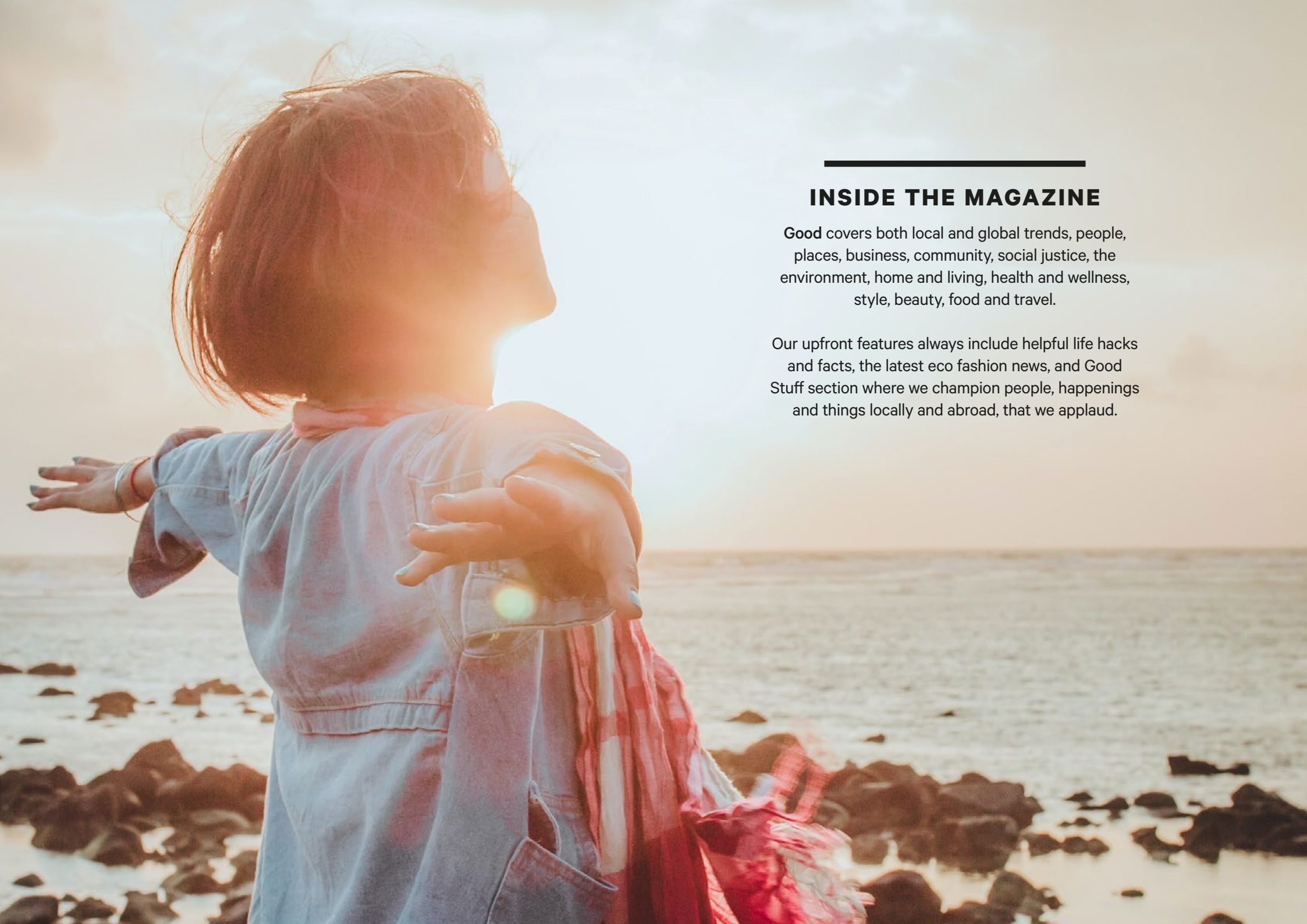
Travel

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.

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.





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.

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.



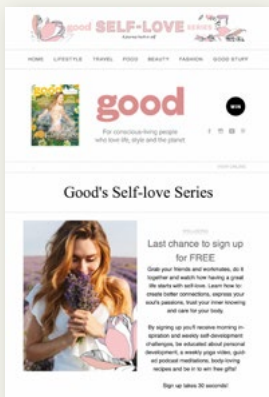
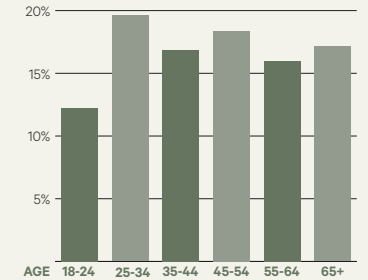
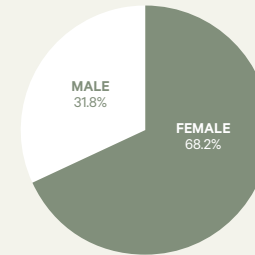
MAGAZINE
54,000

- TOTAL READERSHIP***
- Advertising
 - Brand awareness
 - Partnerships
 - Content



GOOD.NET.NZ
530K+

- PAGE VIEWS**
- Advertising
 - Brand awareness
 - Engagement
 - Content



EDM
22,000+
SUBSCRIBERS



DIGITAL VERSION

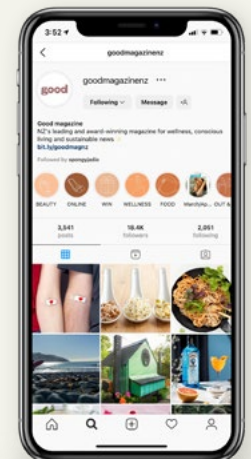
Digital version available via our App

SOCIAL MEDIA

587K
FACEBOOK USERS REACHED

227K
INSTAGRAM USERS REACHED

372K
PINTEREST USERS REACHED





PRINT MAGAZINE RATES

Size	Price
OBC:	\$6,000+GST
IFC:	\$6,000+GST
Full Page:	\$5,000+GST
DPS:	\$9,000+GST
1/3 Page:	\$2,300+GST

FP Sponsored content: \$5,500+GST
(Includes \$500 out-cost*, non commms bearing for agency Clients)

DPS Sponsored content: \$9,500+GST
(Includes \$500 out-cost*, non commms bearing for agency Clients)

*out-cost subject to change based on campaign requirements

Sponsored Content Packages:

Sponsored Story Print & Online Package, FP: \$6,500 + GST
Sponsored Story Print & Online Package, DPS: \$10,000 + GST

- Includes
- Minimum 1,000 clicks to content guaranteed
 - EDM Link
 - Social Media support via Instagram & Facebook
 - Option to include a giveaway

DIGITAL RATES

Online Sponsored Story: \$3,000 + GST (Includes \$500* out-cost, non comms bearing for agency clients)

- Minimum 1,000 clicks to content guaranteed
- Boosted via Native and Facebook channels, budget split 80/20%
- Live on Good.net.nz For 12 months, subject to re-negotiation

*Out-cost subject to change based on campaign requirements

Solus EDM: \$3,000 + GST

- Client's brand ownership over a special edition EDM sent to over 22,000+ subscribers
- Branded skins, 2x contentpieces and giveaway included

Digital Display:

Lead Banner + MREC Package: \$1,000 + GST / Month

MREC: \$500 + GST / Month

(Guaranteed 25% SOV)

EDM Link to Website/Content Piece: \$1,000 + GST

Facebook or Instagram post: \$500 + GST



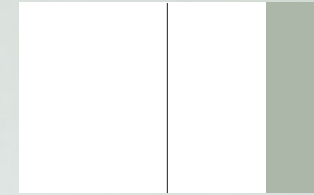
SUPPLIED AD SPECIFICATIONS

PRINT



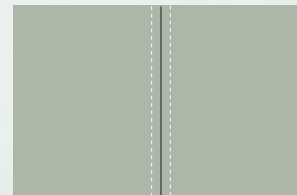
SINGLE (FULL PAGE)

Trim size: 210mm x 297mm
+ 3mm bleed all round



THIRD PAGE VERTICAL

Trim size: 70mm x 297mm
+ 3mm bleed all round



SPREAD (DOUBLE PAGE)

Trim size: 420mm x 297mm+ 3mm bleed all round
Keep 20mm in spine clear of any text

WEBSITE / EDM

VIDEO

Supply as embedded link
or by arrangement

MREC WEBTILE

300 x 250 pixels
Supply with URL link

LEADERBOARD BANNER

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





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.



CONTACTS

Carolyn Enting

Editor

Magazine editorial submissions,
commissions, advertising and promotions

027 252 5888

carolyn@good.net.nz

Lisa Anderson

Commercial manager

Advertising and Partnership Opportunities

021 065 7885

lisa.anderson@scg.net.nz