



good.

life • wellbeing • sustainability

good.

4 REASONS TO ALIGN WITH GOOD

good is New Zealand's premier magazine focusing on sustainability, wellness and eco-consciousness for the individual and planet.

Investing advertising dollars in *good* isn't just about promoting a product or service – it's about amplifying powerful values of sustainability, wellbeing and positive change. Together, we can deliver your messaging to drive impactful change, inspire conscious consumerism and pave the way for a brighter, more sustainable future.

Need more convincing? Here are four more reasons you should align with us:

MULTI-PLATFORM POWER

We're an ecosystem of goodness – from our beloved print magazine to our buzzing website, lively social media channels, event sponsorships and beyond.

TRUSTED BRAND

good's roots trace back to a magazine born right here in beautiful Aotearoa in 2009. We are known as a trustworthy and credible brand.

TARGETED AUDIENCE ALIGNMENT

Our audience actively seeks out products that *good* gives the nod of approval to. They love passing on wisdom to the next generation – essentially marketing on your behalf.

SHARED VISION

People are increasingly drawn to brands that align with their values. Associating your brand with *good* isn't just making a statement, you'll ignite a conversation.

OUR REACH

good.

MAGAZINE



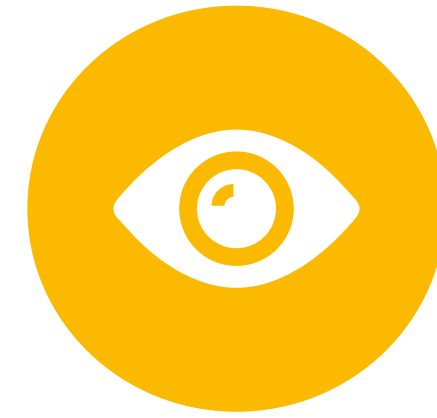
43K
Readership



25%
Subscribers

Source magazine360.co.nz
Data included up to Jan 2024

DIGITAL



24K+
Website views
02:46 dwell time

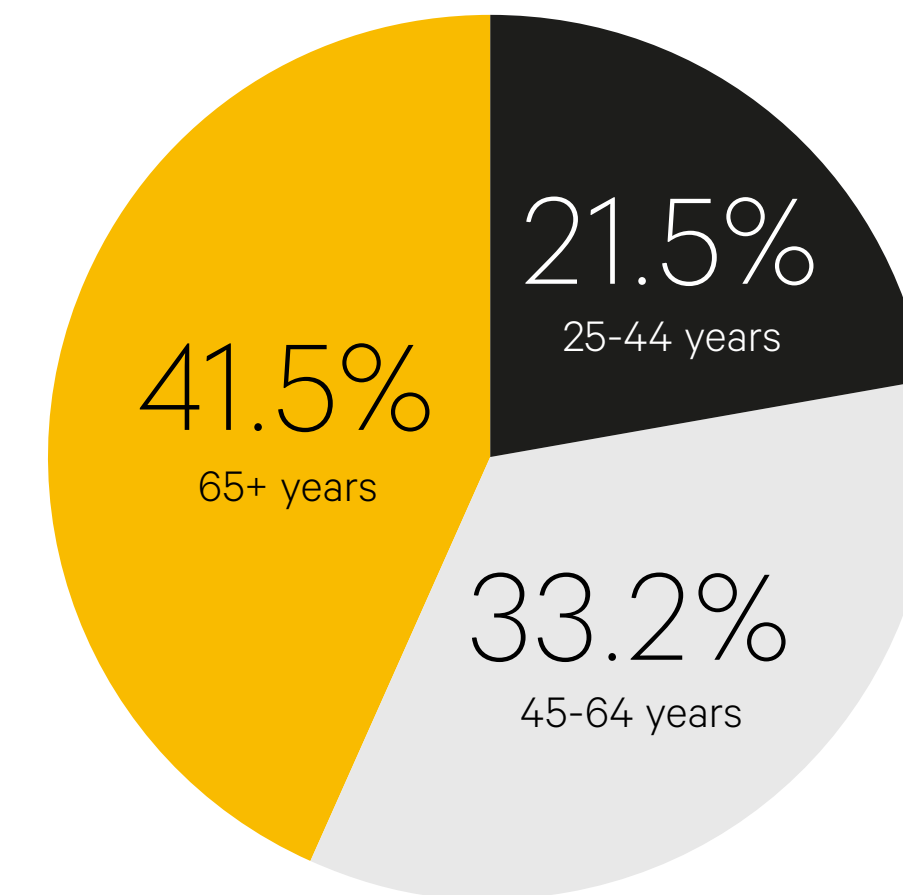


20.5K+
EDM subscribers
average open rate 33%
+ CTR 5%

Source Google Analytics 1 April 2023-31 March 2024



16K
Website visitors
average unique visitors
a month



SOCIAL



20K
Facebook
followers



19.5K
Instagram
followers

OUR PEOPLE

Who are the *good* audience?

good.



EDUCATION
PROFESSIONAL

Average age 30-45
HHI \$120K



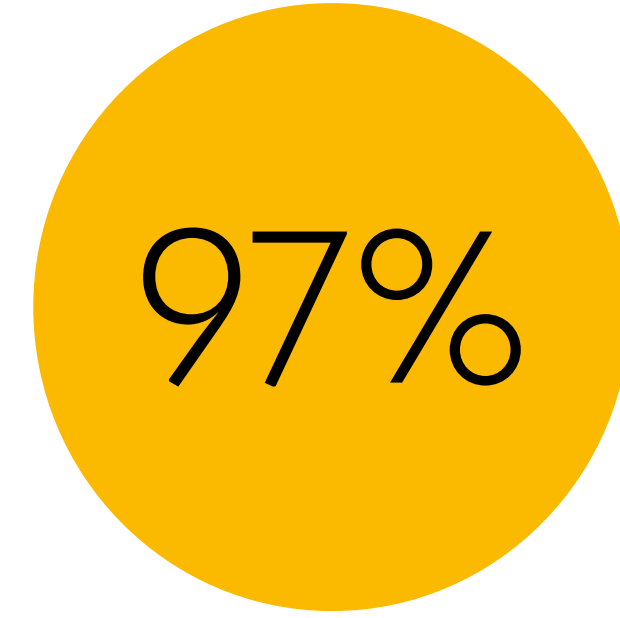
HEALTH
PROFESSIONAL

Average age 40-60
HHI \$120K

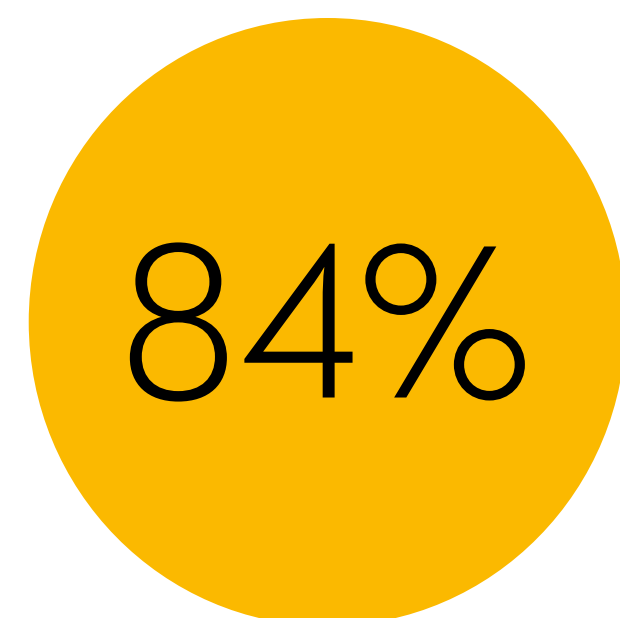


CONSCIOUS
WHITE-COLLAR

Average age 35-45
HHI \$180K



ONLY BUY OR
CONSIDER BUYING
ECO CLEANING
PRODUCTS



ARE FOCUSED
ON THEIR
WELLBEING
AND HEALTH



GROW SOME
OF THEIR OWN
FRUIT AND
VEGETABLES



GOOD
GRANDMOTHER

Average age 60-70
HHI \$60K



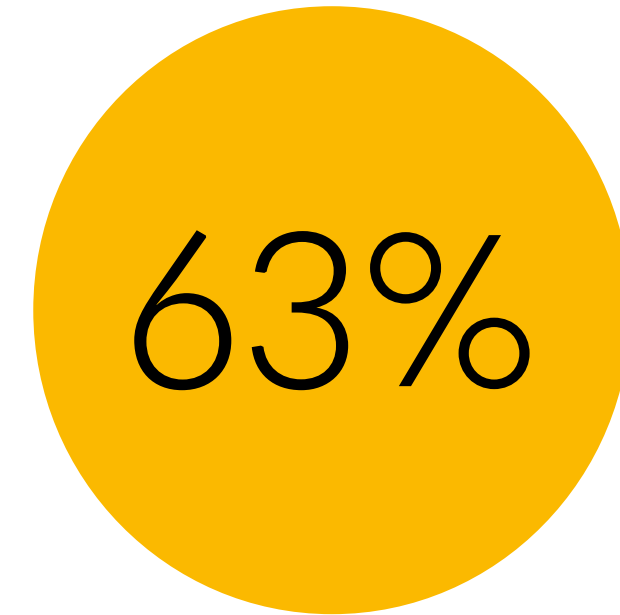
ECO
MUM

Average age 45-60
HHI \$90K



THE NEW
GENERATION

Average age 25-35
HHI \$85K



ARE INTERESTED IN
FOOD & WINE
CONTENT
OF ALL TYPES



WANT HOME
& DÉCOR
INSPIRATION



KEEN TO KNOW
MORE ABOUT
GARDENING

Source reader survey 2023

OUR CORE PILLARS

good.

WELLBEING

Reserve your spot amid content about personal wellness and holistic living. Show your brand's commitment to physical, mental and emotional health – resonating with readers who want natural alternatives, balanced lifestyles and a positive future.

PEOPLE

Yes, you can sit with us! Nestle your brand in a spot for readers passionate about personal growth, mental health and social responsibility. Here you can align with values of empathy, inclusivity, vulnerability and connection.

SUSTAINABILITY

Here, you'll reach an audience deeply committed to eco-conscious living and ethical consumption. By aligning with *good*, you demonstrate your commitment to the circular economy, connecting with consumers who value environmental responsibility.

TRAVEL

This is your 'destination' if you're keen to showcase eco-friendly places, sustainable travel practices and mindful experiences, capturing the imaginations of an audience passionate about exploration and responsible tourism.

STYLE

Calling all makeup and fashion products: connect your brand with an engaged audience seeking choices that promote sustainability and wellbeing. Strut your eco-conscious stuff among stylish consumers who value aesthetics as well as ethics.

FOOD

Join a movement of mindful eaters who care about where food comes from, how it's made and its impact on the planet. Your ethical sourcing, nutritious ingredients or eco-friendly packaging resonate with consumers seeking nourishing choices.

HOME & GARDEN

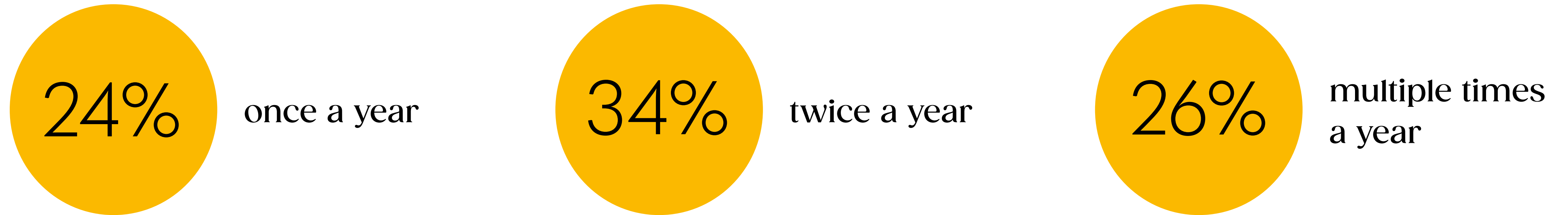
Think homes and outdoor areas that prioritise ethical sourcing, sustainable materials and nurturing spaces. Connect your brand with readers keen to cultivate vibrant gardens, using eco-friendly products that help their environment flourish.



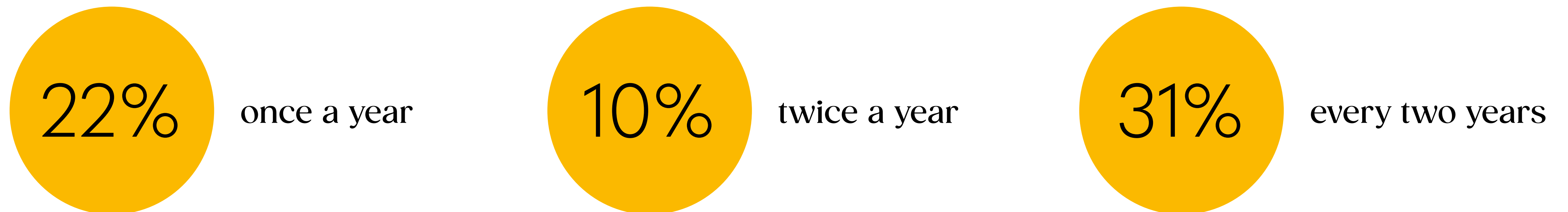
GOOD TRAVEL

Our readers love to go away locally and overseas. They care about how they travel, where they go and operators with responsible practices in mind. They enjoy walking holidays, conservation tours, places with remarkable nature and animals, holistic retreats and activity-based trips such as yoga and journalling. They seek unique experiences that align with their sustainable and eco values.

HOLIDAYS IN NEW ZEALAND



TRAVEL OVERSEAS



Source reader survey 2023

PRINT AND DIGITAL DISPLAY OPPORTUNITIES

Great for brand awareness

We offer a multi-platform approach that ensures your brand message resonates far and wide, reaching audiences wherever they are on their journey to a better world. Advertising in contextually relevant environments achieves more attention by up to **8x**.*

Talk to us about discounted bundles and bespoke packages.

PRINT

Double page spread cover \$8,000

Cover spots: inside front cover, outside back cover \$4,500

DPS \$7,000

FP \$4,000

Half page horizontal \$2500

One-third page solus on page \$2,000

DIGITAL

Website standard display: ROS tenancy for two weeks

Including billboard, MREC, half page, mobile banner \$1,000

Video ads can run in the MREC position on desktop and mobile

Site takeover (desktop only) ROS tenancy for two weeks \$3,000

eDM: banner \$1,000

*Magnetic 2018



PRINT AND DIGITAL CREATIVE CONTENT

Great for engagement

Print and digital content advertorials reach audiences within a high-attention, quality environment. They hear a trusted voice in a contextually relevant space. Native articles are one of the most immersive advertising experiences. In this format, advertisers can associate themselves with content that fits seamlessly. Talk to us about discounted bundles and bespoke packages.

ADVERTORIAL

Print advertorial DPS \$9,250

Print advertorial FP \$5,500

Digital advertorial \$1,500 guaranteed minimum 1,000 page views

NATIVE

Native article \$1,500 guaranteed minimum 1,000 page views

EDM

eDM advertorial link to article on good magazine website \$1,000

Solus email TBC

BRAND EXTENSION

Brand extension opportunities including sponsorships of events POA



good.

A SELECTION OF BRANDS WE WORK WITH

good.

trilogy®

aleph
BEAUTY

Resene
the paint the professionals use

HealthPost®

WELEDA

BLUNT

Swanndri 

MITRE 10

Dust&glow™


KINGS
Plant Barn™

LIVING 
GOODNESS

TOURISM
FIJI

YEALANDS
WINE GROUP
MARLBOROUGH ≈ NEW ZEALAND

LOVE
FOOD
hate waste
NEW ZEALAND


ROYAL CANIN™



good.

100%
printed
on FSC-certified
matte stock

with non-toxic vegetable inks which makes us compost-friendly and recyclable. SCG Media is Toitū net carboNZero certified.

At SCG Media, we publish *dish*, *good*, *Habitat* and *NZ Marketing* along with their respective digital properties. Yet we do so much more than make award-winning magazines. We're also Aotearoa's most successful content marketing company.

Thank you,
KATIE GIBBONS

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