



good

MEDIA KIT

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 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. SCG Media is Toitū Net Carbonzero certified. Not that people throw Good away due to the timelessness of our quality content, and beautiful design.

PUBLISHED CHANNEL MIX

932K

**good magazine
reaches**

people every bi-monthly issue through
our 360 degree touchpoints



156K+

**Magazines
each year**



35+

**Target readers
females 35+**



PUBLISHED CHANNEL MIX

50K+

good.net.nz

page views per issue



374K

Facebook

reach per issue

270K+

Instagram

reach per issue

80K+

Pinterest

reach per issue

160K+

Tiktok

reach per issue

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.



GOOD CONTENT PILLARS

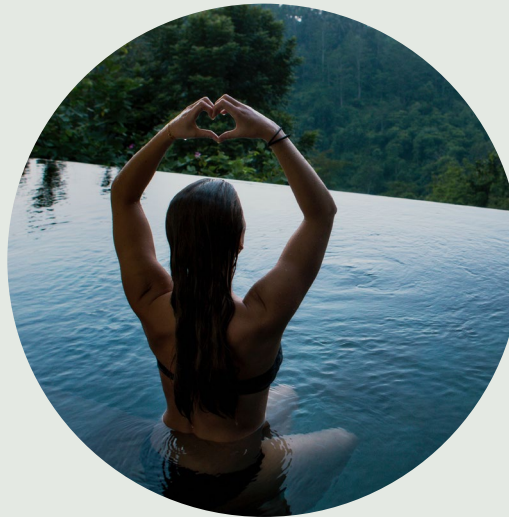
Food

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.



PRINT MAGAZINE RATES

Size	Price
Full Page:	\$4,000+GST
DPS:	\$7,000+GST
1/3 Page:	\$2,000+GST

Sponsored Content Packages:

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

Includes:

- EDM Link
- Social Media support via Instagram & Facebook
- Option to include a giveaway

PUBLICATION DATES

Issue 92 - Reset and refresh

On sale 29 January 2024
Booking deadline 1 December 2023
Material deadline 1 December 2023

Issue 93 - Health

On sale 25 March 2024
Booking deadline 21 February 2024
Material deadline 21 February 2024

Issue 94 - Food

On sale 3 June 2024
Booking deadline 1 May 2024
Material deadline 1 May 2024

Issue 95 - Home

On sale 5 August 2024
Booking deadline 3 July 2024
Material deadline 3 July 2024

** All Good created adverts content due 1 week prior to what is stated above.

*** Cancellations after the deadline may be charged at 50%.

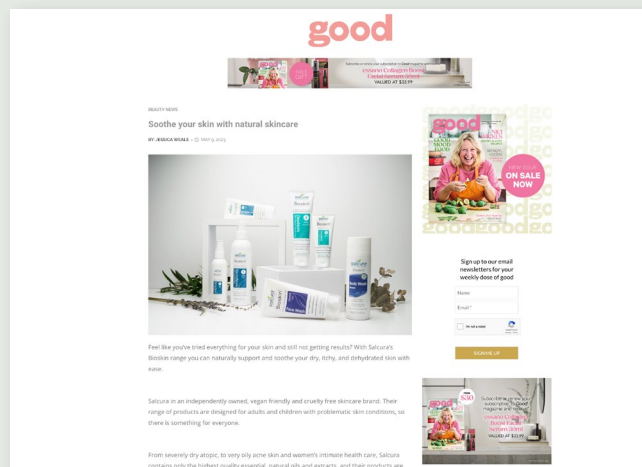
DIGITAL RATES

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



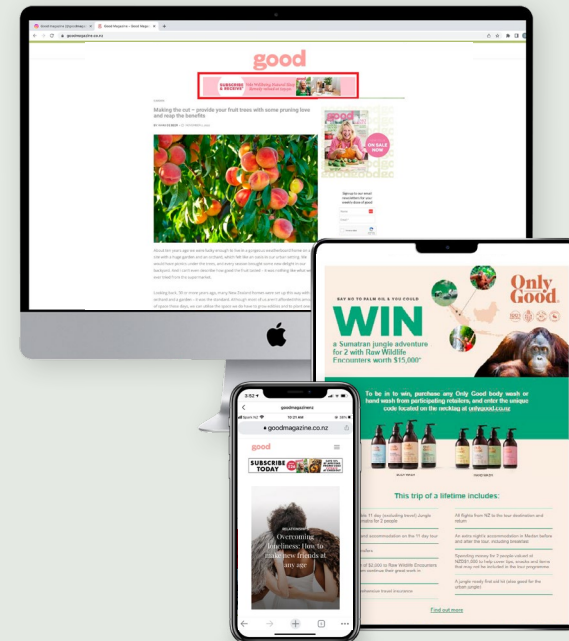
Digital Display:

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

MREC: \$500 + GST / Month (Guaranteed 25% SOV)

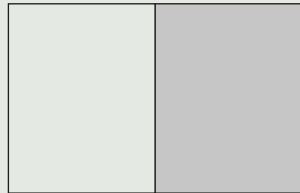
EDM Link to Website/Content Piece: \$1,000 + GST

Facebook or Instagram post: \$500 + GST



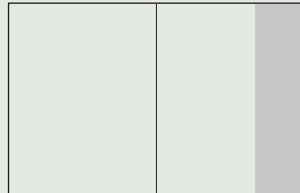
SUPPLIED AD SPECIFICATIONS

PRINT



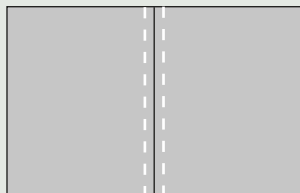
Single (full page)

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

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

AD NOTES

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 3mm bleed all round
- 4 Select composite CMYK output
- 5 Include all fonts
- 6 Set transparency flattening options to high resolution
- 7 Save to create the PostScript® file
- 8 Launch Adobe Acrobat Distiller
- 9 Select PDF/X1a as the default job options
- 10 Drag and drop the PostScript® file into Adobe Acrobat Distiller to create the PDF

Exporting from InDesign

- 1 From the export options, select “High quality print” in the Adobe PDF preset
- 2 Tick “use document bleed settings”. Artwork should include 3mm bleed.
- 3 Ensure font subsetting is set to 100%
- 4 Set transparency flattener options to high resolution Quality 300 dpi

CONTACTS



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