

# greenideas

A consumer's guide to living more sustainably



**MEDIA KIT 2015**

# greenideas magazine

## the concept

New Zealand consumers are recognising the importance of living sustainably, and it's becoming increasingly clear to businesses that sustainability is a 'must have' from a growth and brand value perspective.

### IMPORTANT STATS

- **88%** of Kiwi consumers have chosen to buy from environmentally and socially responsible businesses
- **84%** want to play their part and do the right thing – as long as it is easy and doesn't cost more
- **59%** say green factors have influenced their choice of brand or provider at the supermarket shelf
- **49%** of Kiwis plan to increase spend on sustainable products in the next year.

### AND YET...

- Only **10%** feel well informed on matters relating to sustainability, and
- **72%** couldn't think of a brand within NZ or the world they saw as a leader in sustainability

**We can help companies wanting to establish their green credentials.**

Source: Colmar Brunton Better Business Better World survey, 2011



## the brand

*Green Ideas* is a multi-channel brand uniquely positioned to deliver the right audience to advertisers. Consumers come to us for useful information about how they can live more sustainably. We can help your business speak to those consumers who are in the right mindset to change behaviours and purchasing habits. Consumers who want to feel good about what they are doing.

You have several highly effective methods to reach this interested, engaged audience. Tell us about your business and we will help you find the best, most cost-effective channel(s) to deliver results:

- **Magazine** – engage in a deep, uninterrupted way with interested readers
- **Website** – wide range of options including display, contextual advertising, video, competitions and much more
- **Enewsletters**
- **Solus eDMs**
- **Social media**
- **Mainstream TV** (restrictions apply)
- **Events**
- **Research**
- **Content creation**
- **Video creation**

## packages

We will tailor-make packages to suit your unique needs and budget, spanning whichever media platforms will reach the best audience for you.

# likely to purchase



## **OTHER SERVICES:**

- Content creation
- Video creation / demos
- Consumer research
  - And more



## the magazine

*Green Ideas* is a guide to living more sustainably. It is packed with practical ideas, advice and how-to-tips, showing Kiwis easy ways they can make a difference. It's full of inspirational stories from New Zealand and around the world, and has great ideas and tips for little things we can all do at home and in our communities.

The magazine is available in all good supermarkets and bookstores nationwide. Kiwis genuinely care about their environment and want to protect it. We can help.

**Total Net Circulation:** 8,640 (Audit Bureau of Circulations Jan-Dec 2014)

## the website

With lots of great content from the *Green Ideas* team and readers, the website is a hub for sharing information and ideas.

## the email

A fast-growing database of consumers who want even more green ideas.

## who will benefit from advertising?

Companies with healthy, sustainable, natural or ethical products are a perfect fit with the environment of the magazine and its green-conscious readers who want advice on how to make better purchasing decisions.

Companies that are building sustainable businesses or brands will also benefit from using this platform to educate consumers about what they are doing, as these consumers want to support businesses who are taking steps to be more sustainable.

## advertising options

The *Green Ideas* brand offers multi-media advertising options.

When you book a *Green Ideas* advertising campaign, your product is positioned as a sustainable choice across the magazine and website. TV and radio ads can be produced under this brand for appropriate products, and multi-media integrated campaigns devised to ensure your brand gets the maximum reach within this audience.

# rates and deadlines

## magazine rates

	CASUAL	3x	6x
<b>Premium positions</b> Special or guaranteed position 15%			
IFC DPS	6600	6270	5940
OBC	4200	3990	3780
IBC	4025	3824	3623
<b>Display rates</b>			
DPS	5500	5225	4950
FP	3500	3325	3150
1/2 pg	2200	2090	1980
1/3 pg	1600	1520	1440
1/4 pg	1250	1188	1125

	CASUAL	3x	6x
<b>Directory</b>			
Box	500	475	450
Large Vertical	400	380	360
Large Horizontal	400	380	360
Medium Vertical	300	285	270
Medium Horizontal	300	285	270
Small	200	190	180

## magazine deadlines

	ISSUE	ON SALE	MATERIAL	BOOKING
<b>2015</b>	Feb – Mar	2 Feb 2015	9 Jan 2015	7 Jan 2015
	Apr – May	6 Apr 2015	13 Mar 2015	11 Mar 2015
	Jun – Jul	8 Jun 2015	15 May 2015	13 May 2015
	Aug – Sep	3 Aug 2015	10 Jul 2015	8 Jul 2015
	Oct – Nov	5 Oct 2015	11 Sep 2015	9 Sep 2015
	Dec – Jan	30 Nov 2015	6 Nov 2015	4 Nov 2015
<b>2016</b>	Feb – Mar	1 Feb 2016	8 Jan 2016	6 Jan 2016
	Apr – May	4 Apr 2016	11 Mar 2016	9 Mar 2016



# rates and deadlines

## digital rates

WEBSITE	RATE	SPECS	FILE SIZE
<b>DESKTOP VIEW (INCLUDES TABLET HORIZONTAL VIEW)</b>			
Island ad	\$500/mth	300 x 250, ROS	< 40kB
Half page	\$1000/mth	300 x 600, ROS	< 40kB
Giant banner	\$800/mth	1004 x 100, Home + Section landing pages	< 115kB
Wallpaper/Skins	\$1200/mth	ROS	
<b>MOBILE DEVICES</b>			
Giant banner – tablet vertical view		768 x 357, Home + Section landing pages	< 70kB
Giant banner – small tablet	\$800/mth	600 x 357, Home + Section landing pages	< 40kB
Giant banner – smartphone		300 x 50, Home + Section landing pages	< 20kB
<b>ALL DEVICES</b>			
Giant banner	\$1200/mth	All four sizes detailed above	As above
Premium directory	\$500/6 mths	Own page on site	
Free sample offer	\$1000/mth	Brief form will be supplied	
Database collection	POA		
Video integrated into site	\$1200/year	Flash file or embedded Youtube code	
Competition	\$100 and \$600/comp	Options: online only & print and online combo package	

Standard display .swf and .gif file size must be < 40kb OR please provide a third-party ad server tag. Non-standard creatives (rich media) and file sizes > 40kb must be served through your own third-party ad servers including polite downloading such as Facilitate or Eyeblander, eg. videos, expandables, floating layers. Additional costs apply for non-standard creative, eg. expanding banners, floating layers/eyeblanders, polite loading banners.

eDMs	RATE	SPECS	FILE SIZE
Editor's eDM inclusion	\$500	600 x 260	< 40kB
Editor's eDM text link	\$75	8 words max.	
Solus eDM	\$1500	600 x any height	< 180kB
Regional subset solus	\$500	600 x any height	< 180kB

Many other digital options are available – please talk to your account manager about your objectives and they will tailor-make a package specifically for you.



# rates and deadlines



## other media

### TV masthead advertorials

Your product is positioned as a green idea across multiple media channels, combining TV, radio, print and digital to ensure maximum reach, engagement and to inspire consumers to act and drive retail sales of your products. When your brand is presented as a green idea, we are endorsing it as a sustainable choice, enabling your brand to leverage our multi-media brands to increase sales.

#### Packages are tailored to your needs and typically contain:

##### Development and production

Scripts, TV and radio advertisements (including presenter), print advertisements, greenideas.co.nz directory, plus digital and email advertisements.

##### Media Packages

Packages are designed specifically for your brand to deliver the best possible ROI, covering at least the same period you are on air.

There are options to licence the advertisement and logo for product packaging, point of sale material, outdoor advertisements, brand advertisements, promotional staff t-shirts and materials.

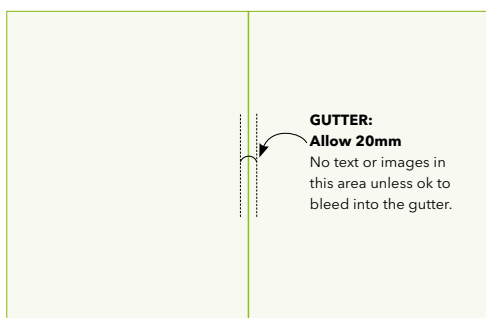
There are many additional options available, including product sampling, reviews, database collection, social media interaction, online sponsorship and competitions.

We are happy to discuss and create non-traditional and/or exclusive activity as part of your campaign if it will deliver you the right ROI. Please talk to your account manager about what you are hoping to achieve.

*Price on application*

*Restrictions apply. Please contact us if you would like your product/brand showcased under this TV masthead*

# magazine specifications



## HOW TO SUPPLY ADVERTS:

### All ads MUST:

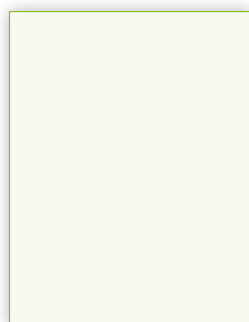
- be supplied as a **high res PDF**
- be **300dpi**.
- be **CMYK** (No RGB objects/images or spot colours).
- have **5mm bleed** on all four sides.
- have **crop marks**.
- have all **fonts embedded** or converted to outlines/paths.

**Note:** Please do not position important text or images (that you do not want trimmed) within 3mm of the edge of any ad.

**If you have any questions regarding how you need to supply your ad, please do not hesitate to contact us.**

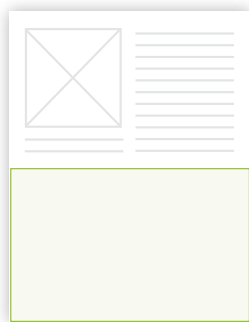
### DOUBLE PAGE SPREAD

Width 410mm  
Height 275mm



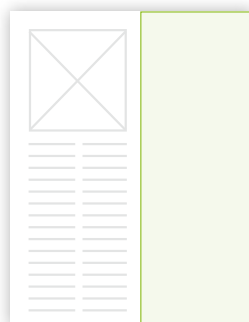
#### FULL PAGE

Width 205mm  
Height 275mm



#### HALF PAGE: HORIZONTAL

Width 205mm  
Height 137mm



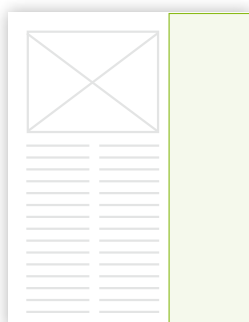
#### HALF PAGE: VERTICAL

Width 99.5mm  
Height 275mm



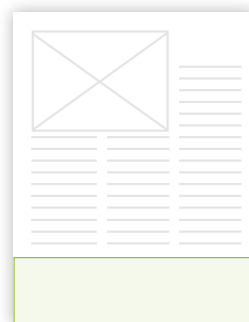
#### THIRD PAGE: HORIZONTAL

Width 205mm  
Height 90mm



#### THIRD PAGE: VERTICAL

Width 71mm  
Height 275mm



#### QUARTER PAGE: HORIZONTAL

Width 205mm  
Height 70mm

## PLEASE NOTE

All digital delivery files must adhere to the set advertising guidelines. The publisher will make every endeavour to check that the material supplied has been produced correctly; however liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser and the advertiser's agency. The Publisher retains the right to refuse material that is not supplied as specified. All production costs arising from changes to material supplied will be charged.



# magazine specifications directory



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## your contact

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