

green LIVING

SMART
CHOICES
SMARTER
LIFE

PROVIDING CREDIBLE **IDEAS** AND **INFORMATION**
ON GREEN **LIVING** TO A MARKET THAT IS **EXPANDING**
MORE AND **MORE** IN TO THE **MAINSTREAM**.





How green are the organisations behind Green Living?

Unlike most publishers Universal recalls, collects and recycles unsold magazines in to additional markets. This is bonus circulation for our advertisers. Like 70% of Universal's publications Green Living will be on an environmental paper stock.

Universal has a program for greening our business – for details see www.universalmagazines.com.au

Purpose

To provide credible ideas and information on green living to a market that is expanding more and more in to the mainstream.

Strategy

Green Living has two key advantages in the market:

- 1 Universal Magazines has a strength with the "Socially Aware" Roy Morgan Values segment – the traditional heartland of green consumers. As a Universal Magazines title Green Living will have access to this audience.
- 2 Commitments to green living are often made at times of major changes to the home ie: during new home construction or home renovation. As Australia's largest home publisher Universal Magazines is able to target consumers who are actively renovating and have to build green regardless of prior interest in green issues.

Together these strategies make for a very solid market – combining interested greenies with the mass market of consumers who are engaged by green issues because they are actively building green homes.

Our commitment to advertisers is to target the most active customers in the green space. By targeting well we

are able to offer consumers who are making major purchasing decisions during the research phase. This is a unique and cost-effective offering in the green market.

Green Living's editor is Kirsty McKenzie, who has more than 20 years experience as a journalist specialising in design, homes and travel.

Why now?

Interest in green issues has boomed in the past five years.

Interest in green issues is multigenerational – it extends from Baby Boomers down.

Legislation for home renovation is the driving force of much green purchasing in most states of Australia. All home owners need to go green, not just "greenies".

Why Green Living?

Green Living shall launch from the start as a mainstream green home magazine. The benefit to readers is:

- ◆ 4-5 Lifestyle Projects every issue – things to do.
- ◆ 4-5 Home Profiles every issue – ideas to apply.
- ◆ Connection to a practical and pragmatic green community.
- ◆ Information and Inspiration.

The benefit to advertisers is:

- ◆ A green magazine from a publisher that is a leader in targeting active home builders and renovators.
- ◆ An opportunity to target consumers who are actively pursuing green projects rather than passively engaging with the subject matter.
- ◆ Cost-effective advertising strategies and rates.





Our philosophy

GREEN

Green means efficient lifestyle design for a sustainable result.

The emphasis of **Green Living** is on capturing, saving or recycling the key household resources – energy, water and petrol – to produce an efficient lifestyle for happy, healthy humans.

Without burdening this vision, supplementary discussion is offered on transport, travel, organics, embedded energy, and life cycle analyses.

The magazine takes reader on a journey in regards to finding green resources. The magazine will mention exciting technologies on the horizon, but emphasis is on showing what is realistically available now.

Accepts advertising from all companies that offer products that are genuinely green.

Where a debate exists on the greenness of a product or practice, the magazine will present a succinct look at both sides of the debate.

PRACTICAL

Green Living is refreshingly practical. Money is acknowledged as a household resource, for while saving money hardly saves the earth, it is part of efficient living and can be a motivating benchmark.

Green Living has practical voices – home owners who are building homes, builders who are building homes, designers who are designing

homes, developers who are building large projects. This is a magazine for people who are really doing it.

ACCESSIBLE

The majority of content focuses on what readers can do in their own homes, then community, then larger developments up to master plan level.

INCLUSIVE

Shares the common experiences of Australians with New Zealand readers and vice versa, acknowledging differences, but avoiding exclusive language.

Treats pro-green members of the building industry as intelligent professionals with a vision. This is all members of the building industry – developers, urban planners, designers, builders, design specialists, electricians and plumbers.

FAMILY CONTEXT

Acknowledges that the majority of readers will be parents and therefore exercising some leadership in their communities.

POSITIVE & INSPIRING

SPEAKS TO A READER WHO IS TEMPTED BY THE GREEN VISION, DOES THEIR RESEARCH, AND FINDS IT IS ALL MADE EASIER BY GREEN LIVING.





Facts

Frequency: Bimonthly

Cover Price: \$8.95

Circulation: 25,000
minimum guarantee

Format: Minimum
128 + Covers

Target Market:

- ◆ Active Home Renovators
- ◆ Roy Morgan Socially
- ◆ Aware Values Segment

Demographics:

- ◆ Age 30+
- ◆ 70% Female,
- ◆ 30% Male.

Circulation Channels:

- ◆ Newsagents
- ◆ Supermarkets
- ◆◆ Subscription
- ◆ Direct Mail
- Universal Active
- ◆ Home Renovator Database

Territory: Simultaneous
Australian and NZ launch.

Advertising rates

Size	Casual	3x	6x
Double Page Ad	\$3990	\$3790	\$3192
Full Page Ad	\$2690	\$2555	\$2152
Half Page Ad	\$1614	\$1533	\$1291
Third Page Ad	\$1076	\$1022	\$860
Inserts 1-4 Pages	\$4500	\$3920	\$3520
Inserts 5-8 Pages	\$5900	\$5300	\$4700

Ideas For Living
Advertorial

Full Page	\$2990	\$2690	\$2420
Double Page	\$4490	\$3390	\$3500

Special positions	Casual	3x	6x
Inside Front Cover Spread	N/A	\$4650	\$3720

Inside Back Cover	N/A	\$3100	\$2555
Outside Back Cover	N/A	\$3320	\$2700

All rates exclusive of GST

Guaranteed Positions other than those above attract 10% loading



Our content

Eco houses: Each issue showcases four to five aspirational, yet achievable new houses and renovations at home and abroad. Environmentally sustainable design is made easy with these examples to inspire anyone who cares about their home and its impact on the earth.

Projects: Simple step-by-step guides on how to green up everything in your life.

Profiles: People who dared to make a difference, start a landcare group, develop a wildlife sanctuary or simply live more sustainably. Ordinary and high-profile Australians share their achievements, hopes and dreams.

Gardens: Water-wise solutions for creating gardens that are as easy on the environment as they are pleasing to be in.

Travel: Responsible travel that leaves a low carbon footprint takes readers to some of the most precious parts of the planet.

Food: Chief cook Maggie Beer celebrates flavour-packed, seasonal, regional produce that keeps food miles to a minimum.

Wellbeing: Smart choices for better health from nutrition and exercise to sleep.

Deadlines

Issue	Booking	Material	On Sale
#2.2	May 14	May 19	Jul 14, 2010
#2.3	Aug 6	Aug 11	Oct 6, 2010
#2.4	Oct 8	Oct 13	Dec 8, 2010
#3.1	Dec 3	Dec 8	Feb 9, 2011
#3.2	Mar 4, 2011	Mar 9, 2011	May 4, 2011
#3.3	May 13, 2011	May 18, 2011	Jul 13, 2011

* Cancellation deadline: 4 weeks prior to material

Specifications

FULL PAGE	
Bleed size	307mm deep 240mm wide
Trim size	297mm deep 230mm wide
Type area	277mm deep 210mm wide

DOUBLE PAGE SPREAD	
Bleed size	307mm deep 470mm wide
Trim size	297mm deep 460mm wide
Type area	277mm deep 440mm wide

(type area note: allow an additional 10mm in centre for spine)

1/2 PAGE	
VERTICAL	
Type Area	276mm deep 95mm wide
HORIZONTAL	
Type Area	130mm deep 200mm wide

1/3 PAGE	
VERTICAL	
Type area	276mm deep 55mm wide
HORIZONTAL	
Type area	80mm deep 200mm wide

1/4 PAGE		DIRECTORY
VERTICAL		
Type area	120mm deep	90mm wide

1/8 PAGE		DIRECTORY
HORIZONTAL		
Type area	58mm deep	90mm wide

STRIP AD		DIRECTORY
HORIZONTAL		
Type area	20mm deep	185mm wide

PDF files will be accepted by:

- **WESEND**

To use Websend visit www.websend.com.au and register or for assistance call **Websend Support on 03 8689 9000 or toll free (Aus) on 1300 79 89 49**

- **QUICKCUT**

For more information regarding Quickcut services please contact: **Technical Support 1300 768 988, www.quickcut.com.au**

DIGITAL SPECS:

- All images **MUST** be 300 dpi at 100%
- Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the **RGB OR SPOT COLOUR MODE ARE NOT ACCEPTABLE PLEASE CHECK ALL FILES CAREFULLY AS RGB AND SPOT COLOURS WILL NOT PRINT ACCURATELY**

Note: We do not accept Powerpoint, Word, Excel, QuarkXpress and Publisher files. Also please take care when setting up your files to ensure that no overprints have been unintentionally used. We will not take responsibility for files set up with an overprint, which can cause a file to print incorrectly.

PROOFS:

Please include a colour proof with all material. If a commercial 3DAP proof is not supplied, we cannot be held responsible for the colour of your printed advertisement.

Universal Magazines will only take responsibility for accurate colour reproduction of a digital ad if a digital proof is supplied in accordance with 3DAP guidelines. Website - www.3dap.com.au For more information or to obtain a 3DAP proof you can contact **WESEND (03 8689 9000)**

Note: Colour matching cannot be done unless a colour commercial 3DAP printer proof is supplied. If a proof is not supplied we will not accept responsibility for exact colour reproduction. Laser proofs are not considered a commercial printer proof.

METHODS OF SUPPLYING MATERIAL FOR THE DESIGNING OF YOUR AD TO UNIVERSAL'S DESIGN STUDIO

- **FTP (ftp.unimags.com.au)**

For more information regarding our FTP site and your username and password please contact your Advertising Production Coordinator (listed at the bottom)

- Email files must not exceed 10MB and please check that they are to our specifications before sending

As part of this service, Universal Magazines has implemented a small fee of \$10 in order to ensure your digital file is correct and prints to our specifications. This fee applies to advertisements that are supplied via email, FTP, CD, DVD or USB. (Files supplied via quickcut or websend are exempt.)

For Advertising Production queries contact: Ian Cassel
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Universal Magazines is a privately owned print and electronic media company, with over 100 magazine titles in its stable. The range includes Life etc, the ABC's lifestyle magazine, WellBeing, Australia's leading journal of natural health, and Homespun, Australia's number one craft group by circulation. For over 20 years, the company has built a strong presence in health, home and lifestyle publications. Universal is also an active online publisher with 12 niche websites in operation, including the market-leading completehome.com.au. The publications within Universal are managed as small businesses and are enjoying rapid growth, with numerous brand extensions, books and events. Universal is also an active exporter, selling publications in 18 countries around the world.