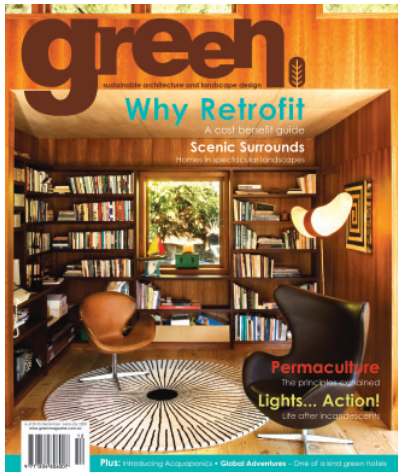


green

sustainable architecture and landscape design



green was created as a direct response to the high demand for information on sustainable architecture and landscape design. With increasing awareness of the impact building practices have on the environment, homeowners are searching for long-term ways to reduce the strain on resources and energy by designing their houses and gardens in a sustainable manner. green aims to encourage and inspire readers by showcasing the many homes and gardens now being built with this ideology at the forefront. Architects around the country are designing sleek inner city pads, impressive family homes and creative country and coastal retreats with sustainability in mind. green brings these people and their projects together in a smart and stylish format for the growing number of homebuilders and renovators who are searching for guidance and the latest ideas in sustainable design.

Media buyer Harold Mitchell said there were opportunities for green. "It has the capacity to be a powerful voice in its particular area and in fact it should be encouraged," he said. "But it is no longer a niche position because the movement is now well under way on a broader scale." The Age, Business Day, July 2007



Demographic

- The green reader is a homeowner with an above average income, tertiary educated and professional.
- They are a well-read, politically and socially aware group who value quality, seek information and are open to innovation.
- Our secondary target is the industry: architects, landscapers, builders and building service suppliers.
- Gender split: 54% female, 46% male.
- 68% are aged 31-50.

"I was thrilled to discover green magazine as it covers a wide cross section of architectural design and has an interesting mix of relevant products and appropriate landscape features. I have subsequently cancelled all my subscriptions for other house and garden magazines and subscribed to green."
Subscriber, Colin, Adelaide, August 2009.

Distribution

25,000 copies are distributed and the readership is estimated at 110,000. The magazine is distributed in Australia by Gordon and Gotch to 3500+ newsagents, Borders stores, 148 Bunnings stores, airports and medical waiting rooms. Additionally it is sold through a selection of eco stores and architectural bookshops and distributed to 300 cafes. 3,500 copies are distributed in New Zealand. The magazine is also distributed in the US, SE Asia and the UK.

"Hansgrohe distributed our EcoSmart Australian Product Catalogue as an insert to the subscribers of green magazine. Within days of the mailout, professionals and homeowners were requesting more information and stockists details. green magazine's readership provided the ideal platform to reach Hansgrohe's target market." Natasha Rivett, Marketing Manager Oceania, Hansgrohe



Marketing Strategy

Our aim is to produce a high quality, stylish publication designed to showcase state of the art sustainable home and garden design insustainable home and garden design, and provide the latest information on products and global trends. The marketing strategy closely targets our identified readership: the primary category of the socially aware, above average income homeowner and the secondary category being the design and building trade.

The strategy includes the following activities:

- Customised allocation across newsagents to drive retail sales.
- Subscription competition with prize incentive.
- PR campaign focusing on radio and print media coverage and presence at relevant events.
- A monthly subscriber eNewsletter.
- Reciprocal web-links to related sites.
- Sampling and promotions at relevant events, conferences, shows and markets, such as Sustainable Living Festival; Designex; Build Green Expo; Going Green Expo.
- Avant Card promotional postcards and magazine sample drop-offs to 300 cafes nationally.
- Promotional postcard insert in industry magazines targeting the architecture and building industry such as Environ, Specifier and Infolink.
- Readership survey form on the website subscription page.

"The magazine has gone from strength to strength and is now eagerly anticipated in many locations."
Avant Cards, July 2009

Key Facts

The first independent magazine in Australia devoted entirely to sustainable architecture and landscape design.

- 25,000 copies distributed
- 110,000 estimated readership per issue
- Published bimonthly
- Format: 275 x 230mm
- Cover Price: \$9.95
- Pages: 100 to 120

"Inform Design have returned to green magazine to promote the release of their Butterfly House. green magazine has the perfect reach to ensure exposure to a well informed passionate readership. The qualified leads received have been very encouraging." Cameron McKimm, Marketing Manager, Inform Design

Advertising Rates (all prices exclusive of GST)

Magazine

Pages

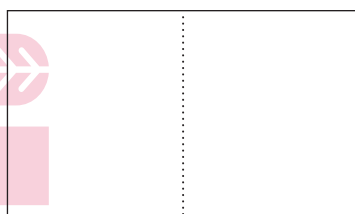
	Double Page Spread	Full Page	Half Page	Third Page
	\$7,000	\$4,000	\$2,700	\$2,500
2 issues	\$6,700	\$3,850	\$2,550	\$2,400
3 issues	\$6,400	\$3,700	\$2,400	\$2,300
6 issues	\$5,600	\$3,250	\$2,200	\$2,000

Premium Positions

	Inside Front DPS	Outside Back Cover	Inside Back Cover
	\$8,000	\$5,000	\$4,500
2 issues	\$7,650	\$4,850	\$4,300
3 issues	\$7,300	\$4,700	\$4,200
6 issues	\$6,400	\$4,000	\$3,600

Special Position 15% loading

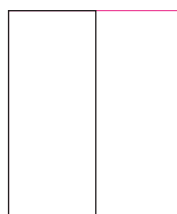
We are happy to tailor integrated magazine and online packages to suit our advertisers



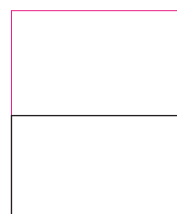
Double Page
trim / 460x275mm
bleed / 470x285mm



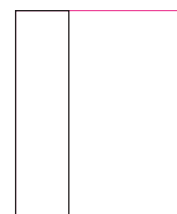
Full Page
trim / 230x275mm
bleed / 240x285mm



Half Page Vertical
trim / 115x275mm
bleed / 125x285mm



Half Page Horizontal
trim / 230x138mm
bleed / 240x148mm

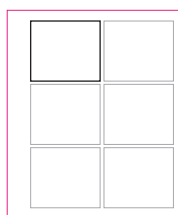


One Third Page Vertical
trim / 75x275mm
bleed / 85x285mm

Green Business

A marketplace to promote your business or product to an audience of homeowners searching for sustainable products and practices.

	\$800
2 issues	\$700
3 issues	\$600
6 issues	\$500



One Sixth Page
See page 5 for full specifications

Deadlines

	Booking	Material	On Sale
Issue 12	December 18, 2009	February 1 2010	February 26 2010
Issue 13	March 15, 2010	March 22, 2010	April 30, 2010
Issue 14	May 17, 2010	May 31, 2010	June 23, 2010
Issue 15	July 19, 2010	August 2, 2010	August 27, 2010
Issue 16	September 20, 2010	October 4, 2010	October 29, 2010
Issue 17	November 15, 2010	November 29, 2010	December 22, 2010

The Website

www.greenmagazine.com.au

Home Page

- Feature images and preview from current issue
- Thumbnail teasers of latest articles
- Banner, Skyscraper and Med. Rec. ads (site-wide)

Content Pages

- Resources – Summary of products and advertisers featured in each issue
- Projects – latest inspirational designs
- Events – upcoming industry expos and events
- Upfront – archives of editorial product designs from past issues
- News – relevant articles on sustainability
- Videos – engaging and informative streaming video

Digital Magazine

Readers can subscribe to the online version of the magazine. A one year subscription provides access to six issues plus all back issues. All magazine ads link through to advertiser websites from the digital magazine.

e-news

green e-news is sent monthly to a targeted permission based audience and features:

- Latest information on upcoming magazine articles
- Industry news and events
- Sponsored links
- Comprehensive tracking and reporting analytics



"The debut issue is a very impressive 100 pages covering lush photography..."
www.treehugger.com July 2007

Online Rates

Integrated print and online packages are available.

Skyscraper Ad	
160 px x 600 px	\$1,000 per month
Banner Ad	
728 px x 90 px	\$1,000 per month
Med Rec Ad	
300 px x 250 px	\$1,000 per month

Click through rates average 1.5% of ad impressions July 2007 - July 2009
Monthly ad impressions at 130,000+
All ads are Run Of Site with full reporting available.

e-news Ad placement

Place your ad with a link to your website in the monthly green e-news sent to a targeted audience. Full reporting provided of views and click throughs.

Per Campaign	
160 px x 600 px	\$1,300 per e-news campaign

Specifications

Magazine - Pages

Accepted formats: We require CMYK PDFs.

Please generate a postscript file, then using Adobe Distiller create a PDF.

All images should be high-resolution of at least 300dpi.

Colour: CMYK, no spot colours permitted.

Artwork: All artwork should be supplied in final form and on disk (CD-ROM, or DVD), together with a colour printout as a reference. Please clearly label media with issue date, name, telephone numbers (including after hours contact number), ad number and any other relevant information. Alternatively contact us to upload files via ftp.

Magazine - Green Business

Finished art specs type 1:

Elements specs: Image - min 300 dpi

Logo - TIFF, EPS or PDFs min 300dpi

Colour: CMYK, no spot colours permitted.

Please supply 40 words, including contact details.

Finished art specs type 2:

Add Size: 87.5 x 81.5mm with 5mm bleed all round

Accepted formats: We require CMYK PDFs.

Please generate a postscript file. All images should be high-resolution of 300dpi.

Colour: CMYK, no spot colours permitted.

Artwork: All artwork should be supplied as final art.

Online Banner, Skyscraper, Med. Rec.

Accepted formats: Animated GIF, JPEG, Flash, HTML

Image: Banner 728 px x 90 px. **Skyscraper Ad** 160 px x 600 px. **Med Rec Ad** 300 px x 250 px

Maximum file size: 30kB Flash/HTML, 20kB GIF/JPEG

URL: Please supply the URL to which your ad is to be linked.

Alt text: Clients can supply up to 50 characters of alt text.

(This is text which appears when the user's mouse is over the ad.)

Transparency: Do not create transparent backgrounds.

Web-safe colours: All large flat areas of colour must be from the non-dithering palette of 216 colours. Take care when using JPGs.

e-news

URL: Please supply the URL to which your advertisement is to be linked

Image: Please provide product JPG at maximum 160 px x 600 px

Maximum file size: 20 kB

Contacts

Publisher

Tom Bodycomb

Green Press Pty Ltd

P.O Box 3237

Ripponlea VIC 3185

tel: 03 9525 3025

mob: 0438 842077

email: tom.bodycomb@greenpress.com.au

Editor

Tamsin O'Neill

tel: 03 9528 3400

fax: 03 9532 7500

mob: 0412 123 694

email: tamsin.oneill@greenmagazine.com.au

Advertising

Tracey Steedman

tel: 03 9525 3025

mob: 0412 772 359

email: tracey.steedman@greenmagazine.com.au

Editorial Advisory Board

Natasha Palich B Arch (Hon), RAlA

Principal of Sense Architecture, Victorian member of the Royal Australian Institute of Architects, Convener of the RAlA Sustainable Architecture Forum and a Victorian representative of the RAlA National Environment Committee.

Jane Toner B Arch, RAlA

Associate and project architect for SBE (Sustainable Built Environments) who identify and assess environmentally sustainable design opportunities. An accredited 'first rate' energy rater for the Sustainable Energy Authority Victoria (SEAV).

Dr Andrew Saniga, BPD, M Larch, AAILA

Lecturer in Landscape Architecture at the University of Melbourne. Doctorate on Australian garden designers of the twentieth century. Currently writing a book on the history of landscape architecture in Australia.

Production Team

Publisher, Tom Bodycomb

Tom is the co-founder of *green* and has a passion for the outdoors and sharing his experiences with others. His background in engineering and subsequently multimedia publishing has enabled him to be the wearer of many hats for the magazine. He is determined to tread lightly in an urban setting and believes that *green* can provide the inspirational designs and information to enable living with style while minimizing the use of materials, energy and water resources.

Editor, Tamsin O'Neill

Tamsin is the co-founder of *green*. She has previously worked as an editor for eight years and as an architectural photographer and contributor for a number of interior design magazines including *Belle*, *Country Style* and *Vogue Living*.

Contributing Editor, Jenny Lyon

Jenny's first job was as a builders labourer on a building site in Perth, cleaning secondhand bricks. She has been writing about houses for the past 12 years, and now she loves sourcing beautiful products for our upfront section.

Art Director/Designer, Jenni Draper

Jenni has worked in the design industry for over 15 years. She began in textiles, working for many years for Australia's leading fashion and home-ware companies. Using her vast knowledge of design and colour she then embarked on a freelancing career in publishing design. Her illustration and design work has been seen in Australia and internationally across a broad range of design disciplines from textiles and interiors to children's books and magazines.

Sub Editor, Bet Moore

Bet has over 20 years experience in the publishing industry. She was an in-house editor for Oxford University Press and Longman for many years before turning freelance. Recently she has edited specialist gardening and horticulture books for Hyland House as well as writing and editing local histories.

Advertising, Tracey Steedman

With a history of successful sales and account management in fields covering recruitment, finance and more recently environmentally aware designer furniture, Tracey's aim is to use her executive skills alongside a passion for the environment in the development of strong, long term client relationships. Tracey's key strengths are ensuring clients' businesses and products are well understood and represented in the best possible manner, bringing successful targeted results.