

THE LUXURY CUISINE & TRAVEL MAGAZINE

Good Things

2015 MEDIA PACK



The UK's fastest growing cuisine and travel magazine!

IN A NUTSHELL

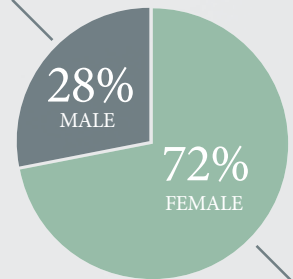
Good Things is the monthly luxury cuisine & travel brand. It is aimed at curious, aspirational foodies, with high spending habits but still being health, food, environmental and brand conscious.

ABC REGISTERED

COMBINED BRAND REACH*

188,318

(52,729)



(135,585)

AV. AGE AV. HOUSEHOLD INCOME

42 £118K

71% AB REACH (133,706)

ABC1 REACH (163,837) 87%

*latest figures updated 24/03/15 in line with ABC submission and TGI accepted proxy

MAGAZINE

Aggressive expansion from biannual, to quarterly, to bimonthly, to monthly

Print circulation:

23,484

With Ad investment revenue KPI met, projected circulation:

Q4 2015: 61,328

Print readership

105,904

68.1%

Actively purchased (16,000 retail circ.)

4:1 retail readership =

64,000

12.8% invested in placing in business lounges, airlines, four & five star hotels, corporate offices (3,750 monitored free circ.)

5:1 retail readership =

18,750

19.1% invested in closed-circulation to restaurant owners and their visiting customers, covering on-trade relations (4,484)

6:1 readership =

26,904

DIGITAL

Online reach

82,409

Comprises team social following, monthly website uniques, and our TWO app presences on digital newsstands and Readly

Available in Waitrose, Tesco, M&S, Brittany Ferries, Wholefoods, WH Smiths and other leading retailers!



HOW WE COMPETE



WHY GOOD THINGS?

FOOD
600+
 EXCLUSIVE, ORIGINAL RECIPES TO DATE

LIFESTYLE
350+
 HOME LIFESTYLE BRANDS FEATURED TO DATE

TRAVEL
70+
 TRAVEL & CULTURE DESTINATIONS TO DATE

RESTAURANTS & ENTS
300+
 RESTAURANTS FEATURED & LISTED WITH PROMOTIONS

THE PRODUCT

Good Things is a luxury international Media Brand, available in tablet, web, digital and social formats, all encircling the core, luxury print product - with which we have a vested interest to be the best cuisine and travel title in the world.

Good Things reaches an enthusiastic, curious audience of aspirational foodies, predominately high net-worth decision making mothers with considerably high value consumer habits.

We invest heavily in our unique distribution, reaching UK retail, International retail, digital newsstands, monitored free circulation for the typically time poor at where they may be time rich, such as hotels, business lounges and airlines and corporate offices and finally with our on-trade restaurant network nationwide.

Good Things is the most unquestionably uncompromising quality cuisine and travel title on newsstands. It is the only title which focuses on championing the finest in exotic culinary and travel experiences.

This means that:

Our readers regularly dine out at the finest restaurants.

Our readers entertain at home in luxury.

Our readers travel to the very birthplaces of dishes and cuisines.

Our readers are curious to know about how to celebrate religious and cultural festivals traditionally yet elegantly.

We thrive on elegance allowing readers to become immersed in dining and travel experiences - one of our vast number of recipes or features from the world's top chefs can invoke a desire to cook and experience the flavours, or it can stir up wanderlust to travel and experience the birthplaces of cuisines, experiencing local culture and activities.

This makes Good Things a wholesome, moreish investment opportunity for appropriately aspirational, premium and luxury brands and products in tourism, travel, cuisine, alcohol, technology, fashion and outdoors, which can all benefit from brand association with this content at the very point of desire to experience.



KEY FEATURES

- Good Things has grown from biannual, to quarterly, to bimonthly across 6 editions, and is now a monthly newsstand title as part of a clear strategy in aggressive expansion.
- ABC Audited
- One of only a few magazines launched in the last decade to be requested by retailers rather than required to spend on promotion (though promotional opportunities have been heavily invested in)!

PLUS

- 4,000 international retail copies
- Confirmed 4,484 promotional copies into restaurants
- Confirmed 3,000 Monitored free distribution copies into business lounges, airlines, top hotels and corporate offices
- 300 Restaurants featured to date
- 600 Exclusive recipes featured to date

COMPANY HISTORY

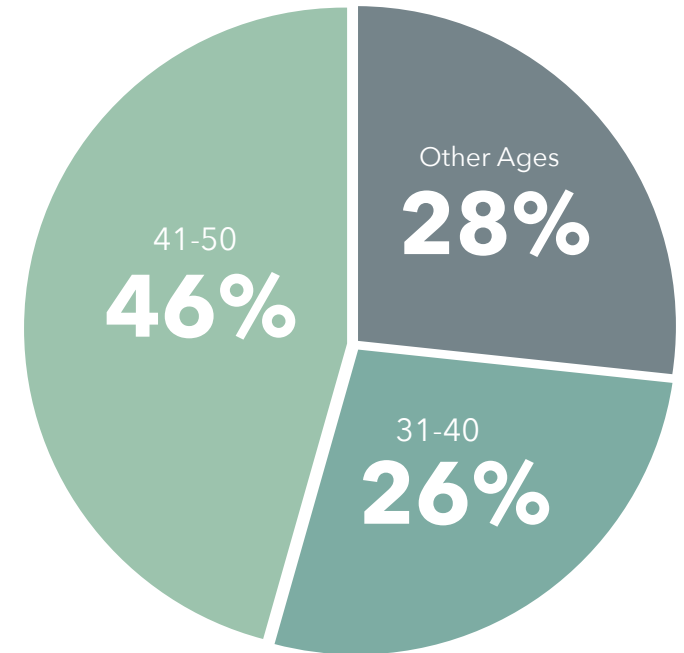
- 1912** Stephens & George Ltd established
- 2008** Various ventures into publishing
- 2012** Stephens & George centenary charitable trust (SGCT) established alongside the Stephens & George alliance (SGA) to reinvest into the local communities and the publishing industry respectively
- JULY 2013** Good Things Media established by two SGA member publishers as a company to explore sustainable, luxury publishing
- AUG 2013** Consumer research undertaken by data partners, WDMP. The research returned with clear cut information on where our market sits, and how much potential there was
- SEP 2013** launched the Autumn edition, issue one to show the premium food industry as to just what we are capable of doing. 2,000 copies circulated

THE MARKET

OUR READER

AGE

- 26%** Aged 31-40
- 46%** Aged 41-50
- 28%** Other Ages



GENDER

FEMALE READERS



MALE READERS





NOV
2013

Taking stock from feedback, we then set about producing and launching the Winter edition, issue two to the industry as a key media partner at The British Curry Awards on November 25th. 5,000 copies of this edition are circulated

FEB
2014

Good Things Media & Publishing set up to welcome in other aspects of the hospitality industry, mainly BookingWire as well as publishing consultancy

APR
2014

Good Things Spring/Summer 2014 - The Consumer Launch is released. 10,000 promotional copies sent out to social media competition winners, subscribers, restaurants, hotels, brands and retailers

JUN
2014

Good Things receives acclaim across industries. It is guaranteed retail listing and significant advertising backing for Summer, Autumn and Winter 2014, on the basis that if the backing continues, we will increase frequency to monthly

JUL
2014

The Summer 2014 Edition, Issue 4, is produced and arrives in store on July 31st

OCT
2014

The Autumn 2014 Edition, Issue 5, is produced and arrives in stores October 2nd

DEC
2014

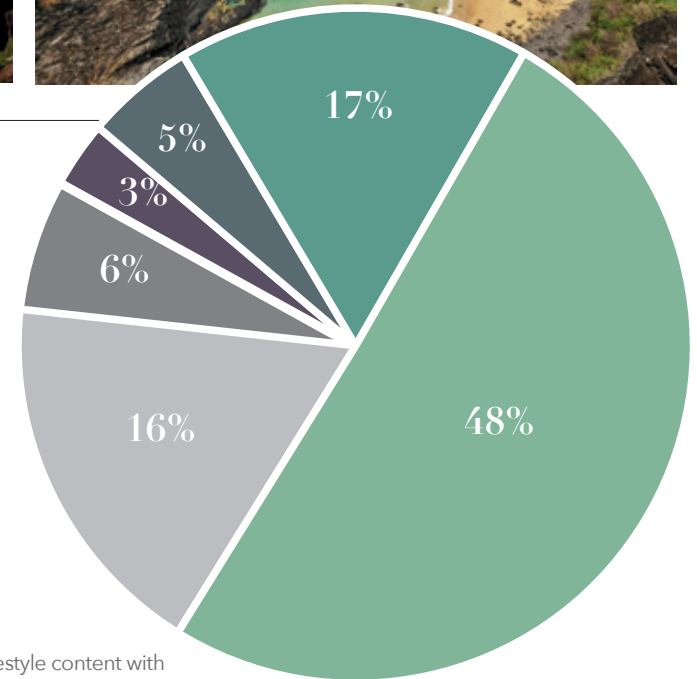
The Winter 2014 Edition, Issue 6, is produced and arrives in store December 4th

JAN
2015

Our February 2015 Edition lands bringing with it a monthly circulation. Good Things is established!

HOUSEHOLD INCOME

3%	£1 - £19k
5%	£20 - £49k
16%	£50 - £99k
48%	£100 - £199k
17%	£200 - £299k
6%	£300k+



NOT ANOTHER FOOD MAGAZINE?

Good Things combines aspirational lifestyle content with extensive, authentic dining and travel experiences. In doing so, our audience is of a higher-end demographic and as such more likely to partake in higher value purchases akin to home lifestyle magazine audiences than any other food magazine in UK circulation.

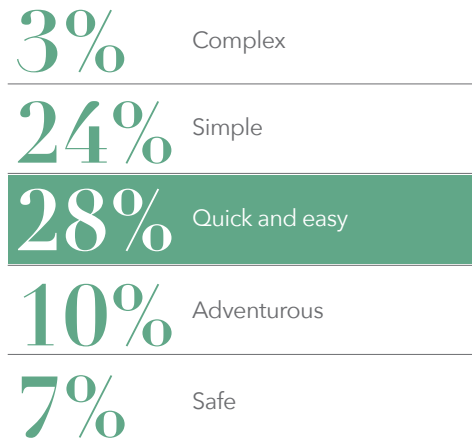
BEHAVIOURAL ACTIVITIES

Consumer research carried out by data partners WDMP and their focus groups

What is the most important factor in us launching this magazine concept?



What are you looking for from our recipes?



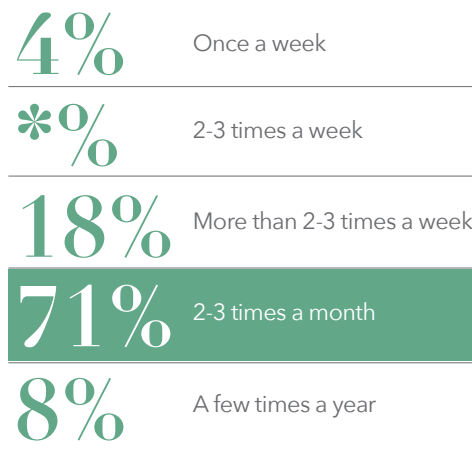
How often do you visit new restaurants?



How often do you cook new dishes at home?



How often do you entertain with dinner parties?



How often do you shop in specialist food shops?



FOOD FOR THOUGHT

Consumer research carried out by data partners WDMP and their focus groups

How often do you look at magazines for new recipes?

3% Daily

28% Weekly

61% Monthly

8% Never

How often do you window-shop for holidays?

9% Daily

19% Weekly

72% Monthly

0% Never

Would you pick your next holiday with Good Things?

1% Not at all

8% Probably not

20% Probably

72% Very probably



COMMERCIAL OPPORTUNITIES

DISPLAY RATE CARD

Gate Fold Front Cover	£14,000
Opening Cover DPS	£10,000
Opening Bank DPS	£7,000
Outside Back Cover	£5,000
Inside Back Cover	£4,000
DPS (front 25%)	£5,600
ROP DPS	£4,800
Full Page (front 25%)	£3,500
ROP Full Page	£3,000

PROMOTIONAL RATE CARD

Expertly written promotional features start from **£1,500** per page. Please contact our publisher for more info

CLASSIFIED RATE CARD

Full Page	£1,500
Half Page	£850

COMPETITION INCLUSION

requires a simple go ahead, press release, hi res image and details of the competition. MPV is £25, and data will be collected and shared with competition holder

£400
(max 15
per issue)

DIGITAL RATE CARD

Homepage Tower/MPU	
Static	£400pcm
Dynamic	£450pcm
Homepage Leaderboard Banner	
Static	£400pcm
Dynamic	£450pcm
Specific feature	
Static	£400pcm
Dynamic	£450pcm

Digital Takeover **£1200**

(includes banner on website, banner on app, 4 targeted tweets and one targeted facebook post across a month)

eMarketing Banner	£500pcm
One off eMarketing banner	£250

SUPPERCLUB SPONSORSHIP

Banner logo	£200
Product Giveaway	£300
Point of Sale bar or Table branding	£400

All event sponsorships come with guest emails, as well as lifestyle imagery taken at each event

Please note, that all of our paid for activity includes editorial, digital, web and social media activity guaranteed as standard.

MECHANICAL DATA

DPS
Bleed: 303mm tall x 486mm wide
Trim: 297mm tall x 480mm wide

SINGLE PAGE

Bleed: 303mm tall x 246mm wide
Trim: 297 mm tall x 240 mm wide

PRODUCT INCLUSION

A press release and hi res image will allow for us to include your product in the respective brand guide

DIGITAL SPECS

Leaderboard – 728 x 90
MPU – 250 x 300

PDF FILES

PDF is our preferred format, supplied as PDF X-1a. PDFs

made to the PPA Pass4Press standard will make our specifications.

FILE PREPARATION NOTES

All files should be supplied in CMYK process only, without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K).

No spot, RGB, Lab or Solid Pantone Colours should be used. Images must be CMYK and 300dpi at the finished size. Avoid logos or images from web sites, as the resolution will be 72 dpi.

FILE DELIVERY

Files can be sent by email, mail on CD or DVD to head office. (Disks will only be returned if accompanied by return packaging)

DATES

Issue 10: May 15

Ads: 10/04/15

Sale: 23/04/15

Issue 11: Jun 15

Ads: 15/05/15

Sale: 28/05/15

Issue 12: Jul 15

Ads: 12/06/15

Sale: 25/06/15

Issue 13: Aug 15

Ads: 10/07/15

Sale: 23/07/15

Issue 14: Sep 15

Ads: 14/08/15

Sale: 27/08/15

Issue 15: Oct 15

Ads: 11/09/15

Sale: 24/09/15

Issue 16: Nov 15

Ads: 09/10/15

Sale: 22/10/15

Issue 17: Dec 15

Ads: 13/11/15

Sale: 26/11/15

Issue 18: Jan 16

Ads: 11/12/15

Sale: 24/12/15

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Extended Restaurant profiles



Interesting ingredients and entertaining menus



The very best travel & culture pieces



CONTACTS

Good Things Media & Publishing Ltd is a subsidiary of Stephens & George Print Group, a European market leader in high quality sheet-fed lithographic print.

As such, we not only have a vested interest in our premium print product, but we are incredibly financially stable, and here to be taken seriously as a media partner.

This is a business designed to take on new media opportunities with a streak of traditional, respectable business principles running through our core.

The business is also closely linked with BookingWire, an online booking, CRM and web development facility dedicated to the hospitality and booking industry. Good Things Media & Publishing is the exclusive international agent for BookingWire.

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