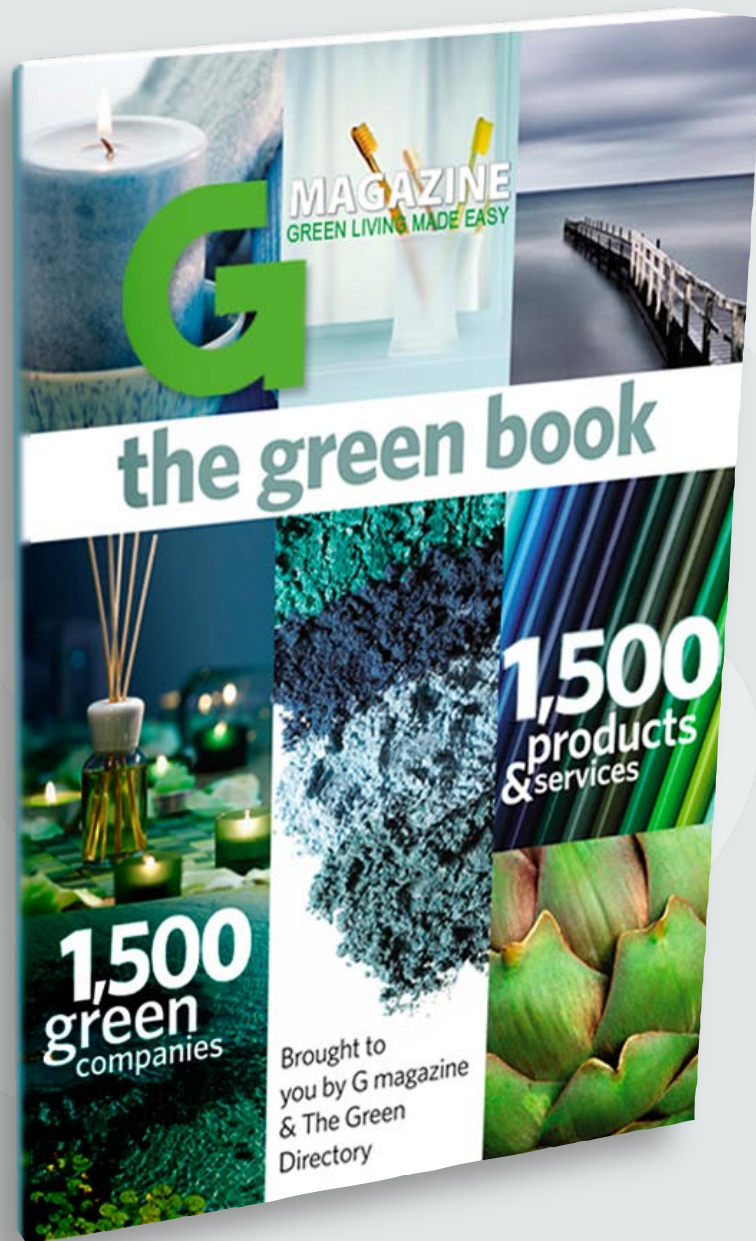


THE GREEN BOOK – 2011 EDITION

FREE WITH THE JUNE/JULY 2011 ISSUE OF G MAGAZINE



THE ULTIMATE GREEN DIRECTORY

.....

Brought to you by *G Magazine* &
www.thegreendirectory.com.au

MEDIA KIT

THE 2011 GREEN BOOK

Due to the success of *The Green Book* last year, *G magazine* is bringing you the 2011 version in conjunction with Australia's premier online green directory, www.thegreendirectory.com.au.

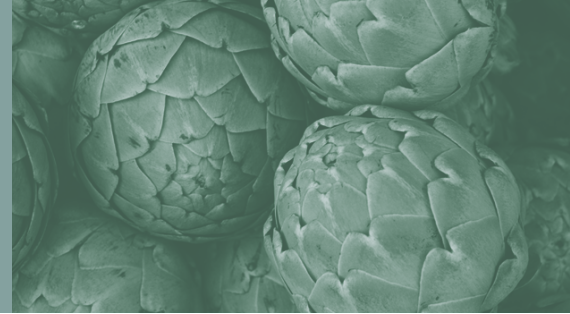


The Green Book will feature over 1500 selected green businesses. Companies invited to appear in *The Green Book* can receive a free basic listing with their company name, products, phone number and website.

The Green Book will be tipped onto the front cover of the June/July 2011 issue of *G magazine*, Australia's award winning and best-selling green magazine.

The Green Book will also be available nationally in 2011 via newsagencies, Coles supermarkets, Kmart, book stores, selected organic and health stores, green events and online. It will also be distributed to high schools, universities, government departments, *G magazine* subscribers and promoted to our green community newsletter list.

WHY ADVERTISE?



You will reach an established green audience – the largest in Australia.

The Green Book will be tipped onto the front cover of the June/July 2011 issue of *G Magazine*.

- National distribution via Coles, Kmart, Newslink, newsagencies, health stores, government departments, schools, universities, events, plus online retail
- Reach an audience who want to support green products and services
- Will be in circulation for 12 months
- Available online at www.gmagazine.com.au
- Reach of approx. 100,000 readers per issue and online consumers 28,884 visitors per month
- G Magazine awarded 2007 Consumer Magazine of the Year
- Promoted through www.thegreendirectory.com.au, the most popular and most visited directory for sustainable products with over 20,000 visitors per month and over 80,000 page views per month



BEAUTIFULLY DESIGNED AND EASY TO READ

The Green Book will be divided into 15 categories for easy navigation. Within each category there will be a number of sub-categories (see page 7 for the list of categories).



Stand out from the crowd with these two options:

BOLDED LISTING
ONLY \$215
INC GST



GOLD LISTING
ONLY \$545
INC GST

BOLDED LISTING
ONLY \$215 INC GST

With the Bolder listing we will include your physical address, phone, website, and email address plus an extra line for your product listings. We will bold your company name and put it in colour.

Each additional bolded listing will be **\$105** INC GST

GOLD LISTING
ONLY \$545 INC GST

With the Gold listing we will include your logo in full colour and you will have more room to explain your products and services. We will also include your website, phone, physical and email address. And your ad will be placed ahead of Bolder listings.

Each additional gold listing will be **\$245** INC GST

To book advertising please call:

Tona Nguyen Ph: (02) 9901 6327

Email: tnguyen@next.com.au

All bookings must be accompanied by a credit card payment or cheque



SPONSORSHIP OPPORTUNITIES



Become a sponsor in The Green Book.

Platinum Sponsor \$12,950 (+ GST)

This is the ultimate sponsorship opportunity and there is only one available

- Front cover mention: "The Green Book is proudly sponsored by..."
 - Inside front cover double page spread advertisement
 - Outside back cover advertisement
 - Inside back cover advertisement
 - 2 gold listings
- plus
- A full page advertisement in the June/July issue of *G Magazine*
 - Online banner for 12 months on www.gmagazine.com.au and www.thegreendirectory.com.au
 - 100 copies of *The Green Book*



Green Category Sponsor \$4,400 (+ GST)

Sponsor one of the 16 categories in *The Green Book*

- On the opening page of the category, you will be featured as the category sponsor – this will include your company name, logo and website
- Every page within the category will be branded as "Proudly sponsored by... [your business name]"
- 2 gold listings
- Online for 12 months on www.gmagazine.com.au and www.thegreendirectory.com.au we will feature your logo with hyperlink to your site on the Home Page sponsorship panel for 12 months
- 50 copies of *The Green Book*.

Display Ad Opportunity \$3,950 (+GST)

- Full Page Colour Ad
- Bolded Listing
- 20 copies of *The Green Book*

THE GREEN BOOK 2011 BOOKING FORM

CLIENT DETAILS

Advertiser name:

Contact name:

Tel.

Fax.

Address:

Email address:

AGENCY DETAILS (If applicable)

Agency name:

Address:

Contact name:

Tel.

Fax.

MATERIAL CONTACT

Name:

Tel.

Fax.

Email address:

BOOKING TAKES ONLY 4 STEPS!

Step 1
Sign me up

BOLDED LISTING

☐ I would like my bolded listing to appear in the following number of categories:

☐ 1

☐ 2

☐ 3

☐ 4

\$215 (inc gst)

\$105 (inc gst)

\$105 (inc gst)

\$105 (inc gst)

Please name categories: 1

2

3

4

GOLD LISTING

☐ I would like my gold listing to appear in the following number of categories:

☐ 1

☐ 2

☐ 3

☐ 4

\$545 (inc gst)

\$245 (inc gst)

\$245 (inc gst)

\$245 (inc gst)

Please name categories: 1

2

3

4

CATEGORY SPONSOR

☐ I would like to book a category sponsorship of:

\$4400 (+gst)

Total Amount payable will be \$

CUSTOMER BOOKING AUTHORISATION

Signed:

Print name:

Position:

Date:

** All bookings are subject to the terms and conditions of nextmedia Pty. Ltd.*

Step 2
Payment details

PAYMENT DETAILS - payments must be made upfront for the booking to be valid.

☐ Cheque

Account Name: nextmedia Pty Ltd

☐ Credit card

Method of payment: ☐ Mastercard ☐ Visa

Cardholder Name:

Card number: Expiry date: /

Cardholder's Signature:

THE GREEN BOOK 2011 BOOKING FORM

Step 3 Choose your sub-categories

CATEGORIES

BUILDING & RENOVATION

- ☐ ARCHITECTS & DESIGNERS
- ☐ BUILDING CONSULTANTS
- ☐ BUILDING MATERIALS
- ☐ EARTH & STRAWBALE
- ☐ FLOORING & DECKING
- ☐ GUTTERING & SPOUTING
- ☐ INSULATION & VENTILATION
- ☐ KITCHENS & JOINERY
- ☐ PAINTS & FINISHES
- ☐ PEST CONTROL
- ☐ POOL & SPA PRODUCTS
- ☐ PLUMBING & ODOUR CONTROL
- ☐ PUBLICATIONS & RESOURCES
- ☐ RETROFITTING
- ☐ SKYLIGHTS
- ☐ WINDOWS & DOORS

BUSINESS & OFFICE

- ☐ BRANDING & ADVERTISING
- ☐ COMMERCIAL CLEANING
- ☐ COMMERCIAL FURNITURE
- ☐ CORPORATE GIFTS & PROMOTIONAL PRODUCTS
- ☐ ENVIRONMENTAL CONSULTANTS
- ☐ GRAPHIC DESIGN
- ☐ INDOOR PLANT HIRE
- ☐ MARKETING, PUBLIC RELATIONS, AND COMMUNICATIONS
- ☐ OFFICE EQUIPMENT & SUPPLIES
- ☐ PRINTING
- ☐ SUSTAINABLE BUSINESS CONSULTANTS
- ☐ SUSTAINABILITY SERVICES
- ☐ WEB DESIGN & HOSTING
- ☐ WRITING & EDITING

EDUCATION, EMPLOYMENT & TRAINING

- ☐ EMPLOYMENT AGENCIES
- ☐ TERTIARY EDUCATION
- ☐ TRAINING PROGRAMS & WORKSHOPS
- ☐ VOLUNTEERING

ENERGY

- ☐ ELECTRIC MOTORS & GENERATORS
- ☐ ENERGY SAVING PRODUCTS
- ☐ GREEN ENERGY RETAILERS
- ☐ HEATING & COOLING
- ☐ LIGHTING
- ☐ SOLAR HOT WATER
- ☐ SOLAR POWER
- ☐ WIND ENERGY

ENVIRONMENTAL ASSOCIATIONS

- ☐ CARBON OFFSET MANAGEMENT
- ☐ CERTIFYING AGENCIES
- ☐ INDUSTRY ASSOCIATIONS
- ☐ NOT FOR PROFIT GROUPS

FASHION, BEAUTY & WELLBEING

- ☐ BATH PRODUCTS & TOILETRIES
- ☐ CLOTHING
- ☐ FABRIC & YARN
- ☐ HAIR CARE
- ☐ HEALTH CARE
- ☐ HEALTH FOODS & DIETARY SUPPLEMENTS
- ☐ HOLISTIC HEALTH & SPAS
- ☐ MAKE-UP & SKIN CARE
- ☐ SHOES, BAGS & ACCESSORIES

FINANCE & INVESTMENT

- ☐ CAR LOANS
- ☐ ETHICAL INVESTMENT
- ☐ HOME LOANS
- ☐ INSURANCE
- ☐ PERSONAL LOANS
- ☐ SUPERANNUATION

FOOD & DRINK

- ☐ CAFÉS, RESTAURANTS & CATERERS
- ☐ CATERING SUPPLIES & PACKAGING
- ☐ COOKING COURSES/HOLIDAYS
- ☐ DRINK BOTTLES & CONTAINERS
- ☐ EQUIPMENT
- ☐ FOOD & BEVERAGES
- ☐ ORGANIC FOOD STORES
- ☐ ORGANIC WINE, BEER & SPIRITS
- ☐ PUBLICATIONS
- ☐ WHOLESALERS

GARDENING & AGRICULTURE

- ☐ AQUAPONICS
- ☐ COMPOST, FERTILISER & MULCH
- ☐ DESIGNERS & LANDSCAPERS
- ☐ EQUIPMENT
- ☐ HEIRLOOM & ORGANIC SEEDS & SEEDLINGS
- ☐ NATIVE PLANTS AND REVEGETATION
- ☐ PERMACULTURE
- ☐ PUBLICATIONS & RESOURCES

HOUSE & HOME

- ☐ BED, BATH & TABLE
- ☐ CLEANING
- ☐ ECO-FRIENDLY SHOPPING & CARRY BAGS

- ☐ ECO-RETAILERS
- ☐ FURNITURE & SOFT FURNISHINGS
- ☐ GIFTS, CARDS, CALENDARS & STATIONERY
- ☐ LAUNDRY PRODUCTS
- ☐ PET FOODS & PRODUCTS

MOTHER, BABY & CHILD

- ☐ BABYWEAR
- ☐ CHILDREN'S WEAR
- ☐ MOTHER & BABY BODY CARE
- ☐ NAPPIES
- ☐ TOYS, PUZZLES & GAMES

MOTORING & TRANSPORT

- ☐ BICYCLES & CYCLING
- ☐ BIO-FUEL & CLEANER FUELS
- ☐ CAR WASHING
- ☐ ELECTRIC BICYCLES & SCOOTERS
- ☐ HYBRID & FUEL EFFICIENT CARS
- ☐ LIMOUSINE SERVICES, CAR POOLING & CAR SHARING

RECYCLING & WASTE

- ☐ RECYCLED PRODUCTS
- ☐ RECYCLING & WASTE SERVICES

TRAVEL & LEISURE

- ☐ ART & CRAFT SUPPLIES
- ☐ ECO TOURISM
- ☐ RESORTS & RETREATS
- ☐ EVENT MANAGEMENT & SUPPLIES

WATER

- ☐ GREYWATER & COMPOSTING SYSTEMS
- ☐ IRRIGATION SYSTEMS
- ☐ WASTE WATER MANAGEMENT
- ☐ WATER FILTERS & REVERSE OSMOSIS SYSTEMS
- ☐ WATER SAVING DEVICES
- ☐ WATER SAVING SERVICES
- ☐ WATER TANKS

(Let us know if there is a category you would like to see included.)

THE GREEN BOOK 2011 BOOKING FORM

Step 4 Fill in your listing details!

BOLDED LISTING

Company name:

Products:

(You have approximately 10 words to describe your products and services. The space is limited to 3 lines, so we will edit if it runs over.)

Website:

Email contact:

Phone:

Physical/Postal address:

GOLD LISTING OR CATEGORY SPONSORSHIP

Company name:

Products:

(You have approximately 30 words to describe your products and services. The space is limited to 8 lines, so we will edit if it runs over.)

Website:

Email contact:

Phone:

Physical/Postal address:

(Please send your logo to your sales representative)

Tona Nguyen

Email: tnguyen@next.com.au

For terms and conditions see www.next.com.au/next-media-terms-and-conditions.html

PLEASE SIGN AND FAX COMPLETED FORM TO (02) 9901 6116

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