

good

value / food / ideas / living

Media information 2017

good
value

good
food

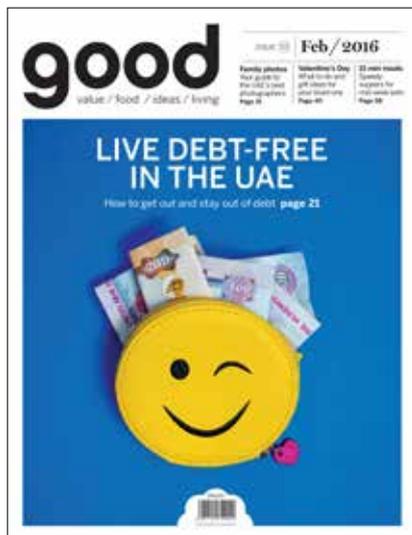
good
ideas

good
living

YOUR GUIDE TO THE **good** LIFE



TELL ME MORE



Informed. Objective. Credible. Inspirational.

good is a unique title that makes life in the region easier, better and simpler, changing the way you shop, eat and live. A magazine that allows you to **the good life**.

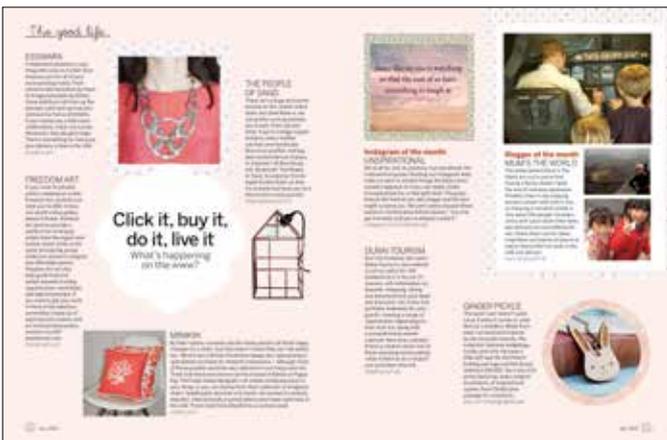
Who wants more bang for their buck? We all do. The antidote to mass consumption in an economic climate where we are all conscious of how many dirhams we're spending, **good** navigates consumer products and services to find the best value for readers. We'll do the research, the phoning around and schlepping all over town then tell our readers what they need to know. From finding the quickest car registration centre and the cheapest supermarket to trialling long-lasting manicures and fail-safe 15-minute recipes, we're the UAE experts you want on speed dial.

INSIDE EVERY ISSUE

You can count on **good** for...

GO ON, GET UNDER OUR SKIN.

We're the 'why didn't I think of that?' idea you share on Pinterest, the shortcut that you're thankful for each time you drive home, the a-ha moment, that emergency gift you keep stashed in the wardrobe, your little black book, that factoid that always impresses, the hot topic at the dinner party, breakfast table and water cooler.



INSPIRING IDEAS

Taking a fresh look at your life and everything in it, **good** is full of savvy tricks to save time, money, space and stress. You're welcome.

ADDED EXTRAS

We're all about the value, so you'll find ideas, stickers, vouchers, competitions and practical goodies in every issue.

AROUND TOWN

From checking out the latest property prices to helping you get involved in UAE charities, **good** recognises the community we live in.

HOW TO GUIDES

A little bit of help dealing with the ever-changing rules and regulations of expat living, plus step-by-step ways to improve your home, health and finances.

RECIPES

Designed to make life easier, **good's** monthly food section is full of simple recipes, innovative meal plans and insights from the UAE's finest foodies.

WELLNESS

good's health and well-being section is a no nonsense guide to getting the most for your time and money.



THE **good** READER

good magazine is the essential companion to expat professionals and household decision-makers who want to live life well. The **good** reader mixes labels with high street brands, shops for convenience as well as price and is happy to pay Salik because it makes commuting easier. They seek out new cultural experiences such as farmer's markets and art fairs and they're just as likely to drive a Ford Focus as they are a 7 Series BMW – because to them, value is a mind set, not a salary.



Ethnic demographic breakdown

ARABIC EXPATS

15%

Who: Founders of S*uce: Zayan Ghandour, Fatima Ghobash and Dina Zayan, Buffi Jashanmal
Listens to: Al Arabiya
Lives in: Dubai Marina
UAE Secret: S*uce flash sale and gift shop in Wasl Square

UAE NATIONALS

5%

Who: Omar Ismail, local comedian
Listens to: Al Khaleejia
Lives in: Jumeirah 1
UAE Secret: Café culture at Citywalk

ASIAN EXPATS

25%

Who: Rosemin Manji, Bespoke Luxury Management
Listens to: City 101.6
Lives in: The Springs
UAE Secret: Santoba tailor in Bur Dubai

WESTERN EXPATS

55%

Who: GeordieBird, parenting blogger Tuesday's Child
Listens to: Dubai 92 for school run and 103.8's daily programmes
Lives in: Arabian Ranches
UAE Secret: reMADE sewing parlour in Al Quoz

Dhs25,000
 The **good** reader's median salary

Dhs12,000
 The **good** reader's discretionary spend each month



GET INVOLVED

SPONSORED SECTIONS IN THE MAGAZINE

- * There are opportunities to sponsor sections, concepts and executions, including stickers and inserts.
- * Recipe sponsorship
- * Advertorials: Educating readers with recipes, products, etc.

Circulation and retail reach

The **good** circulation is targeted at residents here in the UAE, both the newly arrived and long-term dwellers. As the demographic audience has a wide ethnic reach, the depth of circulation reflects this diversity.

The magazine is available at all retail outlets with prominence in...

- * Carrefour
- * Spinneys
- * Choithrams
- * Milk & Honey
- * Organic Foods Café
- * Borders
- * Park 'n' Shop

good is circulated in key expat frequented locations throughout the UAE including: cafés, spas, craft fairs, farmers' markets, residential towers, health clinics, nurseries, real estate agencies and moving companies.

GOOD SEAL OF APPROVAL

You can trust it when you see this. The **good** seal of approval will be given to outlets featured in **good** and deemed to meet the value and quality standards of the magazine. This seal will be an icon for readers to identify brands and outlets recommended by **good**.

Think you deserve one? Email good@motivate.ae.

MONTHLY

15,000
CIRCULATION

DHS10

GOOD LIFE AT YOUR FINGERTIPS

good is also available in a digital format through the AppStore and Magzter with interactive content and video.



PROVIDING GUARANTEED LOCAL READERSHIP

+ **good** is seen as part of the 'in-crowd' of the UAE.

Local interactivity is maintained on a print, social and personal level.

+ **good** is active on Facebook, and Twitter under the handle @goodmagueae **...why not follow us and see what our readers have to say?**

+ The editorial team are connected with the local community, and content is often driven by readers.



Sponsorships of community events such as The Archive's Gulf Music Week, UAE Green Festival and ARTE demonstrate the community connectivity of the magazine.

+ Cover features (left) are always locally relevant, appealing directly to those who reside in the UAE.

+ **good** is a magazine that people share through social media and at the water cooler.

GOOD MAGAZINE COVERS THE RESIDENTIAL AND LOCAL READERSHIP



LOCAL-SOCIAL CONNECTIVITY



LOCAL

SHAREABLE

CONNECTED

SOCIAL MEDIA LOVE

Ayesha Akbar
 LOVE the magazine! Finally a smart publication focused on informing readers. Definitely a keeper (especially with all the scribbling I've done for notes :P)
 Like · Comment · 45 minutes ago

tuesdayschildme @tuesdayschildme 2 Oct
 @racheladuggan @goodmaguae @helen_spearman agree. My friends and I are all reading it #powertothepeople #uae #dubai
 View conversation

BESPOKE EVENT ACTIVATIONS

good magazine work with brands to execute all aspects of bespoke targeted events, which include engaging a group of our readers + relevant influencers followed by the production of custom content in the magazine / online platforms.

Our capability includes:

Design of complete collateral suite (invitations, advertisement, social posts, event activations) and guest list management

Dedicated **good** team on site to manage set up, guest list and running of the day

Organization of relevant brand ambassadors and personalities when required

Motivate photographer and videographer provided at all events – content produced into film reels and stills which are pushed out through **good** social platforms and made available for on-going use

Targeted email marketing campaign to the relevant segment of the Motivate and **good** database promoting the event

Pre & post event editorial and advertising campaign including;

Editorial coverage of the event in the magazine

Advertorial promoting the event

Post-event coverage sharing the content of the event with the wider **good** audience via the magazine and social platforms

Social media exposure on the **good** facebook page pre & post-event



PARTNERSHIPS ARE CREATED

Advertisers use **good** to target the **core residential market of the UAE**.

Our readers are the people who are starting farmer's markets, getting involved in charity walks, cooking at home, frequenting popular cafés and dining in hot new restaurants.

good readers are the long-term residents of the UAE. They are looking for community involvement and they associate with brands that want to be part of the UAE's footprint and future.

Food



COSTA



Fashion



babyshop

max

crocs[™]



FMCG



DAVIDOFF
Café



Electronics



PHILIPS



Services



Hotels



Home

Crate&Barrel

homes **r**us



ADVERTISING RATES AND SPECS

REGULAR POSITIONS

	AED	US\$
Double Page Spread	25,507	6,950
Full Page	13,763	3,750
Half Page	8,258	2,250
Quarter Page	4,955	1,350

PREMIUM POSITIONS

	AED	US\$
Inside Front Cover Spread	49,545	13,500
Outside Back Cover	30,278	8,250
Inside Front Cover	24,773	6,750
Page-1	24,773	6,750
Inside Back Cover	23,305	6,350

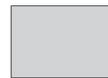
CREATIVE SOLUTIONS

	AED	US\$
Advertorial (Full Page)	17,066	4,650
Advertorial (Double Page Spread)	30,645	8,350
Front Cover Reverse Gatefold (2 pages)	51,564	14,050
Inside Front Cover Gatefold (3 pages)	66,611	18,150
ROP Gatefold	39,850	10,850
Bookmark	41,288	11,250
Belly Band	39,086	10,650

SERIES DISCOUNT

3-5 insertions	5%
6-9 insertions	10%
10+ insertions	15%

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.



DPS
Trim: 270 x 412 (mm)
Type: 245 x 390 (mm)



Full page
Trim: 270 x 206 (mm)
Type: 245 x 182 (mm)



Half page horizontal
Type: 123 x 182 (mm)



Half page vertical
Type: 245 x 88 (mm)



Quarter page
Type: 123 x 88 (mm)



Classifieds
Type: 56 x 56 (mm)

DIGITAL MEDIA FORMAT

* The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks

* All files must be CMYK format and all black text as over print
* For bleed size add 3mm extra on all four sides after trim marks

* Image loss in the gutter 3mm either side

* Ensure that text is at least 10mm inside from the crop marks

* If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side

* A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

GENERAL INFORMATION

* 12 issues per year

* Standard agency commission rates apply

* Additional creative solutions available on request

Booking: 10th of month prior to publication

Material: 15th of month prior to publication

Cancellation Terms

Prime Positions Cancellation Deadline: 3 Months prior to publication

cover date: eg. 30th September for January Issue

Standard Advertising Cancellation Deadline: 1 Month prior to publication cover date: eg. 30th September for November Issue

