

MOOD

#ITSAMOOD

YOUR ADVERTISING BIBLE



WHAT IS MOOD ALL ABOUT?

MOOD is an attitude! It is influential, inspiring and inclusive. MOOD brings together local flavour from creatives, businesses and entrepreneurs in a modern-day magazine and digital platform.

**WE ARE A SMALL TEAM WORKING TOGETHER ACROSS SALES, DESIGN AND MARKETING.
OUR ADVERTISING PACKAGES ARE THOUGHTFULLY CUSTOMISED JUST FOR YOU.**

WHY ADVERTISE WITH US...

International in look and feel, local in flavour. MOOD is founded by Beauty Influencer and Makeup Artist Annalee Kemsley, Marketing and Business Entrepreneur Greer Garner and Digital Marketer Laura Crombie. The MOOD team is made up alongside a selection of hand-picked contributors.

Finding new emerging trends and talents for the movers, makers and the shakers. Readers and followers will see brands within MOOD to be fresh, stylish, creative, driven and straight-up cool. Optimising the magazine to target 25 years+ of age with disposable income.

An integrated campaign with MOOD offers a fresher approach to traditional advertising, engaging consumers across and not just within a print platform but also through the ever-growing range of digital channels.

- MOOD is a fresh perspective. Lead by three young professionals who are experienced in the marketing and social media world.
- MOOD advertising isn't traditional. Adverts are integrated into the magazine's stories and features.
- MOOD will always make sure your business is showcased in the best way possible. MOOD cares more about quality content that fits your brand than filling pages.
- MOOD places a big emphasis on innovation and pushing boundaries. Both in content and marketing strategies across the board.

Proud to be Taranaki based, MOOD has a passion for uncovering hidden gems and unique talent from around the region. Aiming to put the province on the map not just locally but through the world of digital.

MOOD LAUNCHES TWO ISSUES ANNUALLY. ONE IN WINTER AND ONE IN SUMMER.

WHAT'S YOUR MOOD...

Does your business or brand fit one of our below feature topics? MOOD has established unique advertising packages around each of these special feature sections. Contact one of the team to discuss your options - hello@itsamood.co.nz



Editorial Feature

Packed with inspiring content our features are delivering local and national content across a range of untold, engaging and informative topics.



Home & Lifestyle

Bringing you the latest home design inspiration including building design, interior decor and products to enhance your day to day lifestyle.



Business & Technology

The leading source for the latest in tech news. Focusing on offering educated and inspiring stories of Kiwi businesses who are not only surviving but thriving in today's challenging economic world.



Health, Beauty & Fashion

Our reader is passionate about health, wellness and beauty in all areas of their life. They are educated, informed, health-focused and continuously looking for ways to enhance their mental and physical wellbeing.



Food & Drink

Showcasing the best in today's food scene. Our readers are all about keeping up to date with the latest must-try restaurants and new products to hit the shelves.



Culture & Travel

Our readers are looking for inspirational places to visit and stay. They are wanting to discover a hidden oasis in their own backyard. This is your opportunity to engage their wanderlust soul.

PRINT DEADLINE

Issue 11 Booking Deadline - 6th of October at 5pm *(unless filled prior)*

Issue 11 Content Deadline - 20th October at 5pm

Issue 11 Magazine Launch Date - December 2023

To secure your booking contact us at hello@itsamood.co.nz

PRICES

We collaborate with you on all advertisements and features to help showcase your business or brand in the best way we can.

Size	Cost	Extras
Three page editorial	\$3,195 + GST	Professional photography and a writer included. \$100 discount for supplied professional photos.
Double page spread	\$2,250 + GST	Professional photography included. \$100 discount for supplied professional photos.
Full page	\$1,250 + GST	
Half page	\$695 + GST	
Large placement <small>(larger image + 50 words)</small>	\$450 + GST	
Small placement <small>(image + 20 words)</small>	\$295 + GST	

Prices are subject to change and photography and/or writer is arranged by MOOD Magazine.

ADDITIONAL CHARGES

- Photography will be charged to the advertiser at \$200 +GST per photoshoot unless included in the package above. Images used in the advert will be provided to the advertiser for commercial use once the issue has launched. Terms and Conditions may apply.
- If you require a writer, a quote will be provided on a case by case basis.
- If you require a photographer and/or writer, please let us know at the time of your booking so it can be arranged.
- Advertising design work is done by the MOOD team is included in all bookings. Redesign fees may apply.



DISTRIBUTION

5,000 hardbound magazines are distributed around businesses in New Plymouth, Bell Block, Oakura, Okato, Opunake, Manaia, Hawera, Eltham, Stratford and Inglewood.

Emphasis is placed on getting MOOD to businesses where it will be read and enjoyed. This includes cafes, waiting rooms, hairdressers, beauty therapists, information centres etc... Majority of Hotels and Motels around Taranaki have them in every room.

There are three collection points in New Plymouth for individuals to get a free copy. Including a stand at the New Plymouth airport for those who are traveling to and from the region. Those who live out of town can purchase copies online and have a copy sent to them anywhere in New Zealand. The limited-run creates demand and we have been very considered with our delivery to make sure businesses get maximum benefit and they don't go to waste.

GO DIGITAL

At MOOD we know how important it is for businesses to bring their digital 'A' game and to be up to date with all the developments happening in this realm. Beyond SEO (Search Engine Optimisation) and brand awareness, nowadays, customers have access to information any time and any place they want or need it.

MOOD is available for free unlimited downloads via the website www.itsamood.co.nz where you can share the publication to any digital platforms for maximum exposure. Any business who book either an editorial, double-page or full-page advertisement will get a social media post on MOOD's Facebook and/or Instagram page. This can be similar or different to the magazine content.

Your business will also be first priority to be included in a blog if it works with the digital content planned. Some placement adverts may get a mention on social media and in blogs.



@itsamood_mag

ADVERTISEMENT SPECIFICATIONS

Please add a 3mm bleed to all artwork

Double-Page Advertisement
420mm (w) x 280mm (h)

Full-Page Advertisement
210mm (w) x 280mm (h)

Half-Page Advertisement
210mm (w) x 140mm (h)

LARGE PLACEMENT INCLUDES

50 words maximum
Social media handles and website
High-Quality landscape image

SMALL PLACEMENT INCLUDES

20 words maximum
Social media handles and website
High-Quality landscape image

ADVERTISING AND CONTENT REQUIREMENTS

Fonts:

Headings = Anton

Body text = FreightTextPro

Adverts must be submitted as a PDF, JPEG, RAW InDesign or Photoshop file with a minimum resolution of 300dpi. Please make sure text or important content is at least 5mm in from the left and right-hand sides.

Please put all text through www.grammarly.com to check for any spelling and grammar errors before submitting it through to us.

All photography and logos need to be high quality and at least 2MB in size.

MOOD has a particular aesthetic for content design, so all pages are cohesive. Please don't be offended if we ask to make any adjustments to your submitted designs.

The MOOD design team are happy to assist where possible, so please don't hesitate to contact us with any questions.