

# MOOD

**#ITSAMOOD**

**YOUR ADVERTISING BIBLE**



## **PUT YOUR BUSINESS IN THE SPOTLIGHT WITH MOOD**

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.

# WHY ADVERTISE WITH US...

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

Finding new emerging trends and talents for the movers, makers and the shakers. Our readers and followers will see brands within Mood to be fresh, stylish, creative, driven and straight up cool. Optimising the magazine to target 25years+ 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.

We are proud to be Taranaki based, with a passion for uncovering hidden gems and unique talent from around the region. We aim to put the province on the map not just locally but through the world of digital.

# #WHATISYOURMOOD

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](mailto:hello@itsamood.co.nz)



## Fashion & Beauty

Bringing fashion and beauty trends in a fresh new editorial platform. Featuring hair styles, beauty tips and fashion trends that will take you and your business out of the ordinary.



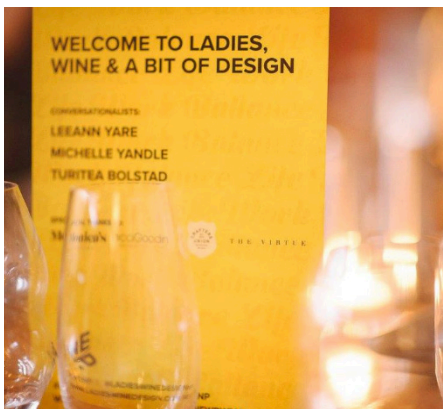
## Travel, Culture & Lifestyle

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 wonderlust soul.



## 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.



## Editorial Feature

Packed with inspiring content our features are delivering local and national content across a range of untold, engaging and informative topics. From Home and Living to wedding inspo the options are endless.



## Health & Wellbeing

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



## Business & Technology

The leading source for the latest in tech news. Also with a focus on offering educated and inspiring stories of kiwi business owners and managers who are not only surviving but thriving in today's challenging world of business.

# PRICES & SPECS

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

3page Feature Editorial	\$2,400*
Full Page	\$900*
Half Page	\$550*
Large Placement <i>(larger image + 20 words)</i>	\$300*
Small Placement <i>(image + 20 words)</i>	\$200*

# PRINT DEADLINE

Issue 1: Booking Deadline - 4th May 2018

Issue 1: Content Deadline - 18th May

Issue 1: Magazine Launched - July 2018

**To secure your booking contact us at [hello@itsamood.co.nz](mailto:hello@itsamood.co.nz)**

*Issue 2 will be scheduled for release in January 2019*

# DISTRIBUTION

5,000 A4 hardbound magazines will be distributed around a number of retail stores, hotels, salons, restaurant & cafés located around the Taranaki province. An unlimited online digital version will be available for free download.

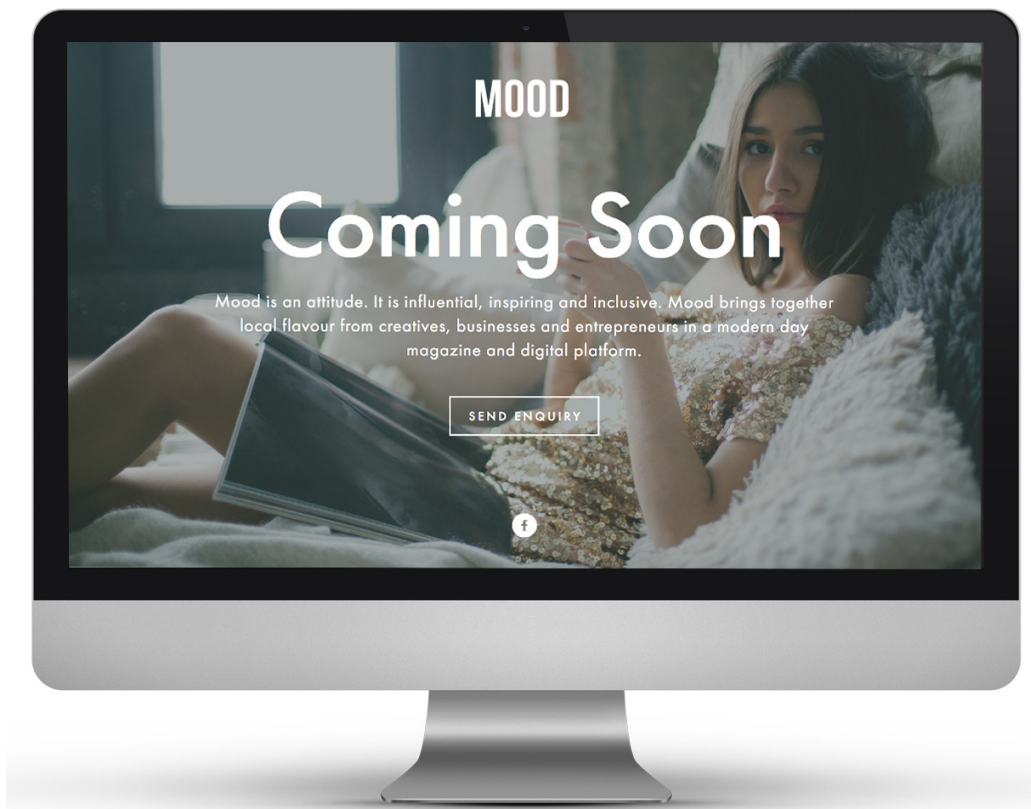
\* These prices don't include GST and are subject to change

# GO DIGITAL

At Mood we are experts and 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 Mag will be available for free unlimited download via the website [www.itsamood.co.nz](http://www.itsamood.co.nz) where you can share the publication to any digital platforms for maximum exposure. Any business who has booked either a editorial, full page or half page advertisement will get a social media post on Moods 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. Placement adverts may get a mention on social media and in blogs.



# CONTENT & LAYOUT MOOD

## EDITORIAL, FULL & HALF PAGE

### INTERVIEW NO. 1

Creative: Kathryn Wilson  
Occupation: Footwear Designer

You're a new crayon in the crayon box, what colour would you be and why?

*Yellow. The colour of happiness and sunshine!!*

What bores you?

*watching cricket...*

What saying or word should make a comeback?

*"choice"!!*

What is the best compliment you have been given?

*"you make me HAPPY"!!*

What do you constantly think about?

*shoes!*

If you had a pet elephant, what would you name it?

*trunki... I would love a pet elephant!*

Do you believe in fate?

*yeah... something, somewhere is looking out for us*

What is the worst fashion mistake you've made?

*A mirror cracked velvet fish tail dress to my first school ball!*

What song do you wish you had written?

*Beyonce... XO*



## OUR BOTANICAL SURROUNDS

*Retirement is home to an extensive array of plant life, lovingly tended to by landscape design company Lucid Gardens. We asked them to describe it with their favourite plants from the garden.*

Lucid Gardens photo: © Shutterstock/Andreas K. Eder, via Pexels

## Down the Track—Eugen & Cristina

Married in November 2016, Auckland, New Zealand



Photo: © Madeline Walker/AmorosoMedia.com

Wig Waggs Co is a stationary design studio in Auckland, featuring by Cristina Hogg and a half-time, and we were married in Auckland shortly after that.

I have always been drawn towards creating things but I never wanted creative freedom away from my hierarchy. Fine stopped in his out each time when the computer crashed, just as I had begun writing my job application. This gave me the chance to get back into drawing. I've always had this idea of illustrating things I love and then creating products based on those designs, and finally found the courage to start my own company and develop a line of stationary products, something I had always dreamed of doing. Eugen played a big part in that decision because he's such an encouraging and supportive partner.

With a background in photography, I knew I

could easily style and shoot whatever I designed, as I began illustrating and creating products, working from a camera that in our home studio for the first few months, because we couldn't afford any further. I had very little understanding of the New Zealand market and no industry contacts, so there was a lot of reaching in the dark, but I never doubting from doing what I love.

Eugen truly loves learning. He is constantly discovering new ideas and information, which makes me have the most engaging and challenging conversations. The hardest part of being and working together is moving the conversation away from work to the end of the day, because we've so become close off each other.



PHOTOGRAPHY: BRUCE WELTON

## THE INNER WORKINGS: A PHOTO ESSAY OF BRITOMART

*A rooftop, an engine room, a bustling kitchen... the magic that happens behind the scenes at Britomart, to keep its heart beating, makes for some fascinating imagery.*



### Together Journal



**Triumph & Disaster**  
**no dice**  
SUNSCREEN  
SPF 30  
Water Resistant  
Net Wt. 3.11 oz (88g)

### THE ULTIMATE GUIDE TO Attending the Races

*With the season of thundering hooves upon us, ensure you get the most out of your day's seasonal track side. Here is our definitive guide that promises to see you leave the day as triumphant as the filly on the field.*

#### 1. BETTING 101

Because bettors don't win themselves, it's quite common to making betting decisions. You'll need to do your homework, being the one to research the various horses of the horses in the field. Then when it comes placing your bet, get for a variety. Here is a list of horses that have had a particularly successful history of wins, along with one random outlier for reasons we hope will bring a new thrill to each of your bets. This is also where you can get the best of things from the day as you'll find them.

#### 2. THE SUNSHIRTS

SPF goes without saying, but your headpiece is more fascinating for spectators, so always bringing a white cap under a large or hooded where the Champagne tends to be collected. However, wear to the top of the especially advantageous for enjoying the betting habits of winners. This is also where you can get the best of things from the day as you'll find them.

#### 3. THE FASHION

While we can't all be women with the filly, we can generally be women when it comes to fashion. And while wearing your own in the fashion in the field, the champagne might seem like the best way to go with a little bit of extra. It's all about the fun and very thing in the way of your betters — this is also where you can get the best of things from the day as you'll find them.

#### 4. THE PEOPLE

From the filly to the most successful horse products in the world, and the general atmosphere, what you'll find is a lot of fun. It's all about the fun and very thing in the way of your betters — this is also where you can get the best of things from the day as you'll find them.

### THE CONCERT

#### The Bad Seeds are Back

In what is set to be their biggest and boldest production yet, Nick Cave & The Bad Seeds are returning to New Zealand in January 2017 with the new album, *Skeleton Tree*, heralded as a masterpiece of love and destruction by the Guardian. The album has just won through being recorded in 2016 when Cave's teenage son Arthur died in a tragic accident. Seeking refuge in the lyrics and releasing them with new lines that introduced a soul-crushing current of death and grief, the result is a beautiful, haunting, and powerful. One More Time with Feeling, a rare documentary that follows the recording sessions and aftermath of Arthur's death, and performance of the newly awakened album. It is set to be powerful for all.  
30th January 2017 Vector Arena, Auckland  
www.badseeds.com

### THE SUMMER PLAYLIST

#### BAYNK

*Making his debut at last year's St. Anne's Laneway Festival, Hauke's Bay-based DJ Baynk is currently touring the USA, but not without giving us his top tracks for summer.*

- BAYNK** - *Final Two*  
**Die** - *Electric Blue*  
**DIY HERO** - *Not Love It, Another Summer* - *Calla Bore*  
**LEON** - *Tired of Talking to You* & *Can't Stay Easy* - *Banks*  
**PETTY BOUT** - *Heart Love*  
**Heckle King** - *Heckle King* - *Natalie*  
**Mac Miller** - *Drug* - *feat. Anderson .Paak*  
**50 Levels** - *Always Delusion* - *Banks*  
**Perry Page** - *My Delusion*  
**Young Frame** - *Frigo* - *feat. L.A. Boyz* & *ETHAN*  
**Hatsuna** - *Color* - *Blume*  
**Golden XOXO** - *Another Day In Paradise* - *Prod. by Golden*  
**Reborn** - *Golden* - *feat. Cassy*  
**Tika** - *Love*  
**gnash** - *I Ain't You* - *feat. Justin Bieber* & *N.A. Banks*  
**Perry Page** - *Golden* - *feat. L.A. Boyz*  
**Tom Misch** - *Frank* - *feat. M.Ø*  
**HONNE & Lily Blinn** - *Summer* - *feat. L.A. Boyz*  
**Hughbanks** - *Golden* - *feat. L.A. Boyz*  
**Golden City** - *How* - *feat. L.A. Boyz*

**MAC**  
**NEXT TO NOTHING**  
Barely-there foundation for perfect, luminous skin. It's all about the glow.  
Available now from all authorized M·A·C locations  
#NextToNothing

**DON'T TAKE YOURSELF TOO SERIOUSLY**

**Mr Burgs**

**What is your view and personal experience when working on commissioned projects?**  
I made a decision to stop working for clients and companies about a year ago and it's been lovely. No meetings, no conference calls, no lockups, no waiting months to get paid, no compromising. I just make things I want to make and as long as people out there continue to buy them, I can maintain this free lifestyle that I've now become accustomed to.

**You made a bus poster advertisement for a wife. Did you receive any enquiries?**  
I had quite a few applications via email, Facebook, Twitter and Instagram direct message. Unfortunately they were mainly 21 year old art students which I felt was a bit young for me so I didn't follow any of them up. If anyone's generally in their 30's reading this is interested, please do get in touch.

**Over time, what have you learnt about motivation?**  
I've learnt that you need to be really motivated to be a self-employed creative. You have to really want to do it to make it work and be motivated to work a lot harder than you probably would if you had a Monday to Friday 9-5 job. I'm motivated by the reactions I get from people to my work and also by the fact that I must have enough financial success to never ever have to work for a company again.

# CONTENT & LAYOUT MOOD SMALL & LARGE PLACEMENT

## TREAT SHEET #1

### THE SOUP PROJECT

In winter, a cup of hot soup can fix almost anything and that's why we're thrilled to see The Soup Project return to Generator. Starting 6 June, every Tuesday lunchtime you can pick up a cup of soup for \$7 and a bread roll for \$1. With options ranging from Creamy Balsamic Mushroom with a Hint of Truffle to Spanish Pumpkin with Chorizo, be sure to visit Generator's welcoming workspace and enjoy the winter chill. [Generators.com](#)



### TAKEAWAYS WITH A TWIST

Located next to Amano's underhammer of pastries, here and there you'll find another cabinet that yields just as much excitement, containing take-home pasta. Pick up a portion of pasta for \$5, your choice of sauce: fermented tomato chili \$6, cultured butter \$6 or half pasta \$2 and fresh New Zealand Parmesan \$8 to enjoy a delicious, sustainable and restaurant quality dinner. [Amanozu](#)



### OCCASIONS AT OAKEN

Enjoy a bold breakfast, light lunch or delicious evening drinks with those who break the most to you. Available from 7am to late, 7 days a week, Oaken can accommodate corporate functions, parties, wine soirées and everything in between for up to \$5 seated guests or \$10 standing. They're a neighbourhood darling for a reason: visit [oakendesign.com](#) to find out more.

### Inside Word

Completely unique and entirely gorgeous, Bonnam's hand-blown lights are a real above the rest. If all of the anomalous pendants, forged in either blue, silver or gold-tipped crystal, the stunning colourways add a unique dimension to their already eye-catching aesthetic. [www.bonnam.com](#)



### Starry-eyed Surprise

Synonymous with adventure and travel, it was only a matter of time before Kasper Holstad's iconic aviator goggles found their permanent home. Drawing inspiration from speckled goggles, Holstad's aviator goggles are a true and classic fashion statement. In an array of colors, from gold and silver to the most forward, Kasper's goggles and retro-inspired eyewear provide the perfect wearable side to the energy in the Mid-Autumn. [www.kasper.com](#)



### COVERED

#### Brains and Beauty

The new look Audi A3 is a stunning combination of elegance and intelligence, bringing together both in smart styling with the technology of its most advanced vehicles. With options including the optional Audi Virtual Cockpit and more upgrades to choose from, look out for more of the new luxury compact hatchback in [www.audi.co.nz](#)



### FASHION & BEAUTY

CHANEL Blue Hydrator with Green Plaquemine. Refresh and hydrate skin. Available from \$45.

PRO HYDRATION. Intense hydration. Available from \$45.

OUVREMENT de BEAUTÉ. Available from \$45.

REVLITLIFT. Available from \$45.

### Objects of Desire

Fifteen of our favourite diamond jewellery pieces for the fashion-forward bride.

1. Fine diamond ring with 2.00 Morgan pear-cut diamond. 2. Diamond solitaire ring by Heritage Jewellery. 3. Marfil sapphire and diamond ring by 8 Year Collections. 4. Rose Gold Tennis Bracelet by Rose Gold Jewellery. 5. Diamond ring set in white gold, diamond and sapphire by Morgan Jewellery. 6. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 7. Platinum, sapphire and rose gold Cluster diamond ring by 8 Year Collections. 8. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 9. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 10. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 11. Gold and diamond tennis bracelet by Diamonds. 12. Gold and diamond tennis bracelet by Diamonds. 13. Gold and diamond tennis bracelet by Diamonds. 14. Gold and diamond tennis bracelet by Diamonds. 15. Gold and diamond tennis bracelet by Diamonds.

1. Fine diamond ring with 2.00 Morgan pear-cut diamond. 2. Diamond solitaire ring by Heritage Jewellery. 3. Marfil sapphire and diamond ring by 8 Year Collections. 4. Rose Gold Tennis Bracelet by Rose Gold Jewellery. 5. Diamond ring set in white gold, diamond and sapphire by Morgan Jewellery. 6. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 7. Platinum, sapphire and rose gold Cluster diamond ring by 8 Year Collections. 8. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 9. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 10. Three and Four ring set in white gold, diamond and sapphire by Morgan Jewellery. 11. Gold and diamond tennis bracelet by Diamonds. 12. Gold and diamond tennis bracelet by Diamonds. 13. Gold and diamond tennis bracelet by Diamonds. 14. Gold and diamond tennis bracelet by Diamonds. 15. Gold and diamond tennis bracelet by Diamonds.

### Summer Reads

With the dog days ahead of us, it's time to have a good book or two on hand. Behind a worthy round-up of seasonal reads that will see your nose stuck firmly within for the entirety of the holiday season.

**A MANUAL FOR CLEANING WOMEN** by Ruth Ozawa  
An unadorned history, Ruth Ozawa's *A Manual for Cleaning Women* is a collection of 24 stories that explore the lives of women in a world that is often hostile to them. The stories are set in a variety of places, from a small town in the Midwest to a large city in the South. The book is a powerful and moving collection of stories that will stay with you long after you've finished reading it.

**BORN TO RUN** by Bruce Springsteen  
Having found the October cover of *Rolling Stone* and read the book, you'll know that Bruce Springsteen is a true American hero. The book is a collection of stories that explore the lives of people in a world that is often hostile to them. The book is a powerful and moving collection of stories that will stay with you long after you've finished reading it.

**STAY GOLDEN** by Zadie Smith  
Zadie Smith's *Stay Golden* is a collection of stories that explore the lives of people in a world that is often hostile to them. The book is a powerful and moving collection of stories that will stay with you long after you've finished reading it.

**SWING TIME** by Zadie Smith  
Zadie Smith's *Swing Time* is a collection of stories that explore the lives of people in a world that is often hostile to them. The book is a powerful and moving collection of stories that will stay with you long after you've finished reading it.

**ABSOLUTELY WITH SELLA OZAWA** by Sella Ozawa  
Sella Ozawa's *Absolutely with Sella Ozawa* is a collection of stories that explore the lives of people in a world that is often hostile to them. The book is a powerful and moving collection of stories that will stay with you long after you've finished reading it.

**MIRAKAMI** by Mirakami  
Mirakami's *Mirakami* is a collection of stories that explore the lives of people in a world that is often hostile to them. The book is a powerful and moving collection of stories that will stay with you long after you've finished reading it.

**VICTOR BRIDESMAID**  
We're a small boutique label passionate about creating beautiful gowns. Our dresses are made to order in New Zealand. [victorbridess.com](#)

**AMY SCHULZ PHOTOGRAPHY**  
Wedding are my passion. I enjoy working with couples to transform their love into beautiful art. Natural, relaxed and timeless. [amyschulz.com](#)

**THE LOVE LIGHT**  
The unforgettable Love Light is a bespoke piece that will wow you and your guests. We can create the sign you want and we'll deliver it to you. [thelovelight.com](#)

**HELLO AUDREY**  
Say Hello to Audrey, our purpose built, full-service Coastal Bar. We are so excited to have you and your guests. [helloaudrey.com](#)

**THE MOUNTING LODGE WINERY**  
Wedding. 10000 Fossil Road, Tapanui. [thelovelight.com](#)

**WILLOUGHBY ROAD**  
Wedding. 10000 Fossil Road, Tapanui. [thelovelight.com](#)

### BEAUTY RIDE OR DIES

When you truly know your stuff and it's all in your arsenal, figuratively, what stands out? We asked three beauty store managers to list their all-time favourite products.

**BLAIR AT M.A.C. COSMETICS BRITOMART**

- M.A.C. Smokey Cream in Peach Lite
- M.A.C. Prep and Prime Essential Oil Stick
- M.A.C. Next to Nothing Face Colour

**ASHLEY AT BOBBI BROWN BRITOMART**

- Bobbi Brown Skin Foundation Stick
- Bobbi Brown Illuminating Moisture Balm
- Bobbi Brown Pot Rouge

**SARAH AT L'OCCITANE BRITOMART**

- L'Occitane Almond Velvet Balm
- L'Occitane Divine Lotion
- L'Occitane Nectar & Orchid Eau de Toilette

### Dress Codes

Murray Crane of Crane Brothers ([www.cranebrothers.com](#)) has close to 20 years of experience advising men on how to look sartorially sharp and sophisticated. He explains three dress codes: **Black Tie, Formal and Smart Casual.**

**Black Tie.** Black tie is a tuxedo with dinner jacket and a bow tie. Shoes should be high-shine, black or patent. As men's general dress codes are more relaxed, casual they are more inclined to dress up for a formal occasion. A photograph of a man in a tuxedo doesn't date, it's a classic elegant dress code.

**Smart Casual.** The key thing you can build your entire wardrobe around is a smart casual piece. To me, that would be a blazer. If you want to introduce colour, you can do that through accessories. You can always dress a tailored dress down, you can have the jacket on for half an hour to an hour.

**Formal.** I recommend if someone is going to a wedding where the dress code is formal that they wear a suit and tie. You can always take the tie off. If you are appropriately dressed, you will also be comfortable. You don't want to look like a wedding crashing party if you're not in a suit.

### Sleek carry-on

As you get off your honeymoon, you don't want to rush the moment by packing at your airport. The sleek carry-on bag from the brand is a perfect choice. The bag is made of high-quality materials and is designed to be both functional and stylish. It's a great choice for anyone who wants to travel in style.

### Hunting down the right classic car

If you're looking for a wedding car that is right up to the minute, a classic car is a perfect choice. The classic car is a timeless piece of art that will make your wedding day even more special. It's a great choice for anyone who wants to travel in style.

# Insider

Credit: Together Journal, Denizen, Britomart, Kia Ora

**137 AIR NEW ZEALAND NEWS**  
Air New Zealand's latest and most innovative route maps and look at the fleet's numbers.

**144 MAPS & JOURNALS**  
Air New Zealand's latest and most innovative route maps and look at the fleet's numbers.

**153 SHOPPING LIST**  
Get in on the ground floor of the Airport's new shopping list.

**TAG US IN YOUR TRAVEL SNAPS USING #AUNZJOURNALS AND WE'LL FEATURE THE BEST SELECTION EACH MONTH.**

#airnewzealand.co.nz | @AirNZ | #AUNZJOURNALS | @Britomart | #KiOraNZ | @kioran