



AWARD-WINNING MAGAZINE + ONE STOP SHOP WEBSITE + MONTHLY NEWSLETTER + ANNUAL DIRECTORY



**MAGAZINE** is the first green title for the mainstream Australian consumer.

CREDIBLE AND RESPECTED:

- Australia's 1st carbon-neutral magazine; uses 100% recycled paper
- Winner of 9 awards, including Consumer Magazine of the Year 2007 & the inaugural Lord Mayor's Sustainability Award 2008
- Endorsed by Editorial Advisory Board that includes – John Dee, Nick Rowley, Patrice Newell, Sir Richard Branson and Maria Atkinson

*Positive, pragmatic and focused on solutions Filled with inspirational, easy and practical green ideas*



is Australia's top-selling green lifestyle magazine with the widest national distribution.

- The first and only green magazine stocked by Coles, Bunnings and K-Mart
- Distributed to over 3,000+ newagents nationally
- Available in organic, green and health stores
- Stocked by Borders, Angus & Robertson and Dymocks bookstores
- More than 5,000 subscribers
- Corporate distribution opportunities available, please ask for details
- Circulation is over 28,000+
- Readership is 70,000+



's audience is loyal and responsive. According to our 2009 Readership Survey;

- 60% view G magazine as highly credible
- 53% of G readers access G Online regularly
- 2-3 readers per each copy
- 90% recommend G magazine to family and friends
- 90% acknowledge that adverts in G magazine are a source of information
- Over 60% buy organic products
- Key areas G readers are keen to know more about are; Solar Panels, Cleaning, Food, Technology/Gadgets, Travel, Greywater and Water Tanks

**DEMOGRAPHICS**

Female	73%
Male	27%
Under 24	7%
25-34	29%
35-44	29%
45-54	20%
55 or older	11%
Median age	35
Live in own homes	80%
University educated	35%
Children < 18	37%

**BUYING BEHAVIOUR**

<b>Personal investment</b>
Over 50% are interested in reading about sustainable investment & finance
80% have donated money to environment groups
26% invest in ethical funds
83% are planning to
<b>Car ownership</b>
14% own a hybrid or diesel car
44% are planning to buy or upgrade to a hybrid or diesel car
<b>Eco-travel</b>
82% are interested in eco-travel
80% use G to plan their trip
<b>At home</b>
93% want to know about sustainable options for their home and garden
93% are reviewing sustainable options

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*Green living made easy*