



BUY A BETTER WORLD

# shopgreen



# ShopGreen: The Ultimate Green & Healthy Lifestyle store

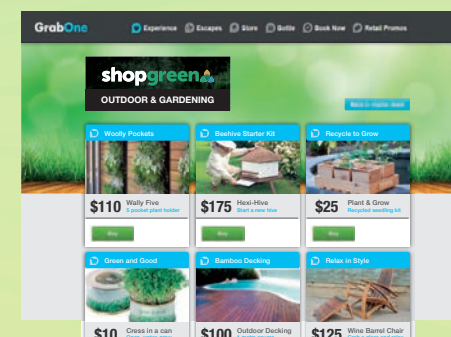
Sustainable, ethical and healthy products and gifts are just a click away, while providing you everything you need to know about sustainability.

## The site will be broken into 2 sections:

1. Shopping Aisle
2. Consumer Accreditations Information

## Focus is on the categories:

- Baby & Family
- Fashion
- Health and Beauty
- Food & Beverages
- Home & Renovations
- Gardening
- Technology and Appliances



# ShopGreen is the widest-reaching sustainable & healthy lifestyle store to be launched in New Zealand.

## It combines the power of:

**The New Zealand Herald** – New Zealand's largest daily newspaper

**GrabOne** – New Zealand's third largest e-commerce platform with 1.4 million registered users

**Element magazine** – New Zealand's largest and most respected sustainability magazine

## Offers mass reach...

Element and GrabOne reach a combined 790,000 New Zealanders<sup>1</sup> – add to this the extensive reach of The New Zealand Herald and ShopGreen is set to reach a large, highly engaged audience

## And provides a simple path to purchase

ShopGreen will promote all the sustainable aspects of your products and explain the consumer accreditations that you have achieved. With the addition of an e-commerce platform, a purchase is just a click away

Source: <sup>1</sup>Nielsen CMI Fused Q2 13 – Q1 14 April

## Promotion and exposure

### **ShopGreen**

A permanent e-commerce website dedicated to sustainable products.

### **GrabOne email database**

A monthly EDM to over 400,000 emails promoting your product.

### **Element magazine**

A monthly editor's choice section in Element magazine promoting products, plus an in-depth monthly focus on sustainability accreditations.

### **elementmagazine.co.nz**

Monthly product reviews with SEO headlines helping customers to find your product online.

### **Element e-newsletter**

Regular feature in the weekly newsletter.

### **NZME. asset campaign**

A dedicated campaign driving traffic and awareness of ShopGreen across NZME. media assets.



## Your opportunity to be part of ShopGreen

If you're involved in the sustainable or health sectors, ShopGreen is a must for your 2015 media plans.

### Special launch package:

- A full page in Element.
- A 12 month e-commerce promotion.
- Products can be changed on a monthly basis.
- Product promoted on GrabOne EDM to 400,000 emails.
- Product promoted in Element magazine as editor's choice.

Total value \$18,000

**Total investment for launch special package: \$5,500+GST**

\*Available until March 31, 2015.

**For further information or to  
book please contact:**

Gavin Healy on +64 9 373 6096,  
Alex Greig on +64 9 373 6097 or  
email [shopgreen@nzme.co.nz](mailto:shopgreen@nzme.co.nz)

