

INSPIRING • SEXY • HONEST • STYLISH • PURE • POSITIVE • MODERN

GREEN²

FOR MODERN PEOPLE



THEMES
HEALTH
BODY
TRAVEL
STYLE
LIVING
CULINAIR



'WHY SHOULDN'T IT BE POSSIBLE TO ADOPT A MORE NATURAL, ORGANIC LIFESTYLE WITHOUT FORGOING LUXURY?' STELLA MCCARTNEY

FAIR IS FABULOUS

WORLD'S FIRST GREEN GLOSSY

FEATURES **EVENTS** USP'S **RATES** ONLINE **SPECIFICATIES**



Meet...

Green.2

GREEN.2 is the world's first green glossy. *GREEN.2* is intelligent, sexy, cheerful and optimistic. It is an inspiring style guide for a luxurious life in which durability is a natural choice. Readers of this contemporary magazine are up-to-date on trends and developments in health, food, interior design, beauty, fashion, wellness, human interest and travel. The reader knows better than anyone else that enjoying life and making conscious choices easily go hand in hand.

The revised *GREEN.2* is an essential guide through the rich world of the durable lifestyle. For people who want to live consciously, now and in the future. That makes *GREEN.2* the favourite magazine for people with a feeling for style and the world around us.

The new *GREEN.2*. For modern people.

Target group

GREEN.2 readers are primarily higher educated women and men between the ages of 25 and 50. The *GREEN.2* reader has class, taste and always chooses quality, and therefore durability. Readers are sharp and critical, but positive and curious as well. They always want the best for themselves and for the world around them. A trendy and luxurious lifestyle, but with self-evident respect for nature and the environment. The reader knows what is for sale, but enjoys being surprised every time. *GREEN.2* is the style guide for people who want to get the best out of themselves, life and the world. With a feel for innovation, humour, adventure and a touch of glamour.

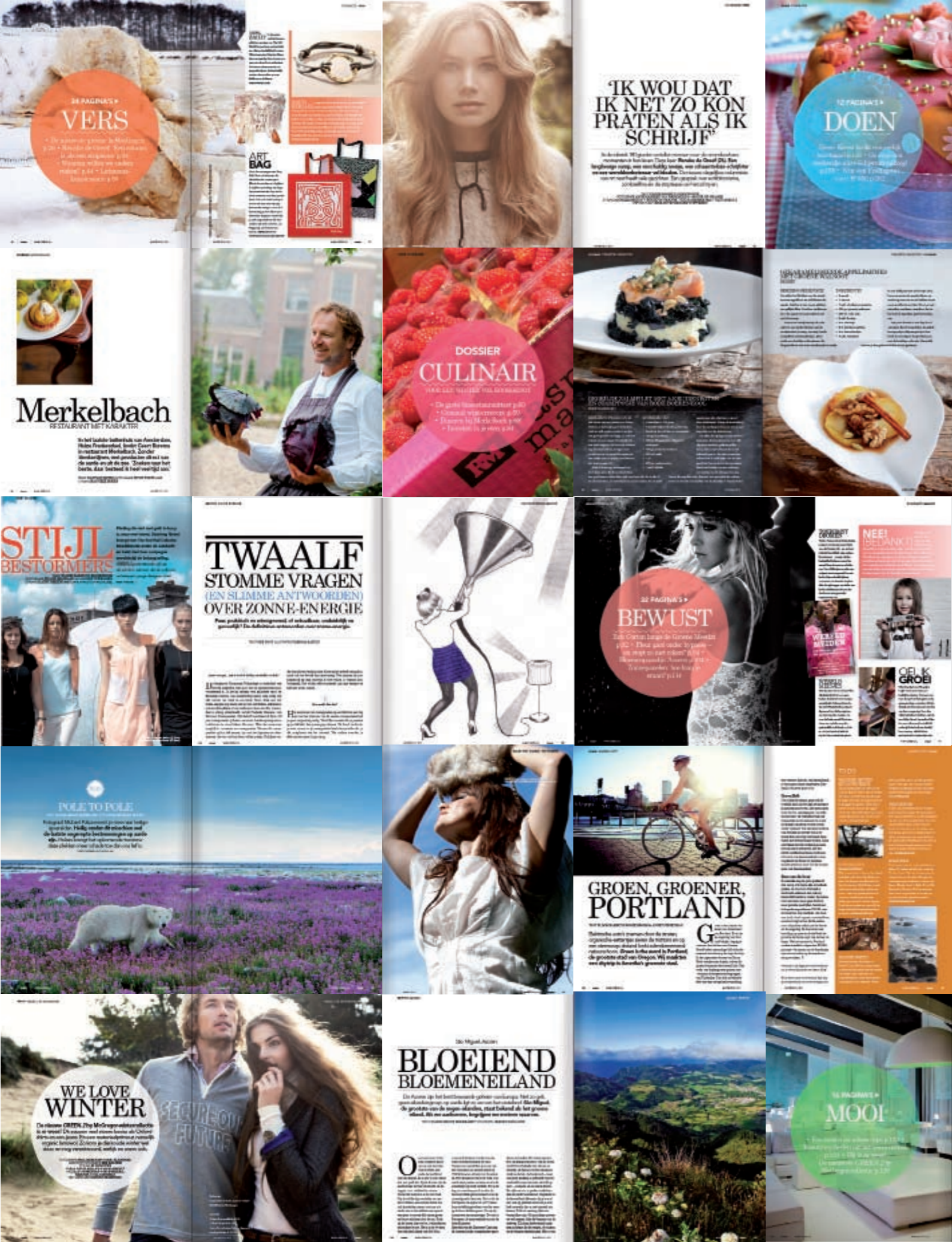


'I believe in God, only I spell it Nature'

FRANK LLOYD WRIGHT



Content



FRESH

FRESH is all about the latest trends in eco-chique lifestyle. This section you get informed and inspired by gifts, gadgets, (electric) cars and the newest sustainable innovations. The *GREEN.2*-reader gets tips about maintaining and sustainable lifestyle, without being lectured. *GREEN.2* is about making up your own mind and having a free choice in how you want to contribute. Enjoy remarkable interviews and up-to-date articles about health, mind, travel and ethics. In every coverage you can distinguish the unique character of *GREEN.2*: critical yet open and clever yet curious. FRESH is for people with an open mind and an healthy urge to explore.

PURE

GREEN.2 strives for a healthy mind and for a healthy body. Pure, traditionally prepared, local food is delicious, but above all healthy! *GREEN.2* inspires the reader to choose pure and honest food, thereby attaining a more beautiful skin, a stronger body and a longer, healthier life. For the *GREEN.2* reader, durable food means honest, good food with style, class and taste. In the PURE section, the reader is surprised with honest products and wining & dining. Aside from tips, trends and products, there are reports on unusual restaurants and top chefs. *GREEN.2* shows that organic food is not only durable and trendy, but an obvious choice for people who love delicious food. With remarkable (easy!) recipes and tests *GREEN.2* inspires to choose pure, honest and healthy food.

STYLE

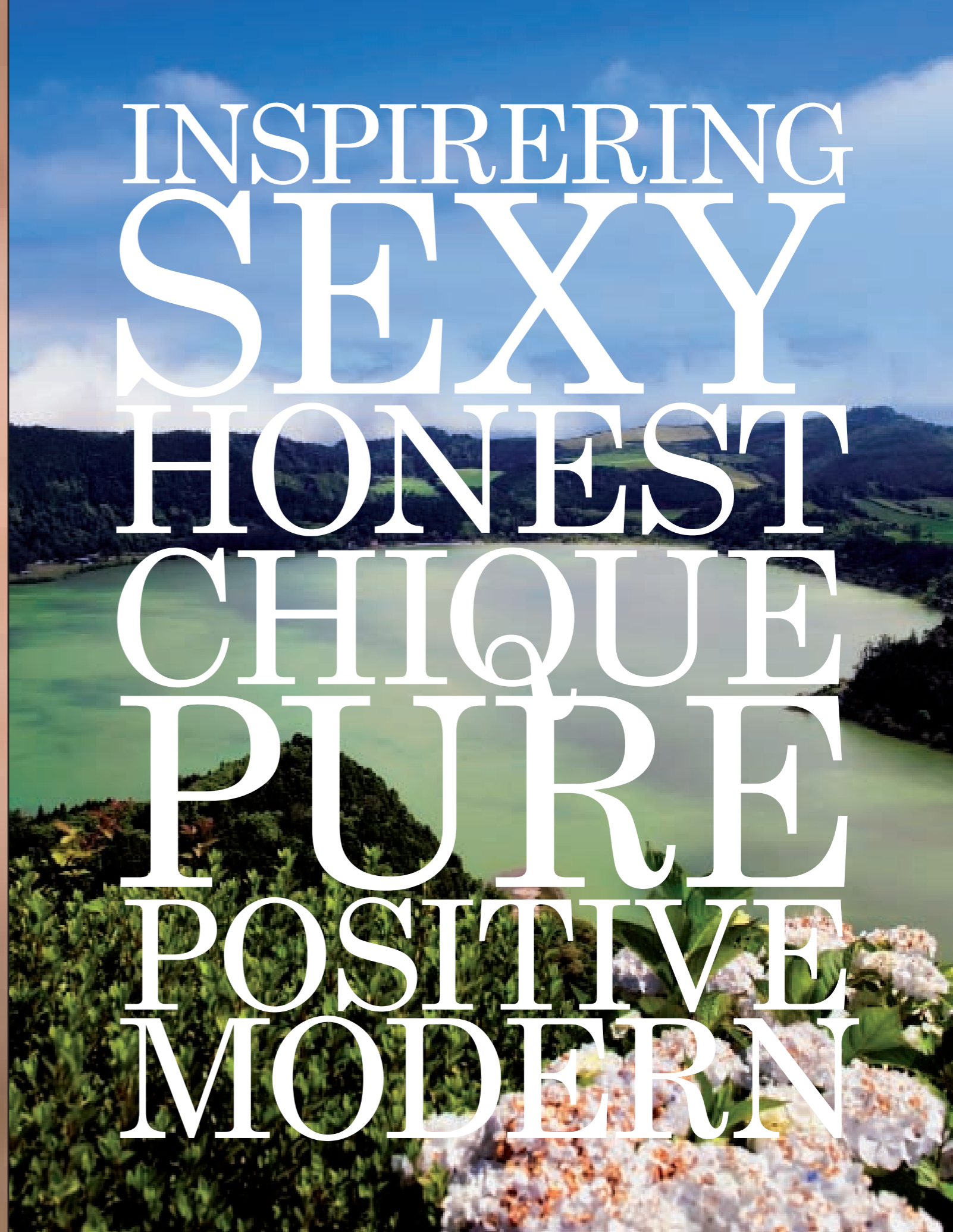
Style gives life lustre. In the STYLE section, you can read everything about fashion, beauty, wellness and interior design. From a reportage about the newest spas, to an article on natural finery. *GREEN.2* offers the latest style trends. Beautiful, healthy and, of course, eco-chic. A high end fashionshoot cannot be missed in this magazine, so enjoy - the newest eco-fashion from top designers as Stella McCartney and Filippa K.

After the STYLE section we arrived to the back of the book. The last pages offer inspiration to everybody who likes to go out. To an art exposition or a city trip, an ecolodge on Bali or a workshop for your kids; all subjects are exclusive, inspiring and with an evidently respect to the world we live in.



'And there is a beautiful thing which is wonderful, to look like a woman, not a green bean.'

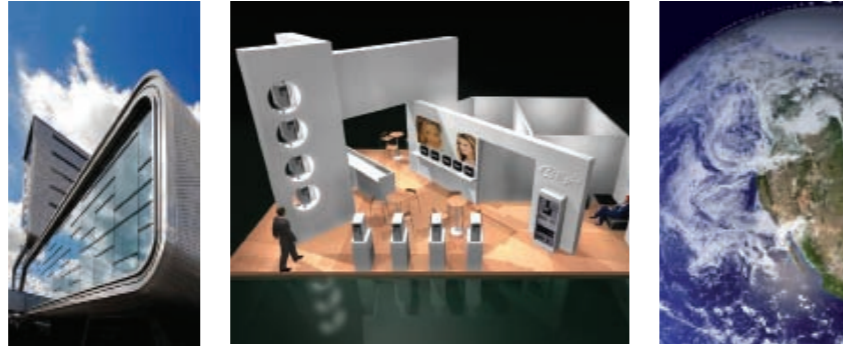
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GREEN TODAY



Green Today

Green Today is the first durable event in the Netherlands. Green Today was developed from the magazine, offering an inspiring, innovative, trend-setting and professional platform for durable consumers and entrepreneurs. Manufacturers, brands and companies from various sectors come together to inspire and be inspired and discuss durable ideas. The first edition of Green Today in 2010 was a succes. At the end of 2011 the Rai Elicium will open her doors voor the second edition of this inovative event. Green Today is synonymous with innovation, luxury and durable progress.

Green.2 by McGregor

Since its launch in 2009, GREEN.2, the rugged and fashionable organic line of men's fashions by McGregor, has become a huge success. Sustainably produced, but above all beautiful. McGregor presents a summer and a winter collection every year, each responding to the latest trends. Due to their success in the Netherlands, in 2010 these collections were also made available in other European countries such as Spain and France.

Green.2 Online

Something to do, to purchase, to view or to learn. Green2.nl provides daily reports on the latest news items about green topics, related to both lifestyle and news. The website is an extension of the magazine and is always up-to-date. Green2.nl is a platform for everyone who would like daily information on all the trends and the latest news in the durable world.

On-line readers are interested in the latest eco-news items, much like the magazine readers. But they differ in the sense that they want quick, concise and up-to-date information and the opportunity to respond to topics and trends. It also has to be very practical. The magazine inspires the reader; the website aims to reduce the gap between knowledge and practice!



WWW.GREEN2.NL



'Why shouldn't it be possible to adopt a more natural, organic lifestyle without forgoing luxury?'

STELLA MCCARTNEY





About Green.2

'Both serious and glamorous: a combination that makes GREEN.2 a really nice magazine.'

ELLEN TEN DAMME, ACTRICE, SINGER

'Green Today is an eminent event in the world of sustainability.'

DE TELEGRAAF

'In producing GREEN.2, the makers have created a world premier.'

ADFORMATIE

'A glossy that makes green hot and trendy.'

METRO

'We can look back on a successful first edition of Green Today. This event gave Fisker a good boost.'

GEERT-JAN TAX, GENERAL MANAGER FISKER

'For us, Green Today is the connecting factor in sustainable entrepreneurship.'

JEROEN SCHOTHORST, CEO MCGREGOR





Facts and figures

Information

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Annual subscriptions	€ 25 (6 issues)

Prices

1/1 page	€ 4.900 (per placement)
2/1 page	€ 9.200 (per placement)

These prices include the extra charge for full-colour printing. All prices are exclusive of VAT. The terms and conditions of delivery are in accordance with the Regulations for Advertising.

Frequency discount

2 placements	3%
3 placements	5%
4 placements	6%
> placements	discount in consultation

Note: the frequency discount only applies to ads effectively placed

Special positions

Cover 2 en page 3	25% surcharge
Cover 3	25% surcharge
Cover 4 (back)	50% surcharge
Preferential placement	5% surcharge
Plus propositions	upon request

Specials

For plus propositions, advertorials, shopping pages, sponsored shoots and other special collaborations please contact Nienke Veenhoff: E nienke@gmg.nl, T +3120 3011700.

Technical data

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Paper cover	300 gram environmentally-friendly coated white with UV finish (100% biodegradable) thread-free sown
Finish	thread-free sown
Execution	full colour
Interior	rotation offset
Sleeve	sheet offset
Type page	210 x 274 mm
1/1 page runoff	216 x 280 mm*
2/1 page runoff	426 x 280 mm*
* incl. 3 mm cut	

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E-mail (max. 5 MB)	nienke@gmg.nl
Via FTP-server	information upon request

Advertisements should be delivered in digital form as certified PDF. The supply of a colour proof is recommended. Our Design department can be contacted for delivery specifications. Responsibility for proper page layout conforming to our specifications always lies with the customer. Costs incurred due to delivery of non-print-ready advertising copy will be charged at cost price.

Cancellation deadline

No later than 10 weeks prior to publication (contract remains in force). Cancellations can only be accepted in writing (per post/e-mail to account manager).

Publication dates 2011

- Issue 12 | 24 February | Theme: Health
Deadline material: Januari 27th
- Issue 13 | 21 April | Theme: Bodyissue
Deadline material: March 10th
- Issue 14 | 16 June | Theme: Travel
Deadline material: May 5th
- Issue 15 | 18 August | Theme: Style
Deadline material: June 7th
- Issue 16 | 20 October | Theme: Living
Deadline material: Septembre 8th
- Issue 17 | 15 December | Theme: Culinary Arts
Deadline material: Novembre 3rd

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