


Magic Beans

Advertising Kit
May 2023

"The ones who are crazy enough to think they
can change the world, are the ones who do."

Steve Jobs



A top-down view of a garden bed with dark, rich soil. In the upper right, a piece of light-colored burlap fabric is spread out. On the burlap, there is a small green seedling with five leaves, a silver trowel with a wooden handle, a small round cardboard pot, and a larger, partially filled cardboard pot. A silver garden fork with a wooden handle is also visible in the lower right. The overall scene is rustic and focused on gardening.

**Put your business
right in front of home
gardeners in your local
region, or nationally,
with Magic Beans.**

**Want to see how your
ad will look in the app,
before it runs? Sure,
we can do that!**

Vision

We envisage a global food system which is based on hyper-local home production and sharing of food within communities, to reduce environmental harm and increase social benefits, where people are empowered, inspired and educated to grow and produce food at home.

Mission

Magic Beans is dedicated to improving the lives and health of individuals through the promotion and education of edible gardening and building stronger communities through the sharing of home-grown food.

Company Values

- Give first – be generous and kind
- Be thorough – do things well
- Be focused – do the right things, in the right order
- Honour our natural environment – enhance the ability of the environment to provide ecosystem services and protect ecosystem processes
- Be passionate – give our energy, time and focus to the things that matter most
- Be tenacious – be persistent, be resilient, be determined
- Continuous improvement – constantly review data, outputs and outcomes and look for better ways of working

Philosophy

Magic Beans has a philosophy of generosity. It underpins everything we do. We work to serve our customers and to encourage the sharing of home-grown food, knowledge, gardening passion and kindness. Our advertising partners are an important resource for our users – they provide value in constructive and interesting ways.



"Beanies' are predominantly women, aged 35 to 55 years of age, who make most of the purchasing decisions for their family, and who LOVE to garden and be involved in their community.

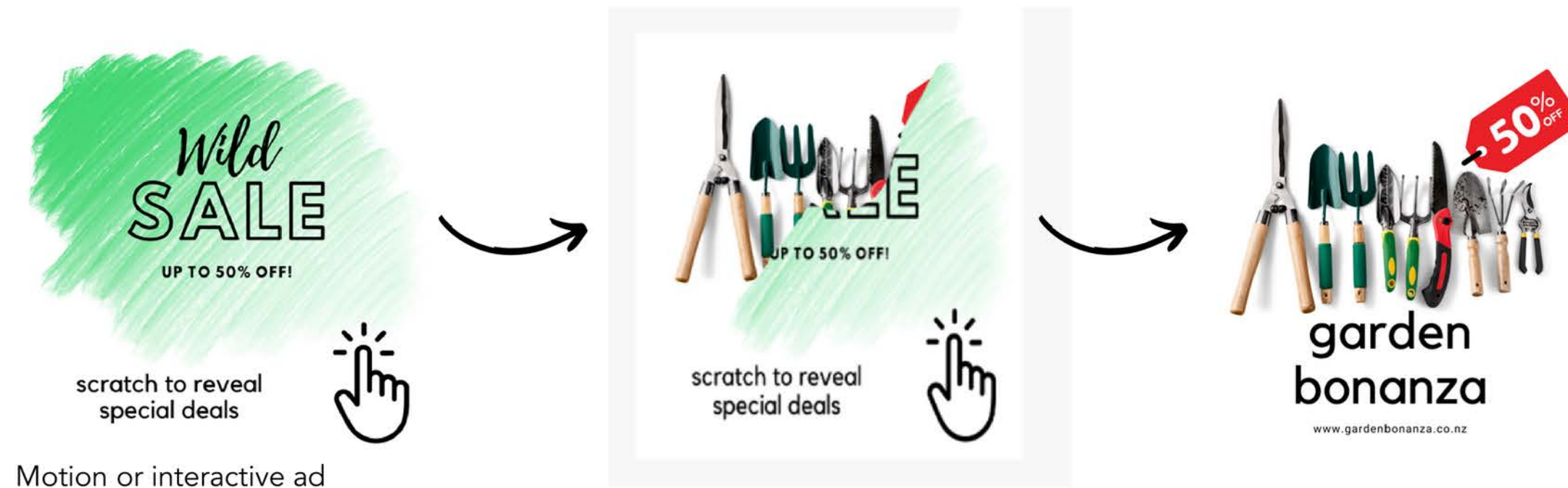
Ad types



Static Ad



Video ad



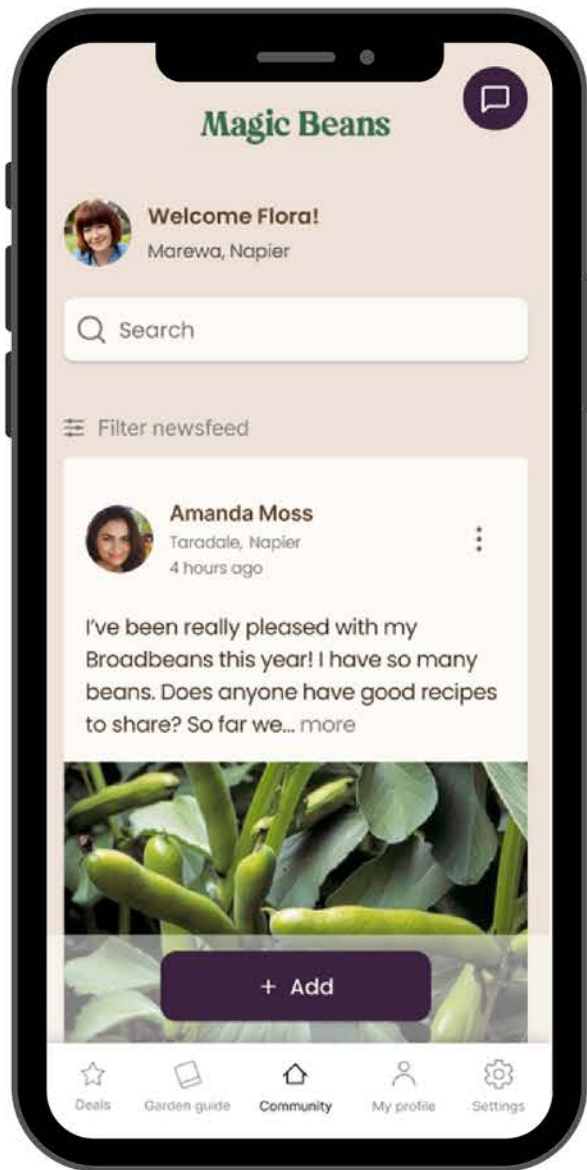
Motion or interactive ad

Local or Regional Advertising

Geo-targeted advertising to NZ Towns, Cities and Regions is available through the Magic Beans App.

These rates are for advertising in a single region (or Town or City, if you'd like to get really local). All ads must comply with our Advertising Policy.

Minimum fees are negotiable for very small, locally focused businesses - please get in touch with us at advertising@magicbeansapp.com for a custom quote.



Advert Type	CPM (Cost per thousand impressions)		Minimum fee
	Deals Page	Deals Page plus Newsfeed	
Product, Service, Commercial Event, Workshop or Course - Static Ad	\$15	\$17	\$150
Product, Service, Commercial Event, Workshop or Course - Motion ad	\$17	\$19	\$250
Product, Service, Commercial Event, Workshop or Course - Video Ad	\$20	\$25	\$250
Job Vacancies - static ads only	\$15	\$17	\$100
Real Estate - static	\$20	\$23	\$250
Real Estate - motion or video	\$25	\$30	\$400
Events, workshops and courses - free, non-commercial	-	-	\$20 per 7 days
Community Notices (Councils and Registered Charities only)	-	\$10	\$100

Prices shown are GST exclusive

Multi-Region Advertising

Geo-targeted advertising to Multiple NZ Regions is available through the Magic Beans App. All ads must comply with our Advertising Policy.

Advertise to multiple regions with the same CPM as single regions - all that changes is a slight increae of 25% of the single region minimum charge for each extra region. For example:



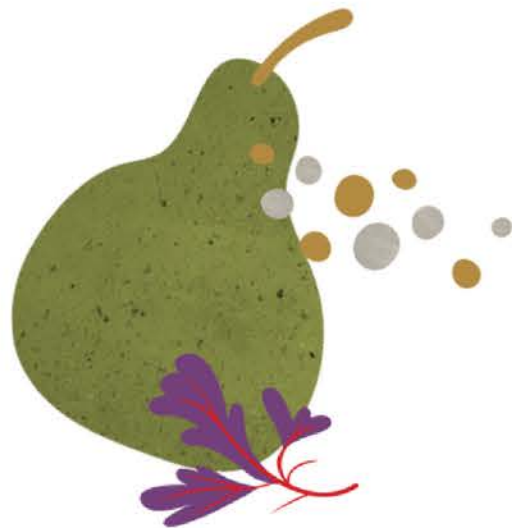
Two Regions

Advert Type	CPM (Cost per thousand impressions)		Minimum fee
	Deals Page	Deals Page plus Newsfeed	
Product, Service, Commercial Event, Workshop or Course - Static Ad	\$15	\$17	$\$150 \times 1.25 =$ \$187.50

Five Regions

Advert Type	CPM (Cost per thousand impressions)		Minimum fee
	Deals Page	Deals Page plus Newsfeed	
Product, Service, Commercial Event, Workshop or Course - Static Ad	\$15	\$17	$\$150 \times 2.25 =$ \$337.50

Prices shown are GST exclusive



National Advertising

These rates are for all of New Zealand advertising on the Magic Beans App.

Nominate a maximum budget and a timeframe for delivery. Your budget will not be exceeded.

All ads must comply with our Advertising Policy.



Advert Type	CPM (Cost per thousand impressions)		Minimum fee
	Deals Page	Deals Page plus Newsfeed	
Product, Service, Commercial Event, Workshop or Course - Static Ad	\$15	\$17	\$1,500
Product, Service, Commercial Event, Workshop or Course - Motion ad	\$17	\$19	\$2,500
Product, Service, Commercial Event, Workshop or Course - Video Ad	\$20	\$25	\$2,500
Job Vacancies - static ads only	\$15	\$17	\$250
Real Estate - static	\$20	\$23	\$500
Real Estate - motion or video	\$25	\$30	\$800
Events, workshops and courses - free, non-commercial	-	-	\$50 per 7 days
Community Notices (Councils and Registered Charities only)	-	\$10	\$1,000

Prices shown are GST exclusive

Design Services

Advertising design services are available and are charged out at \$80 + GST per primary design, including 2 free minor adjustments. Further adjustments are \$20 + GST each. Updating of a previously Magic Beans designed ad for a new ad placement booking, a \$20 + GST fee is payable, providing the updates are of text only, or replacement of images only. For combination edits, a new design fee is payable.

Prices are subject to change without notice.



Performance Report

All of the info you
need to assess
your ad's impact,
at your fingertips.

SUCCESS

DEMO ADVERTISER REPORT

Heritage

Heritage Apples brand awareness ad May 2023

#373246



VIEWS

174



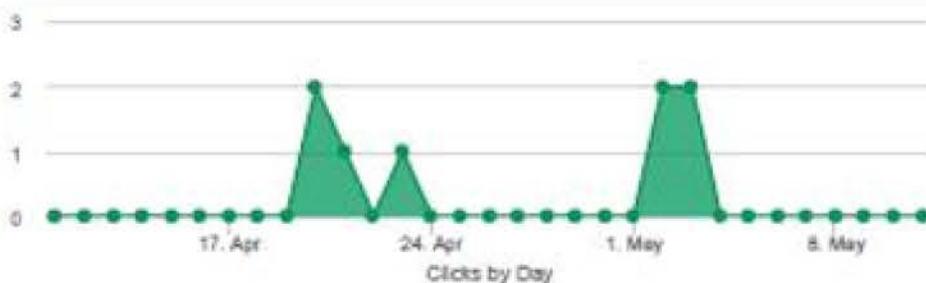
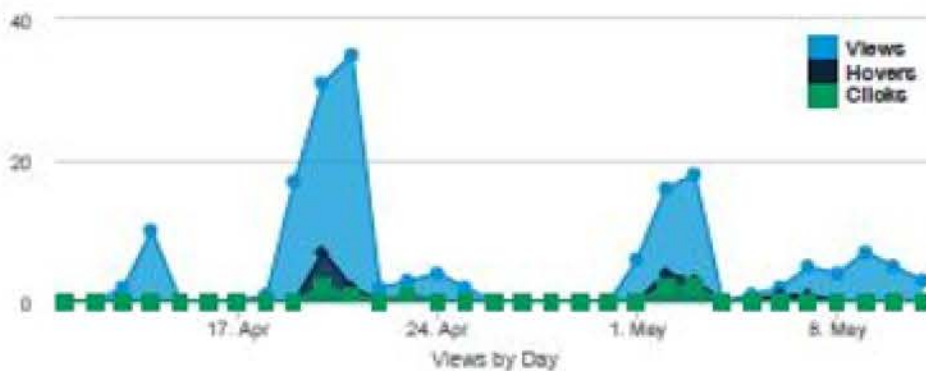
HOVERS

19



CLICKS

8



Most Viewed Day
of the Week

Friday



Most Viewed
Time of the Day

01:00pm



Most Clicked
Time of the Day

10:00pm



Time of First
Click

Apr 20 2023 9:00pm

MAGIC BEANS COMMUNITY

Advertiser Report

Prepared on
May 11, 2023

Performance from
04/11/2023 to 05/11/2023

Click Rate

4.598%

EXCELLENT

Above average
performance. The global
average display ad
performance is 0.05%,
according to benchmarks
at Google.

DEMO ADVERTISER REPORT

Breakdown by City (Top 5)

Here is a breakdown of ad events by city. These can be core events like clicks or hovers, or special events that are available only to certain ad formats.



Detailed Click Data

This is a complete list of all click events where individual user data could be obtained.

WHEN	REGION	CITY	POSTAL	ISP
Apr 20 2023, 9:01pm	WGN	Paraparaumu	5032	MyRepublic
Apr 20 2023, 9:37pm	AUK	Auckland	1010	Starlink
Apr 21 2023, 3:28pm	WGN	Paraparaumu	5032	MyRepublic
Apr 23 2023, 7:40pm	CAN	Timaru	3000	Telstra Internet
May 02 2023, 10:10pm	AUK	Auckland	1010	Starlink
May 02 2023, 10:10pm	AUK	Auckland	1010	Starlink
May 03 2023, 9:03pm	WGN	Paraparaumu	5032	MyRepublic
May 03 2023, 9:16pm	AUK	Auckland	1010	Starlink

Advertiser Report

Prepared on
May 11, 2023

Performance from
04/11/2023 to 05/11/2023

DETAILED EVENT DATA TOP ISP

Starlink
50%

MyRepublic
38%

Telstra Internet
13%

Advertising Policy

Last updated May 2023

This Policy sets out the parameters of acceptable advertising to be published on the Magic Beans app (www.magicbeansapp.com).

1) Purpose

a) Magic Beans Community Ltd ("Magic Beans") is an impact-focused business. This Advertising Policy sets out how our advertising partners contribute meaningfully to the culture and objectives of Magic Beans and provide value to users, whilst respecting the values of Magic Beans.

2) Our Users

a) Magic Beans users are home food gardeners – affectionately known as Beanies. You are welcome (and encouraged) in ads published through Magic Beans to refer to Magic Beans users as 'Beanies'.

b) Our dominant user demographic is women, 36 – 55 years old, in urban areas who are primarily responsible for the majority of household food procurement.

3) Our Platform

a) The Magic Beans platform is a custom web application, built and hosted in New Zealand by expert developers.

b) We are serious about Privacy and Security. We will never sell, rent, loan or distribute the names or contact details of our customers, beyond what is publicly available on the platform, unless we are legally required to do so. You can read our Privacy Statement on our website.

c) Our platform uses strong security protocols, so personal and business data is as secure as possible.

4) Acceptable advertising

a) In line with our Vision, Mission, Values and Philosophy, we define acceptable advertising as that which:

- i) Beanies are unlikely to find offensive, objectionable, lewd, provocative, misleading, irritating or divisive.
- ii) Is not discriminatory, false, political, counter to the Magic Beans Vision, Mission, Values and Philosophy.
- iii) Promotes sustainable or regenerative products, services and practices.

(1) We do not support greenwashing or the advertising of fossil fuel based single-use products (durable products are acceptable as long as they are repairable or recyclable).

(2) We do not allow the advertising of imported fertilisers or soil amenders or additives. There are plenty of NZ made organically based fertiliser options, and perpetuating the destruction caused by the mining, transportation, packaging and incorrect use of mined fertilisers is not acceptable to us. Exceptions may be granted where NZ soil is notably deficient in a particular element required for plant health and this cannot be sourced from within NZ.

(3) We do accept that occasionally chemical pest and disease control is useful in the garden. However, we believe that this should be a last resort due to the potential consequences to biodiversity and human health. Therefore, we will limit advertising of chemicals to one in every ten ads placed by an advertiser. Responsible messaging around the safe and efficient use of these products is required to be readily available.

(4) As it is our goal to encourage and inspire people to grow more of their own food at home and to reduce reliance on commercial food production systems, we do not allow the advertising of food for sale.



iv) We accept adverts for the following categories, provided they are also acceptable under other conditions within this Policy:

- (1) Goods / products for home food production or general home gardening or landscaping
- (2) Goods / products for home food preservation, food storage etc
- (3) Services for home gardeners eg lawncare services, landscaping, tool maintenance, arborists, garden maintenance, education and consulting around home gardening and food production
- (4) Job advertisements – seeking or offering work (paid or volunteer must be specified in the ad) in roles which are relevant (this can be from private individuals or businesses)
- (5) Real estate – promotion of properties for sale which have particularly strong home food production characteristics, such as significant established vegetable gardens, home orchards, food forests, greenhouses, etc
- (6) Events, courses or workshops related to home gardening or sustainability where these are likely to have relevance to a significant proportion of Beanies
- (7) Public notices or education relevant to Beanies – for example: water restrictions, water efficiency measures around the home, weather warnings, sustainability grants available etc

b) Relevance and ad acceptance

a) All ads go through an assessment process before confirmation, booking and invoicing. We reserve the right to reject any ad we feel does not meet the criteria defined above.

b) 'Relevance' is determined by assessors in Magic Beans.

c) If an advert is rejected as not relevant, this can be reviewed by senior management. Please email advertising@magicbeansapp.com and request a rejection review. Secondary assessment is final.

5) Ad creatives

a) We are able to assist with production of advertising creative material. This will incur additional fees (see the fee schedule).

b) Requirements for size, resolution and any other technical requirements are available on the booking form.

6) Share of Voice

a) All advertising, unless otherwise agreed, is issued on a share of voice basis.

7) Advertising fees

a) The fee schedule details the applicable fees for different types and locations of ads on the Magic Beans app. This may change at any time, though we will honour the price of ad bookings received prior to the price change.

b) We reserve the right to request partial or full payment of advertising fees at the time of booking. A GST receipt will be issued promptly.

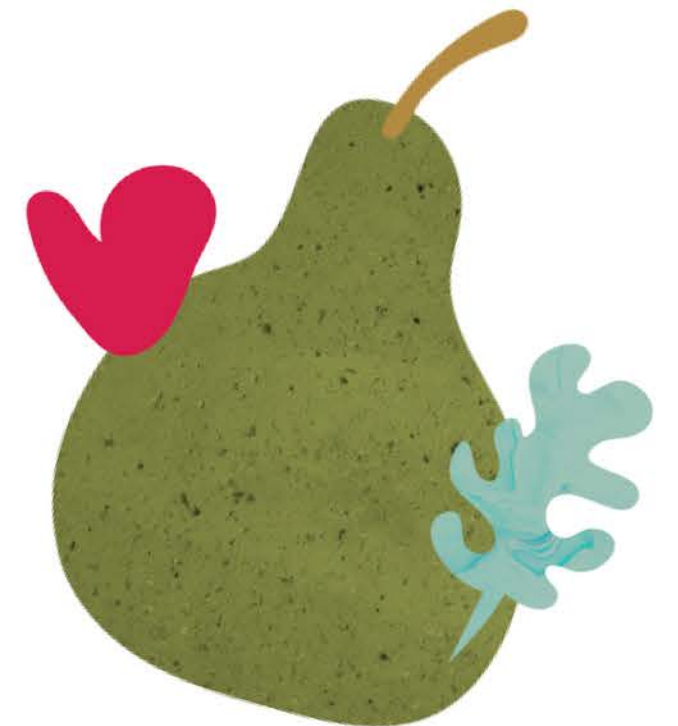
c) Invoicing of advertising fees is possible for approved advertisers. Please contact advertising@magicbeansapp.com to request an account approval form.

8) Disputes or concerns by advertisers

a) Any concerns arising are first to be brought to the attention of Magic Beans in writing at advertising@magicbeansapp.com. We will work quickly to address your concerns, and attempt to find a mutually acceptable solution. In the event that a concern cannot be resolved to our mutual satisfaction, we will negotiate with the complainant a process for a third-party mediator or adjudicator to assist.

9) Removal of advertising

a) In the unlikely event that an ad is approved for publication, and we receive substantiated complaints about it from Beanies, we reserve the right to withdraw the ad from publication. If we do this, a full refund of any unused impressions budget will be provided within 7 days of ad cancellation.



Booking your ad

To book your ad, please contact advertising@magicbeansapp.com



Contact Us

To talk to us about advertising, please email advertising@magicbeansapp.com

Find out more on our website - www.magicbeansapp.com



We're passionate about Community, Climate Change, Local Food, Zero Waste, Human Health and Wellbeing, Resilience, Biodiversity and Food Security – join us!

Magic Beans