

NOLISOLI.PH

NORTHERN*living* SOUTHERN*living*

MEDIA KIT 2018



@nolisoli.ph

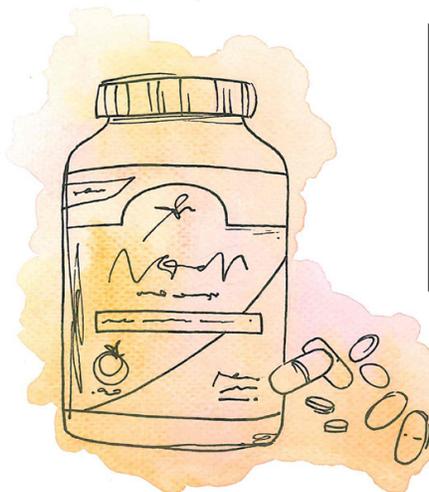


@nolisoliph

HONEST, CONNECTED, CURIOUS

Nolisoli.ph is the platform that filters the noise from the internet. We present a new perspective on life within your community and beyond.





JANUARY: FIRSTS

CONTENT SPECIALS

- Lifestyle trends for 2018 (*housekeeping, wellness, sustainable fashion and beauty*)

BRANDED CONTENT OPPORTUNITIES

- List and features on trendsetting products/companies
- List and features on green groceries



FEBRUARY: EXPOSURE

CONTENT SPECIALS

- Go-to Galleries
- Exhibition Guide
- Travelogue: Out-of-town Art Crawl

BRANDED CONTENT OPPORTUNITIES

- Listicle of museums, galleries with new exhibitions
- Features on new exhibitions, art fairs, gallery openings



MARCH: MOVEMENT

CONTENT SPECIALS

- Art Fair Philippines
- Women's Month Special
- Travel 101
- Summertime Skincare

BRANDED CONTENT OPPORTUNITIES

- Travel tips, lists on must haves/product features
- Art Fair guide, must-sees
- Beginner's guide to buying art
- Summer skincare guide



APRIL: PILGRIMAGE

CONTENT SPECIALS

- Sustainable and Family-friendly Travel
- Holy Week Special (Visita Iglesia)
- Holy Week recipes
- Malls and restos that are open
- Holy Week Events List

BRANDED CONTENT OPPORTUNITIES

- Travel how-to guides
- Visita Iglesia guides (where to go)
- Mall and restaurant guide
- Recipes



MAY: NURTURE

CONTENT SPECIALS

- Mother's Day Specials
- Heritage Month Special (*heritage establishments, Heritage Town Crawl*)

BRANDED CONTENT OPPORTUNITIES

- Mother's Day gift guide
- Where to take your mom
- Top heritage destinations
- Heritage town crawl
- List or features on heirloom food products/local textiles
- Health and wellness tips
- Recipes



JUNE: CREATE

CONTENT SPECIALS

- Father's Day Specials (*gift guide*)
- Gardening guide
- Pride Month

BRANDED CONTENT OPPORTUNITIES

- Father's Day gift guide
- List of activities with your dad
- How to grow your own herbs, veggies, etc.
- Pride Month features
- DIY craft features
- Fashion editorials



BRANDED CONTENT OPPORTUNITIES

- Events list for book fairs, sales
- Listicle on sustainable brands
- Feature on off-grid living
- Travelogue on untapped destinations in the PH
- Sustainable travel guide



JULY: SIGNS OF THE TIMES

CONTENT SPECIALS

- SONA Special/ Midyear Report
- Midyear trends
- Wellness plans

BRANDED CONTENT OPPORTUNITIES

- List of healthy groceries, meal plan providers
- Features on superfood trends
- Recipes that apply superfood trends
- Meal Plans (Reviews and DIY)



AUGUST: CONNECTIONS

CONTENT SPECIALS

- Maintaining Long-Distance Relationships
- Buwan ng Wika Special

BRANDED CONTENT OPPORTUNITIES

- Op-ed on LDRs
- Budgeting and Investment Guide
- Feature on overseas workers
- Think piece on the Filipino language
- Lists on Filipino authors/books



SEPTEMBER: WORLD VIEW

CONTENT SPECIALS

- Sustainable Beauty
- Untapped Destinations
- Alternative Lifestyles
- Book Fairs

OCTOBER: MYTHS

CONTENT SPECIALS

- Craft Beer Special
- Revisiting Philippine Mythology

BRANDED CONTENT OPPORTUNITIES

- Feature on Oktoberfest celebrations
- DIY Beer
- Beer-infused recipes
- Brewery features
- Illustrated Guide to Filipino Mythical Creatures
- Hangover Cures



NOVEMBER: TASTE

CONTENT SPECIALS

- Gift of giving
- Holiday preparations

BRANDED CONTENT OPPORTUNITIES

- Feature on BYG beneficiaries/charities
- ASEAN Feature
- Recipes
- Early Gift Guide
- Feature on Filipino Delicacies
- Chef's Recommendation Series
- Money Management During the Holidays
- Staycation Special
- Arranging Your Home for Parties
- Wine and liquor Guide



DECEMBER: HOST

CONTENT SPECIALS

- Christmas rush
- Holiday home preparations
- Merrymaking
- Health and wellness

BRANDED CONTENT OPPORTUNITIES

- Table setting guide
- Flower arrangements
- Fashion for the holidays
- Christmas recipes
- DIY/Sustainable Christmas Décor
- Hosting Parties in All Spaces
- Health: Ditch the Bloat, Keep the Glow, Calorie Watch, Managing What You Eat
- Over the Holidays, Catering to Guests with Different Diets
- Dessert Guide
- Foodies' Noche Buena List
- Feature on Light Displays in the city

SECTIONS



CITY GUIDE

Your ultimate guide to the city



EAT

Restaurant features, easy-to-do recipes, latest food trends, entertaining



DO

Featuring noteworthy happenings around Metro Manila



CARE

Health news, wellness tips, beauty movements



MAKE

Inspiring spaces, fashion, crafts, and products



BLOG

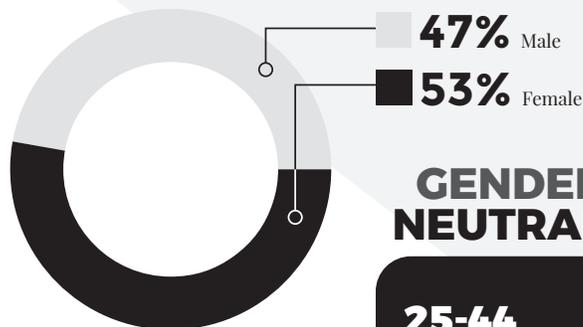
Bea Ledesma's lifestyle column



BE

Art, culture, profile, fixture

TARGET MARKET



GENDER NEUTRAL

25-44 YEARS OLD

Source: Google Analytics



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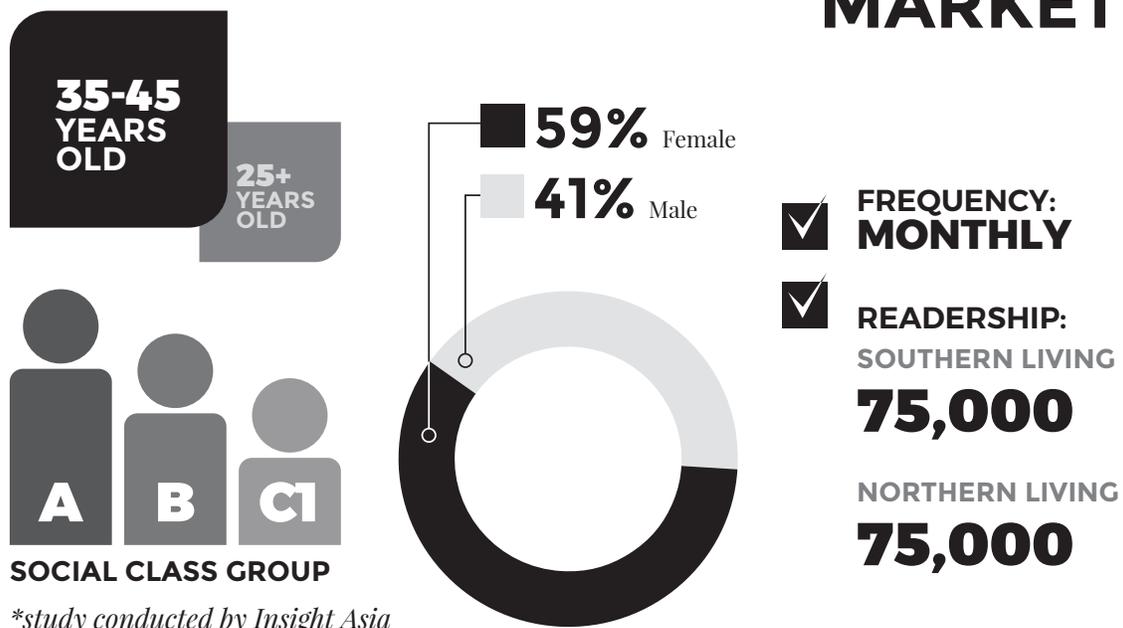


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HONEST, REAL, ELOQUENT

Nothern Living and Southern Living are monthly community magazines committed to unfolding the urban narrative through in-depth storytelling and compelling creative executions. Get to know unsung heroes, rediscover familiar cities, learn practical tips for everyday tasks, keep yourself up to date with the latest trends, and be moved by stories that inspire—all in one magazine.

TARGET MARKET





BEYOND PRINT

Northern and Southern Living present a mindful lifestyle through contemporary storytelling in the digital space. Nolisoli.ph provides hyper local news, from up and coming dining destinations to cultural events and creative collaborations; and more recently, a refreshing view on the latest news. Also maintaining the Nolisoli.ph's compelling narrative and aesthetic, the website offers a fresh perspective on exploring both familiar and unfamiliar cities, and encourages readers to participate in community building.

BRAND VALUES

These brands seek to engage communities across the print platform. Focusing on communal experiences, Northern and Southern Living return discourse on a personal level not limited to either age or gender. Beginning with free magazines delivered to your doorstep, then branching out to neighborhood establishments, Nolisoli seeks to create a sense of belonging that transcends this hyperconnected world. This connection extends in regular community events across the metro.

KEY MARKET PENETRATION

These are the only magazines that enter well-sprung villages and developments throughout Metro Manila and beyond, reaching targeted communities in the urban north such as Corinthian Gardens, Valle Verde, Greenmeadows and La Vista, and in the urban south such as San Lorenzo, Urdaneta, Bel-Air, Serendra, BF HEVA, Ayala Alabang and Alabang Hills. The magazines are also available in select branches of Fully Booked, Starbucks Coffee, Wildflour, Krispy Kreme, and the like. More recently, they've been available in the budding food parks shared by neighborhoods.



BACKYARD GRILL

Our audience interacts and engages with the community through activities prepared by our partners



PURSUIITS BY NOLISOLI

Series of pocket events that cultivates relationships over socials and engaging activities

EDITORIAL CALENDAR



JANUARY: TABULA RASA

Moving forward from a very eventful 2017, we begin the year with a *tabula rasa* or clean slate. From interior design to fashion and beauty, we spotlight minimalism. We also take to heart the art of decluttering, proving that in some cases, less can mean so much more.

Cleaning guide: Tips on decluttering your home



MAY: HEIRLOOM

Celebrating Philippine heritage and culture with local flavor and brands that source materials from indigenous communities

Product guide: Our list of favorite products and labels that are proudly Pinoy



FEBRUARY: MUSE

Finding inspiration in the pursuit of love and the love of art

National Arts Month guide: What to see and where to go



JUNE: LIBERTINE

An ode to the free thinkers and the liberal minds: fighting for the truth and encompassing beliefs in these volatile times

Purveyors: Stories of mavericks and their ongoing battles



MARCH: REVERIE

Stuck in a daze? Let us help you make your travel dreams a reality this summer.

We're giving you a fresh perspective on local destinations. We also include this season's travel must-haves.

Sustainable travel guide: Tips on how to travel without leaving a carbon footprint



JULY: STATE OF MIND

Looking out for your best interests, from health to disaster risk reduction to the country's current political climate

Emergency primer: What to do and who to call when disaster strikes



APRIL: PRACTICE

In the spirit of going green, we look into environmentally-friendly businesses and how they promote sustainability.

Smart consumer guide: Green and sustainable businesses worth looking (or buying) into



AUGUST: DISCOURSE

A celebration of the local language along with its stitches in literature and culture, and those at the helm of reviving a dying breed of dialect

Forefront: Spotlight on the communities and those behind it keeping their local dialects alive



**SEPTEMBER:
RECOLLECTION**

Contemplating the peace process and learning about how the country is cleaning up its coastlines. We include a list of household items that are potentially damaging our seas and provide some greener alternatives.

Environment saving guide: How to help lessen marine, air, and land pollution from your home



OCTOBER: FLUX

In a constant state of motion, today's members of society are multi-hyphenates. We peek at the tumultuous pace of the current lifestyle.

Guide to letting go: how and when to slow down when you need it most



**NOVEMBER:
EFFERVESCENCE**

As we near the season of festivities, we give reasons to be grateful for the past months and redirect our focus to ending the year right.

Entertaining guide: Everything you need to throw anything from intimate socials to grand gatherings



**DECEMBER:
TAKING ROOT**

Celebrating the holidays with business ventures anchored on lasting friendships and tight-knit families

Recipe booklet: Easy-to-make Noche Buena dishes best enjoyed with loved ones

SECTIONS

COVER STORY

An insider's account of local purveyors and an in-depth look at socially relevant issues

STYLE & BEAUTY

Your guide for timeless, honest and sustainable aesthetic

HEALTH

Tackling the latest in improving our natural constitution

NORTHERNER/ SOUTHERNER

Compelling profiles of those who thought out of the box

MARKET

Seasonal spread of practical knick knacks for everyday use

FIXTURE

Thematic tips and trivia

SPACE

Design inspiration from real homes

CRAFT

Do-it-yourself projects for home improvement

EATS

Up and coming dining destinations

RECIPE

Home-friendly recipes by our chef friends

EXPERIENTIAL

Backyard Grill at the Park
Backyard Grill at the Park is hosted by Northern and Southern Living to touch base with readers by putting community engagement into action.

Launched last 2014, the event has become synonymous with good food and exciting activities for an afternoon-to-night event for the whole family.

A portion of food sales is donated to a chosen charitable institution.



MATERIAL REQUIREMENTS

Trim size: 7.25 x 10 inches

Bleed size: 7.65 x 10.4 inches

Preferred file format: TIFF or PSD in CMYK mode, between 300 and 400 dpi; information should be supplied on an ISO-formatted CD-ROM with sample printout

DEADLINES

Booking: Every 30th of the month, 2 months before issue date

Material: Every 5th of the month before issue date

