

# NOLISOLI.PH

NORTHERN*living* SOUTHERN*living*

## MEDIA KIT 2018



*@nolisoli.ph*



*@nolisoliph*

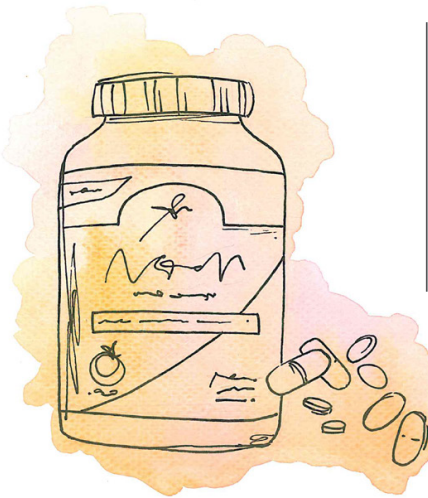
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# HONEST, CONNECTED, CURIOUS

**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



**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

**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



**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

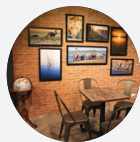
### CONTENT SPECIALS

- 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



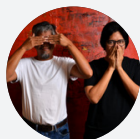
### CITY GUIDE

Your ultimate guide to the city



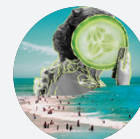
### EAT

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



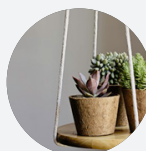
### DO

Featuring noteworthy happenings around Metro Manila



### CARE

Health news, wellness tips, beauty movements



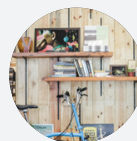
### MAKE

Inspiring spaces, fashion, crafts, and products



### BLOG

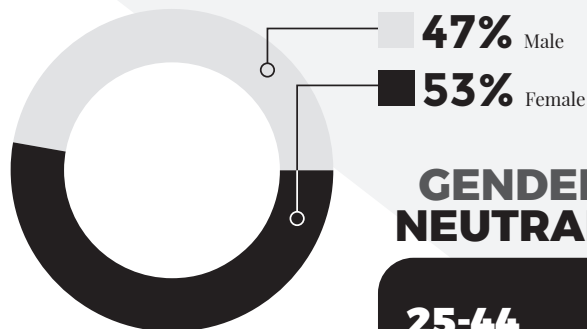
Bea Ledesma's lifestyle column



### BE

Art, culture, profile, fixture

## TARGET MARKET



**GENDER NEUTRAL**

**25-44 YEARS OLD**

Source: Google Analytics





NORTHERN*living*  

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SOUTHERN*living*

# MEDIA KIT 2018



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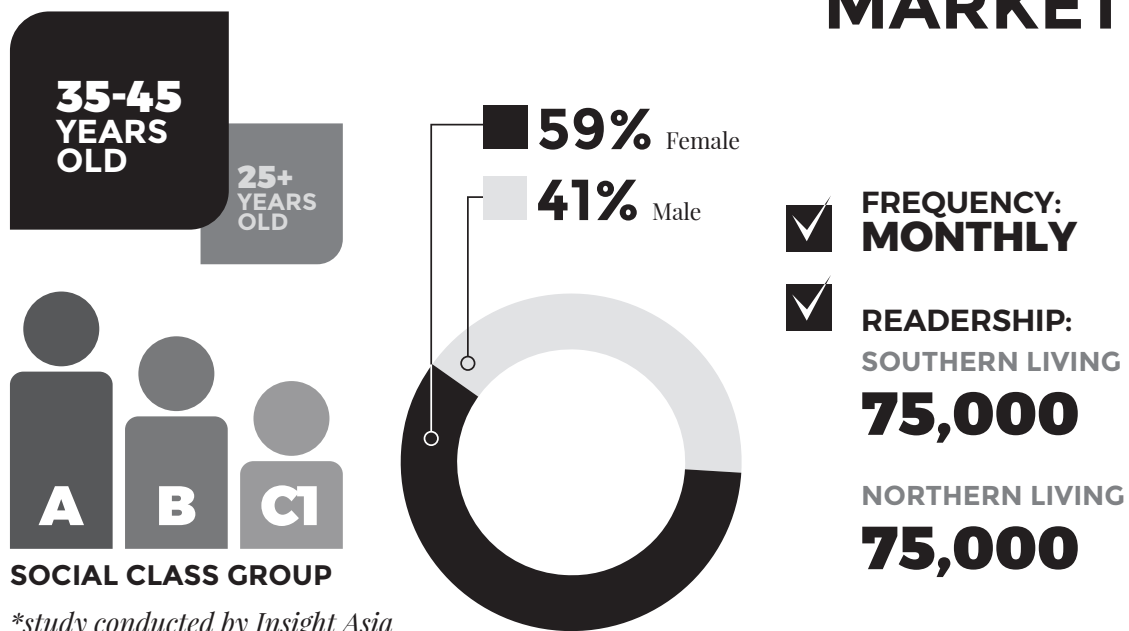
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# HONEST, REAL, ELOQUENT

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.

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## 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.

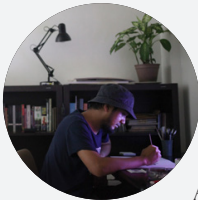
*Environment saving guide: How to help lessen marine, air, and land pollution from your home*



**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.



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### 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

