

Summary of carboNZero certification:



Tangible Media Limited

Tangible Media Limited meets the requirements of carboNZero^{Cert™} certification having measured its greenhouse gas emissions in compliance with the requirements of ISO 14064-1:2006, committed to managing and reducing its emissions and neutralised its remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the operational activities of HB Media and the additional life cycle emissions associated with Good magazine.



Introduction¹ – Tangible Media is New Zealand’s largest independent publishing company, with the intention of becoming one of Australasia’s most significant niche magazine, book and new media publishing firms. Tangible Media has 45 permanent staff, operating out of their Grey Lynn office in Auckland.

Tangible Media produce 30 regular magazine publications. Tangible Media also produce a number of publications for corporate clients. Services to clients include design, editorial, print management, electronic newsletters, website design, print broking and media consultancy.

Boundary – the diagram below shows the organisational structure used for describing Tangible Media’s greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification. Yellow business units were excluded from the certification.

Please note that HB Media Ltd merged with Tangible Media Ltd at the start of July 2010. These measurements are still being conducted under the name of HB Media as per Figure 1, as this was the company for the measurement period of this report. Figure 2 is shown for future reference as to the company structure for future reporting periods.

Figure 3 shows the magazine product supply chain. The green arrows are items that are within the product inventory and the yellow items have been excluded.

¹ **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information.

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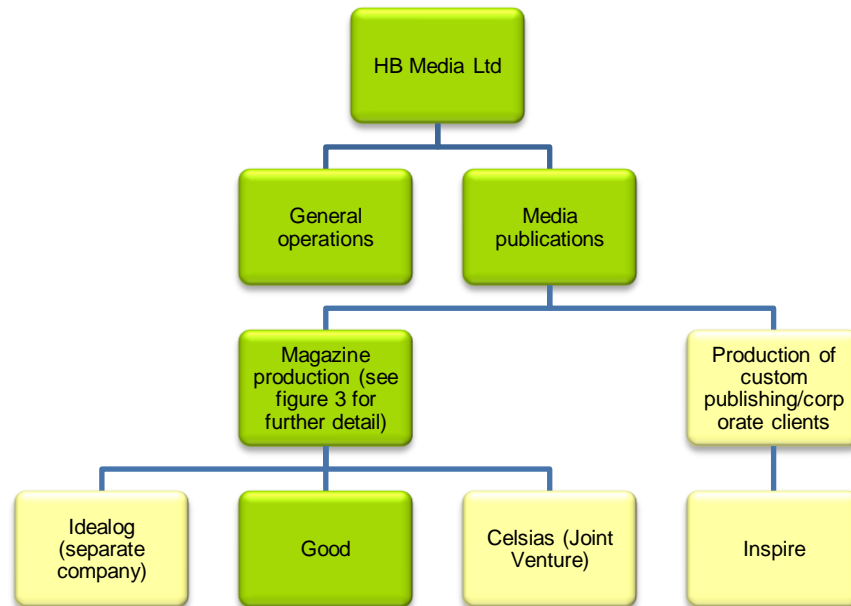


Figure 1: HB Media structure

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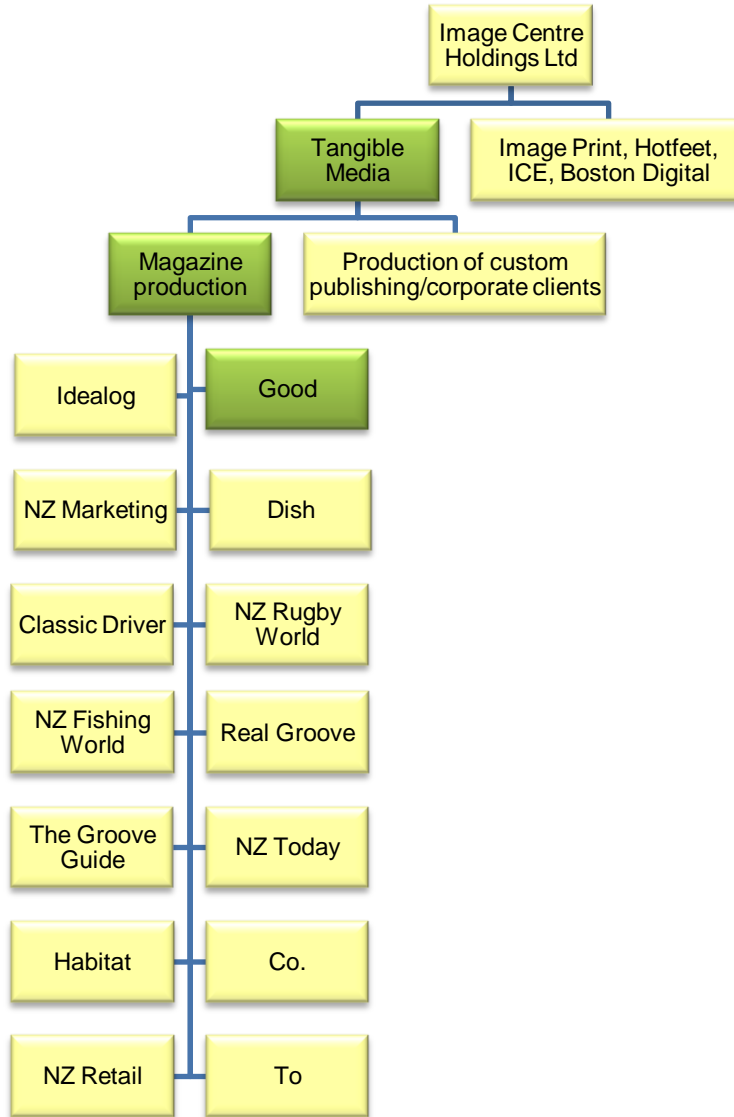


Figure 2: Company structure for Tangible Media Limited, merged in July 2010, with likely reporting units to be measured in green.

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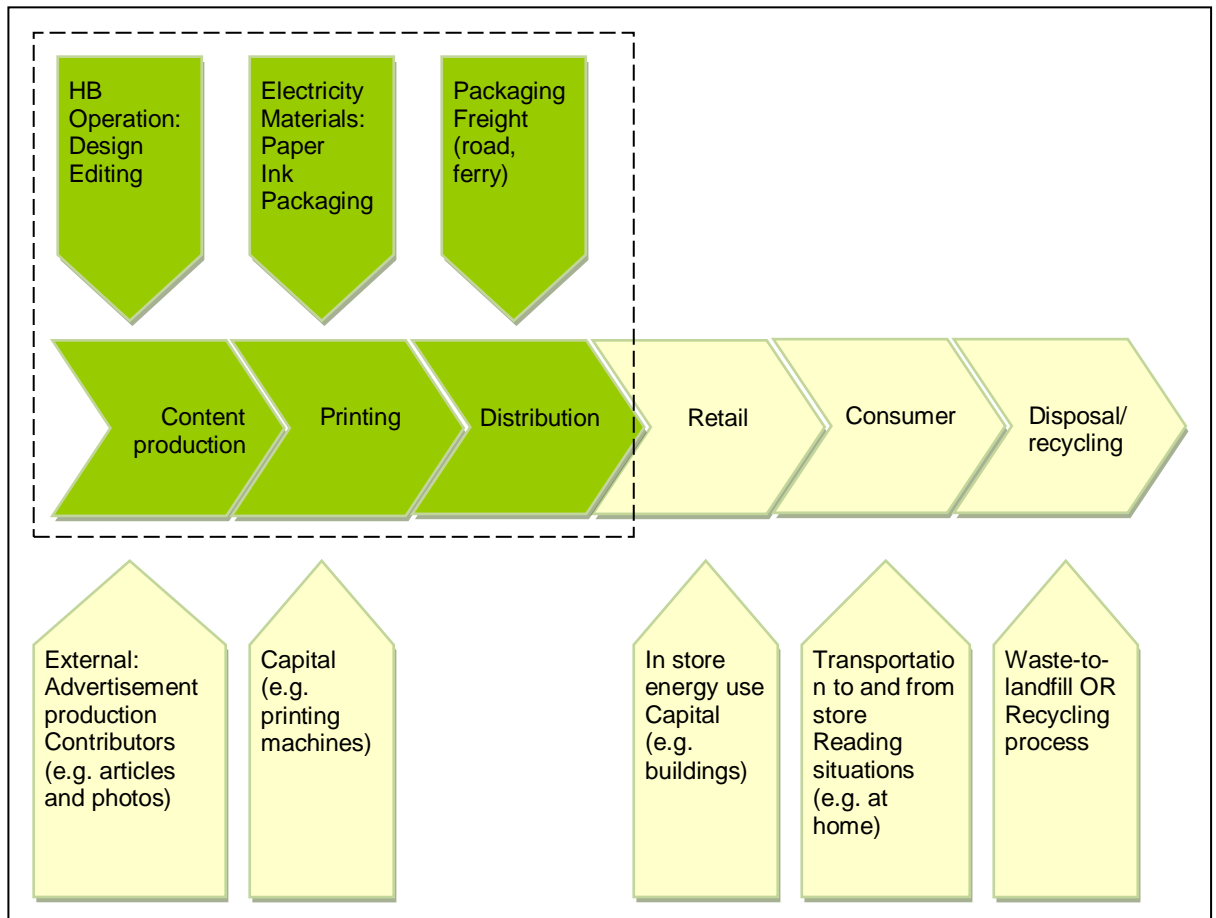


Figure 3: Tangible Media supply chain diagram for their magazine products.

Consolidation approach – operational control

Base year – 1 July 2008 to 30 June 2009 (certified under HB Media Limited)

Measurement period – 1 July 2009 to 30 June 2010 (certified under Tangible Media Limited)

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for Tangible Media Limited by emissions source. Tangible Media Limited's total emissions for this period were 58.50 tonnes carbon dioxide equivalents (CO₂e) comprising 0 tonnes CO₂e Scope 1, 2.59 tonnes CO₂e Scope 2 and 55.90 tonnes CO₂e Scope 3 emissions.

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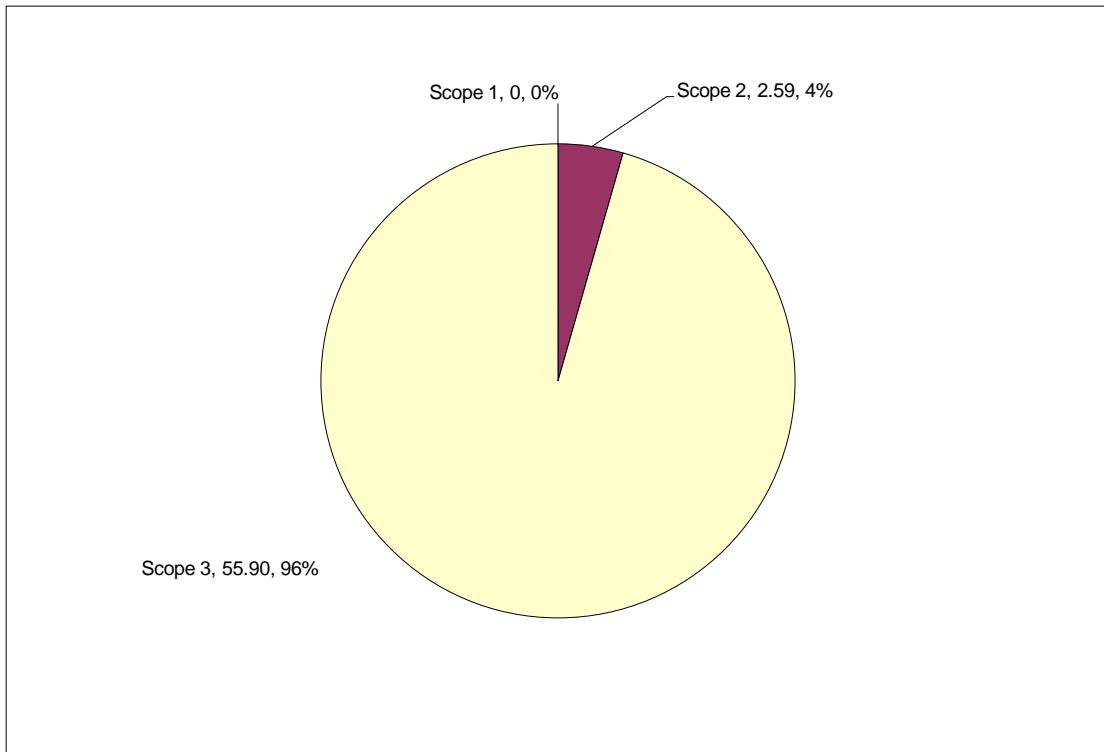


Figure 4: GHG emissions (tonnes CO₂e) by scope.

GHG emissions source exclusions – product related emissions excluded from this inventory include: retail stores, consumer end use, disposal/recycling and ink.

GHG emissions reduction commitments – Tangible Media limited has developed a GHG emissions reduction plan. Some projects in this plan include:

- Increasing the use of video and teleconferencing
- Using local photographers and writers
- Selection of low emissions taxi service providers
- Regular assessment and review of paper stock suppliers
- Energy efficient lighting in new premises
- A Green Team that will create and implement sustainable improvements and will work with the Image Centre Group sustainable team so across the Group improvements will continue to be made.

GHG emissions reduction report against last year's plan – This is the second emissions inventory report for Tangible Media Limited (previously HB Media Limited) and Good magazine. Table 1 shows the changes in emissions between the base year and this reporting period. Note that during the calculation of this inventory, it was discovered that the FY0809 figures were based on incorrect print run electricity use data. This is due to the electricity consumption data being supplied in incorrect units, which resulted in a higher quantity of electricity being used than first calculated. An error analysis has been performed based on the corrected consumption quantities and

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the corrected figures are included in Table 1. With comparisons based on the corrected figures:

	FY0910	FY0809 (original)	FY0809 (corrected)	Change based on corrected figures
Business unit	tCO ₂ e	tCO ₂ e	tCO ₂ e	tCO ₂ e
Magazines - Idealog	n/a	66.27	63.26	n/a
Magazines - Good	49.03	122.42	39.31	9.7
General Operations	9.47	9.1	9.1	0.4
Total	58.5	197.8	111.7	10.1

Table 1: Changes in emissions by business unit

Offset – 59 tonnes CO₂e. Note that during this verification it was confirmed that an overpurchase of 86 credits occurred last inventory. Therefore, this inventory is covered by the credits cancelled last inventory.

Verified by – carboNZero programme SBU

Threshold of materiality – excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated.

Level of assurance – limited assurance for organisation and limited assurance for product

Certification status – carboNZero certified “organisation” and “product”

Certificate number – 2010142J

Valid until – 31 October 2013

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