

Summary of carboNZero certification:

HB Media Ltd



HB Media • Publishing and Print Solutions
Making the Complex Simple

HB Media Ltd meets the requirements of the carboNZero^{Cert™} certification having measured its greenhouse gas emissions in compliance with ISO 14064-1, committed to managing and reducing its emissions and neutralised its remaining unavoidable emissions in respect of the operational activities of its organisation and the life cycle emissions associated with its three publications Idealog, Good, and Celsias magazines.

Introduction¹ – HB Media is a small but fast growing publishing company based in Auckland, with the intention of becoming one of Australasia's most significant niche magazine, book and new media publishing firms. HB Media Ltd has 11 permanent staff, operating out of their Queen St office in Auckland.

HB Media Ltd produce three regular magazine publications: Inspire (produced under contract), Good, and Idealog. An additional publication, Celsias, has recently been released in August 2009. HB Media Ltd 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 HB Media Ltd's greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification. Yellow business units were excluded from the certification. Note that the Celsias magazine (shown in blue) is included in this diagram for information purposes only, as the first edition was published after the end of this inventory period. Therefore it is assumed that no emissions were associated with Celsias magazine during this inventory period. It is intended to be within the measurement boundary for the next reporting period as certification is being sought for this magazine as well.

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.

Summary of carbonZero certification:

HB Media Ltd

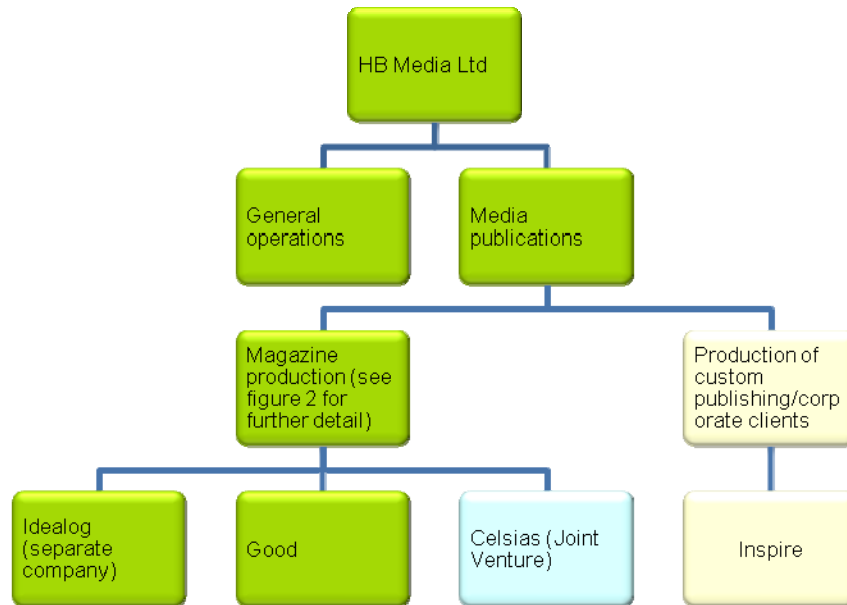


Figure 1: HB Media Ltd structure.

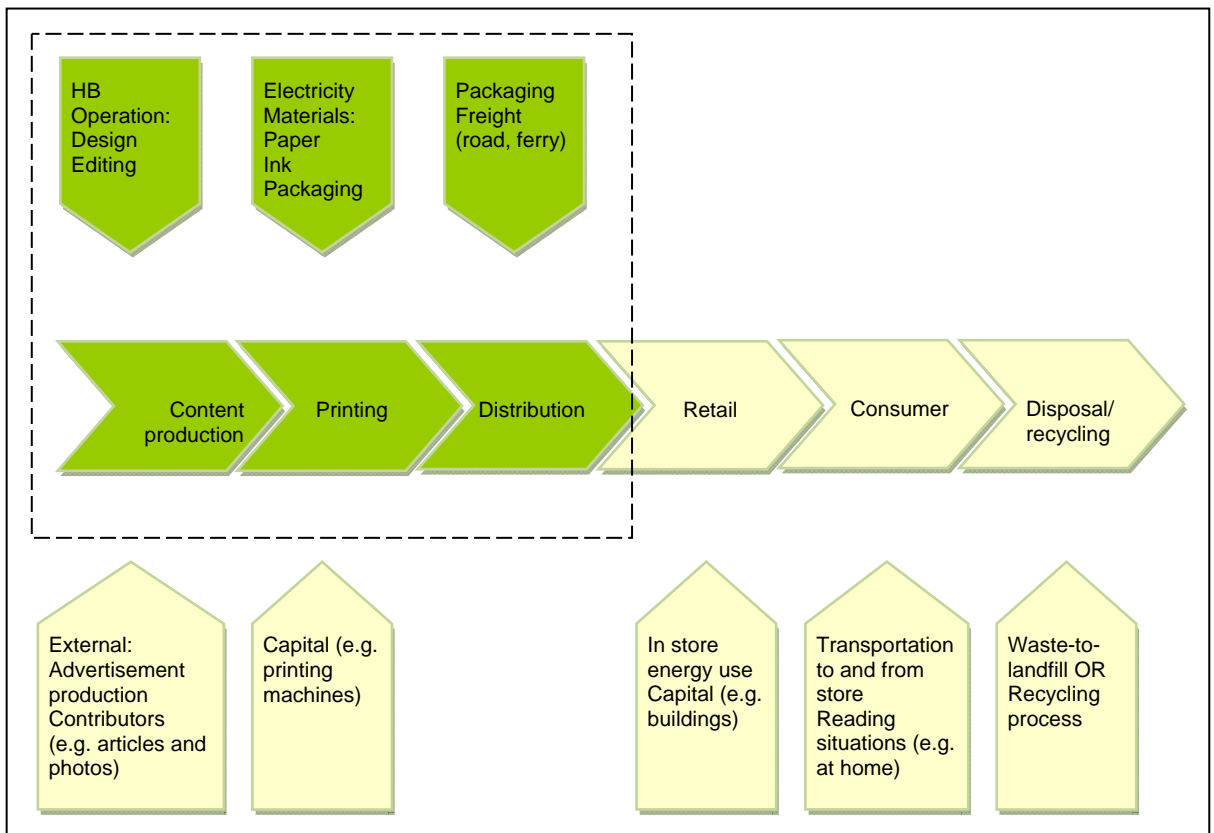


Figure 2: HB Media Ltd supply chain diagram for their magazine products.

Consolidation approach – operational control

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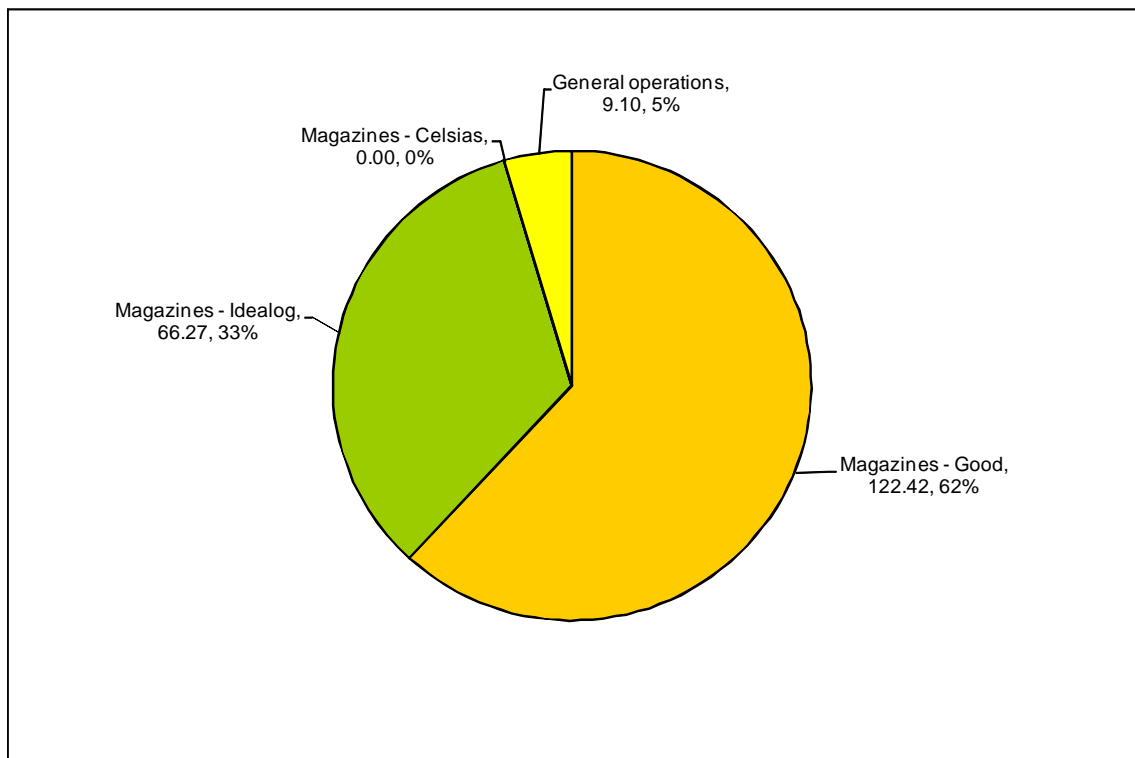
HB Media Ltd



Base year – 1/7/2008 to 30/6/2009

Measurement period – 1/7/2008 to 30/6/2009

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for HB Media Ltd by emissions source. HB Media Ltd's total emissions for this period were 198 tonnes carbon dioxide equivalents (CO₂e) comprising 0 tonnes CO₂e Scope 1, 2.6 tonnes CO₂e Scope 2 and 195.2 tonnes CO₂e Scope 3 emissions.



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

GHG emissions reduction commitments – HB Media Ltd 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

Offset –198 tonnes CO₂e. VERs² from Gold Standard Meridian Energy windpower projects. Serial numbers 405200-405397 (Temporary) have been cancelled (or equivalent) on the carboNZero registry.

² VERs are created by eligible projects for emissions reductions achieved up to the end of 2007.

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Verified by – Telarc SAI Ltd

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

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

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

Certificate number – 20100019J

Valid until – 30 September 2010.

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