

# New Internationalist

www.newint.org

Media Pack



**New Internationalist**  
SUSAN GEORGE: our solutions to their problems  
HUGO BLANCO: Peru's legendary green Guevara  
EATING: should we all be vegans?  
**Who's pushing politicians' buttons?**  
Warning: The 10 Worst Corporate Lobbyists

**Fungus to die for**  
Alternatives

**Slow Food delights in a new pleasure principle**  
A political stand on enjoyment of food are two vital ingredients in this lifestyle movement

**New Internationalist**  
**WHERE IS MY VOTE?!**  
A wake-up call for democracy

**New Internationalist**  
**Zero carbon world Can it be done?**  
Beyond the Cancun Climate Summit  
JOHN PILGER: why do journalists lie about war?  
JESSE JACKSON on regrets, rejoicing and racism  
IMMIGRATION: should we ever slam the door?

**MUSIC**  
Louise Gray on the art-music performance clan that respects no boundaries

**New Internationalist**  
**Humans Nature**  
Can we get the balance right?

**The many worlds of Chicks on Speed**  
ART RULES

# New Internationalist

www.newint.org

Media Pack

## A better advertising environment

Without losing its hard hitting political and campaigning edge, the *New Internationalist* is now more attractive, with increased reader engagement and more lifestyle sections.



The freshly designed magazine and website are packed full of quality writing, in-depth analysis and exciting features with new ad pages and zones.

- **A**genda, cutting edge reports
- **A**nalysis, getting to the root of a complex issue
- **A**rgument, hot debate between experts
- **A**ction, making change happen
- **A**lternative living, inspiring ideas
- **A**rts, the best of global culture

The *New Internationalist* has in-depth themes covering everything from the financial crisis to the anti-globalization movement to the war on terrorism. It is also full of photos, puzzles and other shorter articles looking at human rights and environmental issues.

*For many years I have read the New Internationalist with great respect. Many an article I have written, and film I have made, have had their roots in something I read in the New Internationalist.*

JOHN PILGER

## Who can you reach with *New Internationalist*?

With new advertising pages opposite editorial, inserts, web ads or eNews mentions you can reach an audience who are:

- Informed, affluent, conscientious consumers • Educated to degree or higher
  - Socially conscious • Decision makers, thinkers, cultural leaders
- Interested in human rights, the environment, social justice, health, poverty and sustainability • Intelligent, independent and feisty

A few facts about our readers:

- 52% are female and 48% Male • They are aged between 21-65 with 31-49 the dominant age group • 80% have job titles that are managerial or above
- 25% work in education, 16% in the charity and voluntary sector, 9% in health, 8% in social services • 11% are currently students

*New Internationalist* readers are typically interested in:

- Current affairs and travel books • Ethical living and finance • Fair trade and ethical shopping • Courses and conferences • Development education • Volunteer work • Music and the arts • Human rights and environmental campaigning • Advocacy organizations
  - Educational and public appointments • Development work
  - Postings where second and multiple languages are used

Advertising in the *New Internationalist* magazine is a specialist service available only to approved clients. It is perfect for:

- **Cause related marketing** NGOs, educational and campaigning organisations;
- **Ethical retailers** As the *New Internationalist* often focuses on issues around fair and sustainable trade it is ideal for promoting ethical and eco-friendly goods such as food and household consumable products;
- **Arts and Culture** Alternative gigs, events, concerts, books and films;
- **Courses** Politics, environmental studies, climate change, human geography, international relations etc..

Note that **NI** is very careful to screen all advertising in the magazine and website, so all advertising bookings are made subject to **NI**'s approval of the particular advertisement to be placed.



*If you would like to know something about what's actually going on, rather than what people would like you to think was going on, then read the New Internationalist.*

EMMA THOMPSON

# New Internationalist

www.newint.org

Media Pack

## Readership Breakdown

New Internationalist has over 50,000 print subscribers averaging 125,000 readers. Our high paid circulation shows the value we bring to our readers. They are a loyal, committed audience. They are informed, discerning and highly educated. Through *New Internationalist* they keep up with what is happening in the world: on the environment, on human rights and with the global economy.

After reading *New Internationalist*:

- 22% say they joined a campaign,
- 31% switched to a more ethical service provider
- 61% made a purchase
- 23% donated to charity.

In addition we have 110,000 unique monthly web site readers and various eNews list subscribers. Customer research and database profiling have shown that these readers are different from print magazine subscribers. Although they do have very similar interests to our print readers - they are younger.

### Circulation Summary:

	print	web impressions (monthly)	eNews
Australia	16,000	15,000	24,000
Canada	4,500	20,000	5,500
NZ	1,000	2,000	n/a
UK	25,000	40,000	18,000
US	2,000	38,000	2,000
ROW	2,500	41,000	n/a
Totals	51,000	156,000	49,500



*It explains and clarifies all the confusions and contradictions we encounter daily in the media's international news coverage.*

JULIE CHRISTIE

# New Internationalist

www.newint.org

Media Pack

## Background

The *New Internationalist* is an established, well respected, award-winning publication about the people, the ideas, and the action in the fight for global justice. The leading magazine on international issues, *New Internationalist* offers quality editorial content, accompanied with great design and stunning images.

*New Internationalist* Magazine is printed 10 times a year in full colour throughout. The January/ February and July/August issues are combined. The website is constantly updated with articles features and blogs, and the eNews bulletins go out twice every month.

## Awards and Achievements

NI has been awarded for excellence in publishing numerous times since its inception in 1973.

- UTNE Independent Press Awards • Award for Best International Coverage
- The Readers' Poll Award • General Excellence Award for magazines with a circulation over 50,000 • The United Nation Association Media Peace Prize & Paul Hoffman Prize

*"New Internationalist is an ongoing education and a monthly reminder of our common humanity. A wonderful readable guide to the social and political forces that shape our world... With hard-hitting coverage of world affairs, evocative first-person essays, sweeping exposés of topics from landmines to the geopolitics of blue jeans, New Internationalist offers a consistently unique and important perspective on global culture."*

The Editors of Utne Reader

## *New Internationalist* readers also read:

- Amnesty Magazine • Geographical • The Guardian
- New Scientist • New Statesman
- Private Eye • Prospect • The Big Issue • The Economist
- The London Review of Books

To discuss your advertising requirement please contact:

**Australia:** Brian Loffler, marketing@newint.com.au

**Canada and US:** Trevor Battye, trevorbattye@yahoo.ca

**UK:** Michael York: ads@newint.org,

landline +44 (0)1865 811420 mobile +44 (0)7780 874279

## Advertising schedule

This varies slightly from month to month and it is best to get in touch with one of our ad team above. But as a general rule all advertising needs to be with us at the start of the first week of the month preceding publication. For example an ad that needs to appear in the March issue should be with us by 1st February.



***New Internationalist respects the intelligence of its readers. It is independent, lively and provocative, helping to keep its readers abreast of developments in parts of our globe that risk marginalisation. Read it!***

DESMOND TUTU

# New Internationalist

www.newint.org

Media Pack

## Advertising Rates

### 1. PRINT MAGAZINE

Size	Ad Size	Depth x Width (mm)*	Editions: UK	Can/US	Aus	World
<b>1/32 page</b>	UK £	32 x 45	£100	£55	£50	£205
	Can/US \$		\$200	\$110	\$100	\$410
	Aus \$		\$250	\$138	\$125	\$513
<b>1/16 page</b>	UK £	66 x 45	£200	£117	£100	£417
	Can/US \$		\$400	\$234	\$200	\$834
	Aus \$		\$500	\$293	\$250	\$1,043
<b>1/8 page horizontal</b>	UK £	66 x 92	£400	£178	£144	£722
	Can/US \$		\$800	\$356	\$288	\$1,444
	Aus \$		\$1,000	\$445	\$360	\$1,805
<b>1/8 page vertical</b>	UK £	134 x 45	£400	£178	£144	£722
	Can/US \$		\$800	\$356	\$288	\$1,444
	Aus \$		\$1,000	\$445	\$360	\$1,805
<b>1/4 page</b>	UK £	134 x 92	£750	£300	£288	£1,338
	Can/US \$		\$1,500	\$600	\$576	\$6,676
	Aus \$		\$1,875	\$750	\$720	\$3,345
<b>1/2 page landscape</b> (bleed 153 x 220)	UK £	134 x 188	£1,500	£488	£480	£2,468
	Can/US \$		\$3,000	\$975	\$960	\$4,935
	Aus \$		\$3,750	\$1,219	\$1,200	\$6,169
<b>1/2 page portrait</b> (bleed 307 x 110)	UK £	270 x 92	£1,500	£488	£480	£2,468
	Can/US \$		\$3,000	\$975	\$960	\$4,935
	Aus \$		\$3,750	\$1,219	\$1,200	\$6,169
<b>Full page</b> (allow 10mm between image and trim)	UK £	297 x 210	£3,000	£750	£800	£4,550
	Can/US \$		\$6,000	\$1,500	\$1,600	\$9,100
	Aus \$		\$7,500	\$1,875	\$2,000	\$11,375
<b>Double page spread</b> (not available in Australia)	UK £	297 x 420	£6,000	£1,500	n/a	n/a
	Can/US \$		\$12,000	\$3,000	n/a	n/a
	Aus \$		\$15,000	\$3,750	n/a	n/a
<b>Inside covers</b> (IFC not available in Australia)	UK £	297 x 210	£3,200	£1,050	£800	£5,050
	Can/US \$		\$6,400	\$2,100	\$1,600	\$10,100
	Aus \$		\$8,000	\$2,625	\$2,000	\$12,625
<b>Outside back cover</b>	UK £	297 x 210	£3,400	£1,125	£1,000	£5,525
	Can/US \$		\$6,800	\$2,250	\$2,000	\$11,050
	Aus \$		\$8,500	\$2,813	\$2,500	\$11,000

Inserts available on request

\* Trimmed page size 297mm depth x 210mm width, plus 5mm bleed. Artwork to be supplied as PDF file only, on disk or via email.

UK, Can/US & world artwork to be sent to Michael York: ads@newint.org Australian artwork to be sent to Brian Loffler: brianl@newint.com.au

### 2. WEBSITE Rates per 1000 impressions (CPM)

Size	UK £	US/CAN \$	Aus \$
<b>300px x 250px</b>	£15	\$25	\$30
<b>468px x 60px</b>	£20	\$30	\$40

**Extra for geo-targeting:** Fixed rate of US\$50 / Can\$50 / UK£25 / Aus\$65

Ads need to be supplied as a web ready JPEG, PNG or GIF.  
Max file size 100kb

### 3. eNews

Courses, NGO Vacancies, Events etc. – 50-100 Words + Weblink

£150 to reach our UK list (18,000)

\$400 to reach our Australian list (28,500)

\$150 to reach our North American list (5,500)

### DISCOUNTS

Please apply for discounts when:

- You are a NGO/Non-profit
- You are placing more than one advert
- You want a print advert and a web advert.

### CONTACTS:

**Canada / US / UK:**

Michael York, michael@emsm.org.uk, landline +44 (0)1865 811420, mobile +44 (0)7780 874279

**Australia:** Brian Loffler, marketing@newint.com.au