

New Internationalist

The people, the ideas, the action in the fight for global justice • www.newint.org

Want to reach a passionate audience that acts on its beliefs?

Then advertise with the *New Internationalist* on **www.newint.org**

WHAT IS THE NEW INTERNATIONALIST?

New Internationalist is a UK-based communications co-operative established in 1970. The co-op produces a wide range of books -- including the acclaimed *No Nonsense Guide* series -- as well as *New Internationalist* magazine, the world's leading English language periodical on global justice issues with clear explanations of major concerns worldwide.

New Internationalist magazine and its cutting edge website set out to explain and inform, giving readers the essentials of critical global issues in a concise, easy-to-read format with stunning photos and graphics, in addition to several thought-provoking blogs. Each month *New Internationalist* editors select core themes. It could be nuclear energy, world hunger, terrorism or ethical travel. The subjects are taken apart, analyzed critically, then reconstructed to give you a coherent picture. You come away with a clear grasp of important topics.

You don't have to take our word for the quality. Since 1989 *New Internationalist* has won the global Independent Press Award for Best International Coverage on eight occasions.

NEW INTERNATIONALIST READERSHIP

New Internationalist has over **55,000 subscribers** to the print magazine worldwide and the **www.newint.org** website receives over **200,000 page views** each month. Our high paid circulation shows the value we bring to our readers, to whom we deliver an editorial package of the highest quality and greatest relevance. Paid circulation is also one of the best measures of our value for advertisers, offering certainty that your media investment will have a return.

***New Internationalist* readers** are a loyal, committed audience. They are informed, discerning and highly educated – **over 70% have a degree or diploma**. Through *New Internationalist* they keep up with what is happening in the world: on the environment, on human rights and with the global economy.

Objective in their view of current affairs – 80% do not belong to any political party. *New Internationalist* readers are receptive to new ideas and opportunities. They travel widely for pleasure and knowledge and often volunteer for overseas organizations.

They read a great deal, both for pleasure and for their work, and they act on what they read.

After reading *New Internationalist* 22% say they joined a campaign, 31% switched to a more ethical service provider, 61% made a purchase and 23% donated to charity.

For advertisers, *New Internationalist* readers form an exceptionally receptive, well-informed group, actively prepared to divert income and time into channels which enhance life at both a global and a personal level.

Subscriptions account for almost all issue sales. Visitors to **www.newint.org** and **blog.newint.org** have a similar profile to print magazine readers.

HOW NEW INTERNATIONALIST ONLINE ADVERTISING WORKS

Effective Advertising

Advertisers commit to the *New Internationalist* because it provides a superior-quality, clearly targeted and trusted editorial environment. *New Internationalist* showcases advertisers' products and services to people with a strong social conscience and a willingness to act on their beliefs.

How is our advertising space sold?

New Internationalist sells its ad inventory on a CPM basis.

What does CPM mean?

It means the cost per thousand page views (roman numeral M) that you purchase on the www.newint.org website. If the CPM is \$20, you pay \$20 to have your advertisement shown 1000 times, or \$200 to have your advertisement shown 10,000 times.

The minimum spend is \$200 USD.

GEO TARGETING

The *New Internationalist* websites – www.newint.org and blog.newint.org – reach over 100,000 visitors each month and they are waiting to hear from you.

Advertising with *New Internationalist* means you're reaching a global audience – your campaign will enable you not only to reach the markets you're *currently* operating in, but more importantly to grow into new markets you can capitalize on in the future.

We can target specifically to a certain country, multiple countries, or the whole globe. The only question is: How many people would you like to talk to and in what parts of the world?

Geo Targeting - \$50 extra per ad campaign

ADVERTISING OPPORTUNITIES ON THE MAIN SITE – SIZES, COST & SPECS

1. Position – Main New Internationalist site: Top Banner (leaderboard)

CPM - \$30

Specs: 728px × 90px

Example:



2. Position - Main New Internationalist site: bottom of articles (standard banner)

CPM - \$18

Specs: 468px × 60px

Example:



SPECIAL POSITIONS ON THE NI BLOG SITE – ‘nibl’:

Target our blog community with an ad on blog.newint.org

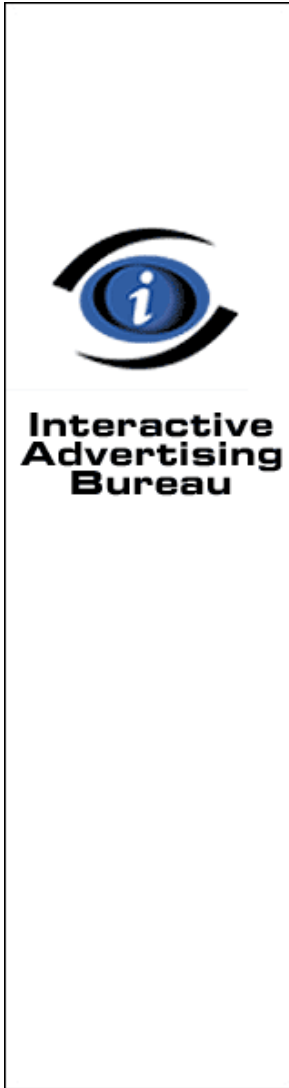
1. Position – New Internationalist Blog:

Wide Skyscraper

CPM - \$35

Specs: 160px × 600px

Example:



2. Position – New Internationalist Blog: BIG BOX

CPM - \$30

Specs 300px × 250px

Example:



3. Position – New Internationalist Blog: Button

CPM - \$20

Specs: 180px × 150px

Example:



OTHER ADVERTISING OPTIONS

International Email Newsletter

Sent monthly to 9,000 people (Oct 2008) containing everything from new content and contests to courses and NGO vacancies

Ad is 50-75 words & web link

Cost: \$100 USD per mention

Interested? Email: marketing@newint.com.au

Special Courses Page

A special page for *New Internationalist* related courses <http://newint.org/courses/>

These are text ads with a heading, 30 words and a web link

The cost is based on time. One month at a rate of \$400

Interested? Email: michaely@newint.org

DISCOUNTS:

Please apply for Discounts when:

You are a NGO/Non-profit

You are placing more than one ad

You want to bundle a print ad with a web ad

How to Supply Ads

Ads need to be supplied as web ready JPEGs or GIFFs

Max file size 30kb

Flash ads (with embedded links) are accepted

For more information contact:

Canadian/US Office - newint@tsangmedia.com Tel 1 647 430 5888

European Office - tslock@mediasales.co.uk (or michaely@newint.org) Tel 44 1732 276233