

INTERNATIONAL ADVERTISING RATES Aug-10

1. PRINT MAGAZINE

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

New Internationalist has 50,000 print subscribers. Our high paid circulation shows the value we bring to our readers. Our 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. 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.

* 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 Fran Harvey: ads@newint.org Australian artwork to be sent to Brian Loffler: brian@newint.com.au

2. WEBSITE Rates per 1000 impressions (CPM)

Unique visits per month – 110,000 (Google Analytics Oct 2008)

Size	UK £ Rates	US/CAN \$ Rates	Aus \$ Rates
300px x 250px	£15	\$25	\$30
728px x 90px	£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 or GIF. Max file size 30kb Email ads-web@newint.org for more information

3. E-MAIL NEWSLETTERS

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

£*0 to reach our UK list (17,000 as of @ah 2010)

\$125 to reach our Australian list (24,000 as of Aug 2010)

\$80 to reach our Canadian list (5,500 as of Aug 2010)

\$75 to reach our US list (2,000 as of Aug 2010)

4. DISCOUNTS

Please apply for Discounts when:

- You are a NGO/Non-profit
- Your print advert is in black and white
- You are placing more than one advert

Contacts:

Print

Canada/US - trevorbattye@yahoo.ca; Europe - ads@newint.org

Main web site and blog

Canada/US - trevorbattye@yahoo.ca; Europe - ads-web@newint.org

E-mail Newsletter

ads-enews@newint.org (marketing@newint.com.au for Australian edition)

New Internationalist
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