

AMNESTY

MAGAZINE MEDIA FILE



Mailed directly to over **140,000** supporters
of Amnesty International UK quarterly

AMNESTY
INTERNATIONAL



WHAT IS AMNESTY MAGAZINE?

Amnesty Magazine is published every three months and is mailed directly to 145,000 supporters of Amnesty International UK. The magazine carries news updates on international human rights campaigns, major in-depth features on specific issues and regions and campaigns in support of political prisoners and other individuals whose human rights are abused around the world.

The magazine content includes contributions from high-profile individuals as personal interviews or topical opinion pieces.

Amnesty Magazine thus offers advertisers a unique editorial environment from which they can target a select group of individuals who support Amnesty International UK with messages that might also harmonise with the ethos of Amnesty International.

WHO READS AMNESTY MAGAZINE?

AGE

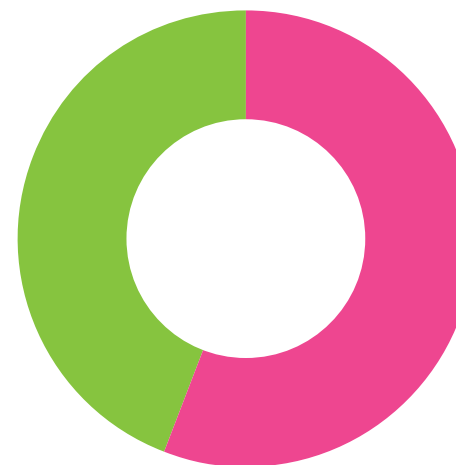
33% of Amnesty supporters are aged between 25 and 45. More than **20,000** students and **640** youth groups also receive a copy of the magazine.



- 11% under 25
- 26% 25-34
- 20% 35-44
- 17% 45-54
- 26% 55 and over

GENDER

There is a slight female bias amongst Amnesty members.



- 56% Women
- 44% Men

140,000

Average print run per edition

95% are mailed directly to named individuals who are paid up supporters of Amnesty International. A small number, **1,500**, are mailed to members based overseas.

Amnesty International supporters are well educated with over **50% achieving a degree**. They are clearly politically motivated and our research indicates significant involvement in culture, the environment and travel amongst other things.

ADVERTISERS HAVE INCLUDED...



The co-operative



ADVERTISEMENT RATES

DISPLAY	
Double Page	£7,000
Full page	£3,500
Full page inside back cover	£3,500
Full page outside back cover	£4,000
Half page	£2,500
Quarter page	£1,350

INSERTS	
Maximum flat size unfolded 280 mm x 210 mm	
1-7gms	£70 per 1000
8-12gms	£80 per 1000
13-17gms	£88 per 1000
18-22gms	£97 per 1000

SIZES

ADVERTISEMENT SIZES			
	Type area (mm)	Trim area (mm)	Bleed (mm)
DPS	220 x 340	240 x 360	246 x 366
Full page	220 x 158	240 x 180	246 x 186
1/2 page vertical	229 x 78	-	No bleed
1/2 page horizontal	108 x 160	-	No bleed
1/4 page	78 x 108	-	No bleed

ARTWORK SPECIFICATIONS

ACCEPTED Indesign, Illustrator, Photoshop files and high resolution PDF with all fonts embedded.

NB Artwork in Microsoft Word NOT accepted. All images must be to scale, at a minimum 300dpi in EPS or TIFF format. All fonts must be supplied. Artwork accepted by email. Printed proofs required with supplied artwork.

CANCELLATIONS required six weeks prior to publication.

AGENCY COMMISSION 10%

APPROVAL All advertising copy and inserts must comply with the advertising and ethical policy of Amnesty International and bookings will only be accepted on that basis.

PUBLICATION DATES AND DEADLINES

SCHEDULE 2017 DISPLAY ADVERTISING			
ISSUE	BOOKING DEADLINE	COPY DEADLINE	MAILED OUT
Q1	16 December 2016	6 January 2017	10 February
Q2	22 March	12 April	18 May
Q3	4 July	26 July	31 August
Q4	13 September	5 October	9 November

SCHEDULE 2017 LOOSE INSERTS			
ISSUE	BOOKING DEADLINE	DELIVERY DEADLINE	MAILED OUT
Q1	16 December 2016	1 February 2017	10 February
Q2	22 March	10 May	18 May
Q3	5 July	23 August	31 August
Q4	13 September	1 November	9 November

2018 PROVISIONAL BOOKING DEADLINES

Q1: 15 December 2017

Q2: 21 March 2018

Q3: 4 July

Q4: 12 September

CONTACT

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