



# MEDIA PACK



**Co-op News is the only publication targeting the vibrant co-op economy and the most cost-effective way of reaching this pioneering sector.**

**As the voice of the co-operative movement for almost 150 years we have an unrivalled audience of activists, consumers and practitioners across the co-op sector who all want to actively support other co-ops and ethical brands. This highly targetted readership represents some of the most co-operatively engaged consumers in the UK and a key market that your co-op-focussed marketing campaign should be addressing.**

**Published every month, Co-op News brings together the best and most detailed content on the UK co-operative market available, championing and challenging the sector through news reports, profiles, analysis and comment. The website ([www.thenews.coop](http://www.thenews.coop)) is updated daily and we have high engagement on social media.**

## Key data:

- Delivered to 8,000 people 12 times a year and read by almost 20,000 readers.
- Our website [thenews.coop](http://thenews.coop) gets 90k monthly page impressions & 46k unique monthly visitors
- Readers range from CEOs and executive teams from the UK's biggest retail co-operatives to thousands of active members of co-op businesses.
- In addition Co-op News is read by MPs and other key policy influencers.

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**Co-op News is our sector, our news, our conversation. Dialogue and debate is the glue that holds us together as a movement**

Ed Mayo, Secretary General,  
Co-operatives UK

**For all advertising enquiries contact:  
Simon Birch [simon@emsm.org.uk](mailto:simon@emsm.org.uk) 07969 086136**

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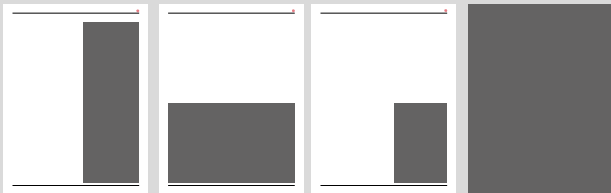
Co-op News is essential reading for key decision makers in the global co-operative movement

Monique F Leroux  
President, International Co-operative Alliance



### Digital statistics:

- 46K** unique monthly visitors
- 90K** monthly page views
- 16K** Twitter followers
- 10K** Facebook followers



### Print ad dimensions

- Half page vertical: 78mm (w) x 226mm (h)
  - Half page horizontal: 178mm (w) x 111mm (h)
  - Quarter page: 78mm (w) x 111mm (h)
  - Full page: 203mm (w) x 267mm (h)
- (please add a 5mm bleed on all edges for full page adverts)*

### Web ad dimensions

- Large: 300px (width) x 600 px (height)
- Small: 300px (width) x 250px (height)

### Supplied artwork

*Copy deadlines are one week before publication*

**Acceptable files:** PDF, Adobe Illustrator, Adobe Photoshop (TIFF, EPS, JPEG), InDesign.

**Unacceptable files:** Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, web graphics.

When sending complete artwork, please ensure that it is supplied at 300dpi, as well as being converted to CMYK with all fonts outlined and embedded. If you supply a 'print ready PDF' to the appropriate dimensions, we cannot take responsibility for any reproduction of resolution errors.

### Rates:

#### PRINT

- Back cover: £1,300
- Inside front cover: £1,200
- Inside back cover: £1,200
- Full page: £1,075
- Half page: £600
- Quarter page: £475
- Inserts: £110 /1,000 (up to 10g)

#### WEBSITE

- Large: £20 per 1,000 impressions
- Small: £15 per 1,000 impressions

### Production schedule

Issue	Copy date	Publication date
JANUARY	Dec 15	Jan 2
FEBRUARY	Jan 22	Jan 30
MARCH	Feb 19	Feb 27
APRIL	Mar 19	Mar 27
MAY	Apr 16	Apr 24
JUNE	May 21	May 30
JULY	Jun 18	Jun 26
AUGUST	Jul 16	Jul 24
SEPTEMBER	Aug 20	Aug 28
OCTOBER	Sept 17	Sept 25
NOVEMBER	Oct 22	Oct 30
DECEMBER	Nov 19	Nov 27

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