

Read by over **150,000** people every month with over **2,000,000** impressions available each year.

Launched in 1970, the Ecologist has remained at the forefront of the environmental agenda. Since moving online, the Ecologist has broadened its appeal and grown its reach to individuals who are committed to social and environmental change. The merger with the well-regarded Resurgence magazine has ensured that the Ecologist has regained a representation in print.

The Ecologist Audience

Ecologist readers are the most committed, passionate, ethical and environmentally aware consumers in the world.

They are opinion formers whose influence reaches far into the community, be it through their involvement in their corporate CSR, or using the Ecologist to inform their buying decisions as well as their friends, family and community. They make informed, educated decisions when purchasing products and services, often relying on the Ecologist to guide them.

The Ecologist Website

Contains daily reports and regular features, plus all the latest policy and politics, research and trends. Ecologist investigations tackle the biggest environmental issues and set the agenda.

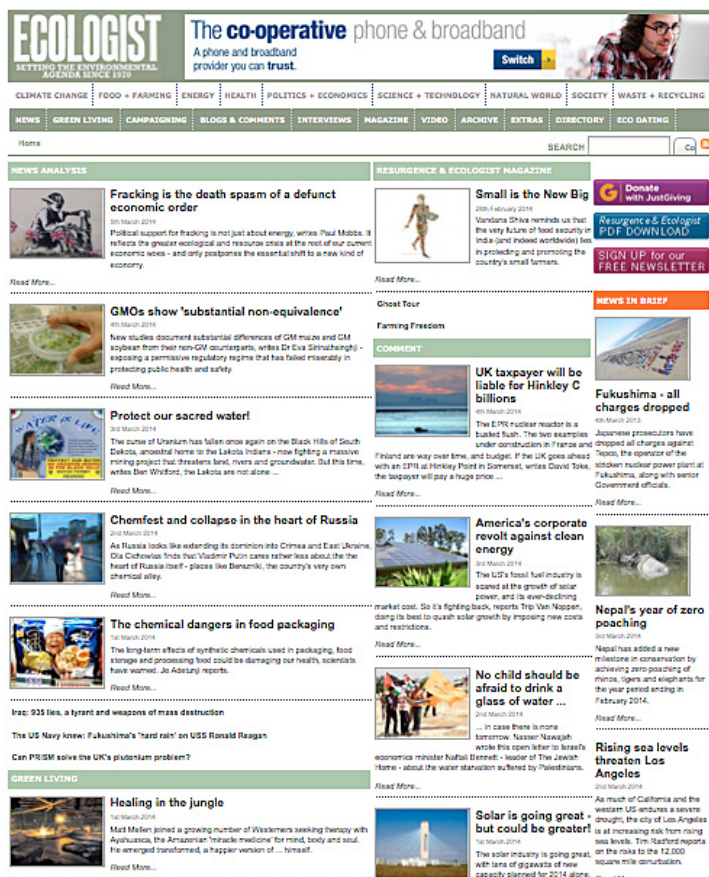
The Ecologist is renowned for its authority and opinions from leading environmental figures.

The green living section provides information and reports on making ethical, green choices in everyday life.

The Ecologist is well regarded on social networking sites and its following grows daily.

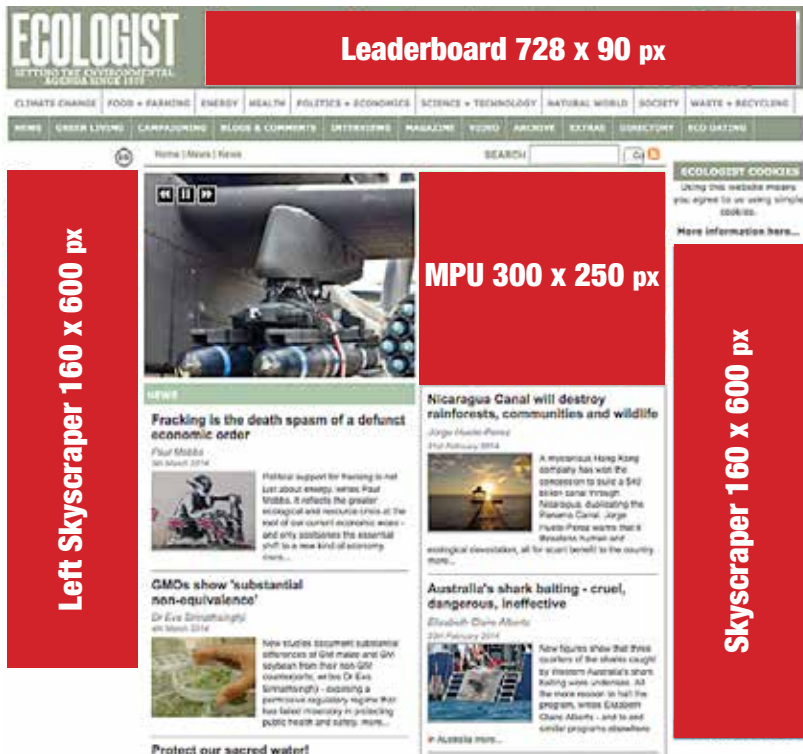
“The visitors that come to EJF’s website from the Ecologist are a superb audience for our environmental justice campaigns. On average they spend three times longer on the site than regular users, visiting twice as many pages, which is fantastic.”

Environmental Justice Foundation



Ecologist Reader Snapshot

- 68% female, 32% male
- 95% have made a conscious effort to purchase organic and ethically sourced products
- 76% university degree educated or higher
- 76% People ask my advice about products and services
- 89% rely on specialist websites for information about green issues
- 46% have influence over workplace CSR decisions
- 76% have donated to a green cause in the last 12 months
- 98% have bought organic food in the last 12 months
- 25% have bought a green financial product in the last 12 months
- 96% have bought environmentally friendly household products in the last 12 months
- 62% state they don't take short-haul flights because of environmental impact



Advertising sizes and rates			
Online Ad Size	Width (px)	Height (px)	Price per '000 impressions (CPM)
Leaderboard	728	90	£30
MPU	300	250	£30
Skyscraper	160	600	£30
Left Skyscraper	160	600	£30

Acceptable media types GIF, PNG or JPG. Maximum file size is 200k.

The Ecologist audience provides us with a 'well suited' audience, who are not only interested in our cause, but rank sustainability high on their list of concerns.

Farm Africa

Discounts

Available on request for charities, campaign groups, NGO's, publishers and educational establishments.

Contact

Please give **Michael** a call, he'll be happy to discuss your requirements and work out a suitable package.

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