

# earthmatters

## MEDIA PACK

Earthmatters is the award-winning magazine of Friends of the Earth.

It is published twice a year (generally Jan and Sept) and **sent to 51,000 supporters**. It covers the big things happening around our campaigns, environmental news and practical advice on green issues.

### Readership

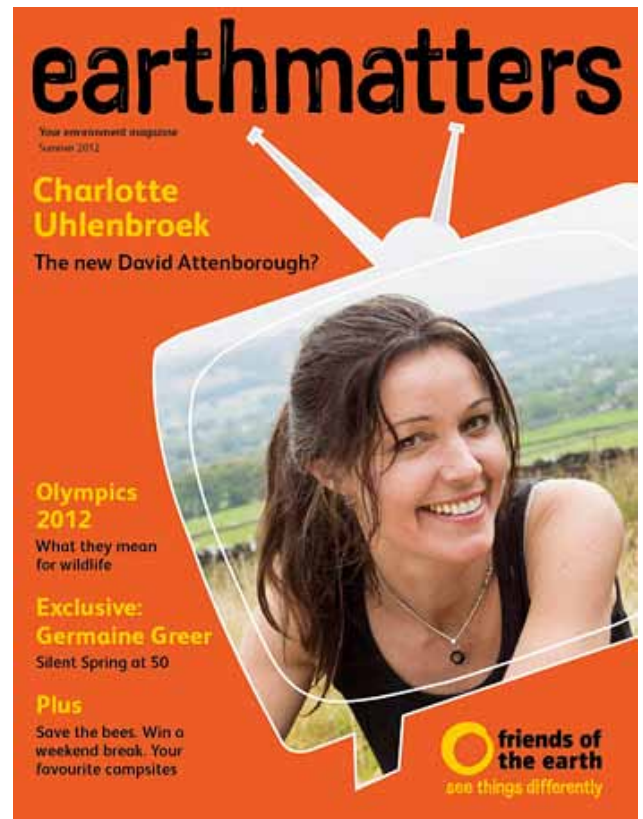
- Average age 30-55.
- Live in south east/west England.
- In the A/B group, earn £25k + and work in education, medicine or other professions, often self-employed and working from home.
- Have a variety of financial investments, are mail order buyers and own a small car.
- Well informed about environmental issues, socially aware and physically active.
- Interests: include reading, technology, current affairs, theatre, gardening, further education and foreign travel.
- Lifestyle: personal development, healthy eating, supplements, exercise (hiking/walking/skiing) and herbal remedies.
- Likely to have pets and be interested in animals and nature.

### Approximate Booking deadlines

Spring Issue	2 December
Autumn Issue	18 July

*“Expenditure on green goods and services has grown 18% over the past two years despite the economic downturn.”*

Co-operative Bank’s Ethical Consumerism Report



Earthmatters is full colour, A4 and totally recycled. The printer holds EMAS certification - which means they care about the environment.



## Advertising

Reach supporters through a choice of display adverts, classifieds or inserts.

### 1. Display adverts

Size	height x width	Rate
Full page (inside)	260 x 195mm	£1,850
Half page (landscape)	128 x 195mm	£1,000
Quarter page	128 x 95mm	£600
Eighth Page	64 x 95mm	£350
Sixteenth Page	64 x 45mm	£200

### Artwork

Please supply all artwork in print quality, with a minimum of 300 dpi either in PDF, JPEG or PSD format. All fonts and images must be embedded in the file and all page elements must be encoded as CMYK. Please supply image files at least 100 per cent of the intended printed size. MediaBox and TrimBox dimensions must be defined.

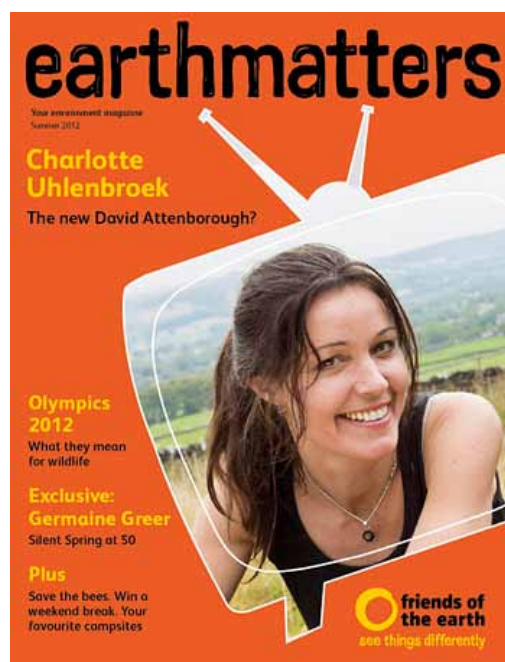
Artwork services are available on request to alter or create advertising campaigns. Any artwork changes will be subject to an additional charge.

### 2. Classified adverts

Friends of the Earth charge £1.25 (inclusive VAT) or £1.00 per word for charities/not-for-profit organisations. Please count telephone numbers, websites and postcodes as one word each. Please call or email and we will pass you on to the classified ad manager.

### 3. Inserts

£90 per thousand. Please call and we'll be happy to look at availability.



All rates are subject to VAT. Registered charities are exempt from VAT. Payment Invoices will be issued on publication.

Discounts: Available on request for charities, campaign groups, NGO's, publishers and educational establishments. Cancellation policy: Friends of the Earth cannot refund any display advertisements that have been confirmed (either in writing or by phone) and are subsequently cancelled after the booking deadline.

Advertising policy: Confirmation of space for display adverts is subject to approval of artwork. Friends of the Earth only accept adverts that reflect their values and campaigns. They cannot accept adverts that make claims which they feel are unsubstantiated, nor can they accept adverts from political parties or membership organisations if these are for recruitment purposes.

## Contact

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

Michael York

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