

Print copies mailed to **5,000** and digital copies sent to over **40,000** Green Party members every quarter.

Green World is a 24-page, full colour, quarterly magazine published by the Green Party of England and Wales (formerly the Ecology party), which has existed since 1973.

Green World has been the party's official magazine for over 20 years. Green World is a valuable source of information about social and environmental justice, ecology, sustainability and political activism.

The Green Party has links with national and international campaigns and organisations. These are reflected in the diversity of contributors to, and readers of, Green World.

#### Each issue contains:

- Themed features from expert authors on political, social and environmental issues
- News about the Green Party's achievements and successes
- Columnists from the Green Party and other organisations
- A lively letters page, book reviews and events listings

#### Green World Key Reader Data

- 70% of the membership are ABC1.
- 74% of members are 30-64.
- The majority of members have an individual income in excess of £30,000pa
- The most common employment sector among members is professional (39%), with education or academia second (22%).
- The Young Greens (aged 18-28) make up just over 20% of the party membership. The LSE branch of the Young Greens is the university's largest political society.
- Of new members, 28% are aged 25-34 and 22% are 18-24.
- Just under 8% of the membership are homemakers.
- Our members are a learned lot – over 80% of them are educated to at least degree level.
- Our members are committed to environmental causes and to the party, 92% intend to renew their membership when it is due.
- Over 74% of members recommend membership to their friends.
- Over 72% of party members always read Green World.
- 93% of members rate Green World as 'good' or 'excellent'. Most members read 81-100% of the content.



*"Our insert with Green World was a success, attracting many new members."*

Jane Wilson, Scientists for Global Responsibility

### Advertising information and rates

Adverts automatically appear in both the **print** and **digital** versions.

#### Print

| Display Ad Size         | Height (mm) | Width (mm) | Price  |
|-------------------------|-------------|------------|--------|
| Outside back cover      | 297         | 210        | £1,000 |
| Inside front cover      | 297         | 210        | £900   |
| Inside back cover       | 297         | 210        | £850   |
| Full page               | 297         | 210        | £800   |
| Half page (horizontal)  | 136         | 194        | £450   |
| Half page (vertical)    | 281         | 93         | £450   |
| Quarter page (vertical) | 136         | 93         | £250   |
| Eighth page             | 64          | 93         | £175   |

Files must be supplied in high resolution PDF, TIFF or JPEG format (300 dpi at 100% size).

\*For cover positions add 3mm all round if bleed is required.

#### Inserts

Solus inserts are charged at a rate of £250 per thousand. The maximum insert run is 5,000 and the maximum insert weight is 10g.

#### Web (prices are based on a 3 month time period)

| Online Ad Size | Width (px) | Height (px) | Price |
|----------------|------------|-------------|-------|
| MPU            | 300        | 250         | £300  |

Acceptable media types GIF, PNG or JPG.  
Maximum file size is 100k.

#### Approximate print copy dates

|        | copy deadline  | on sale date |
|--------|----------------|--------------|
| Spring | 19th March     | 7th April    |
| Summer | 26th June      | 20th July    |
| Autumn | 25th September | 19th October |
| Winter | 23rd December  | 25th January |

#### Discounts

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

#### Contact

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

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