

# LIVING EARTH

THE MAGAZINE OF THE SOIL ASSOCIATION

# MEDIA PACK

**Mailed to 24,000 Soil Association members  
Read by over 50,000 organic consumers**

Living Earth is the Magazine of the Soil Association. The Soil Association is the UK's leading campaigning and certification organisation for organic food and farming, and its organic symbol is the UK's most recognisable trademark for organic produce. The Soil Association was founded in 1946 by a group of farmers, scientists and nutritionists who were concerned about the way our food was produced. In 60 years it has grown in complexity and scope, but at its core remains the fundamental link between healthy soil, healthy food and healthy people.

Living Earth is the membership magazine, and is sent out three times a year to the home address of over 19,000 subscribers, all of whom have an active and passionate interest in living a more organic way of life. The magazine is also sent to 5,000 farms, food companies and other certified organic businesses. Editorial content covers a whole range of organic topics and regularly features top-name journalists, including Sophie Grigson and Monty Don.

## Living Earth Key Reader Data

62% have responded to an ad in Living Earth  
68% have been SA members for over five years  
44% keep their copy for a year or more  
83% use the ads to find out where to buy organic goods  
43% have school-age children  
32% have grandchildren  
69% always or try to buy only certified goods  
87% buy half or more of their food shopping from organic sources

## Living Earth Reader Demographics

### Gender

Female	68%
Male	32%

### Age Groups

under 25	3%
25-44	55%
45-65	23%
65 plus	19%



### Personal income

less than £20,000	31%
£20-£30,000	17%
£30-£50,000	19%
£50,000 plus	18%
declined to answer	15%

### Members have donated to or joined the following groups in the past two years

Friends of the Earth	45%
HDRA	32%
Oxfam	34%
RSPCA	17%
Greenpeace	32%
National Trust	31%
RSPB	25%
Vegetarian Society	6%



**Soil Association**  
healthy soil, healthy people, healthy planet

## Advertising Rates

Outside back cover - £1,540  
Inside front cover - £1,400  
Inside back cover - £1,400  
Full page - £1,250  
Half page - £740  
Quarter page - £450  
Eighth page - £280



Ad artwork should be supplied wherever possible as a high resolution PDF file (minimum 300 dpi). Using PPA's Pass4Press PDF creation settings is recommended. More information on Pass4Press can be found at [www.pass4press.com](http://www.pass4press.com). Your files can be emailed to Michael at [michael@emsm.org.uk](mailto:michael@emsm.org.uk)

## Artwork Delivery Display Sizes

### Full Page Magazine Format: Height: 297mm, width: 210mm

Your full page ads can run to the cropping edge of the page, or with a white margin if you prefer. Ads that run to the cropping edge must be supplied with a bleed – extra overmatter that ensures full page coverage after printing and trimming. Bleeds should be 3mm on all sides of the artwork.

### Full Page – Margin Style: Height: 255mm, width: 185mm

This page has a white margin on all sides. This should also be considered as the 'type safe' area guideline on bleed ads, to ensure text does not end up too close to the page edge.

### Full Page – Bleed Style: Height: 303mm, width: 216mm

This page has a 3mm bleed on all four sides.

### Half Page Landscape (horizontal): Height: 125mm, width: 185mm

### Half Page Portrait (vertical): Height: 255mm, width: 90mm

### Quarter Page: Height: 125mm, width: 90mm

### Eighth Page: Height: 60mm, width: 90mm

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

## 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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