



*We are **openDemocracy**: an independent, public-interest, not-for-profit international web magazine and editorial network.*

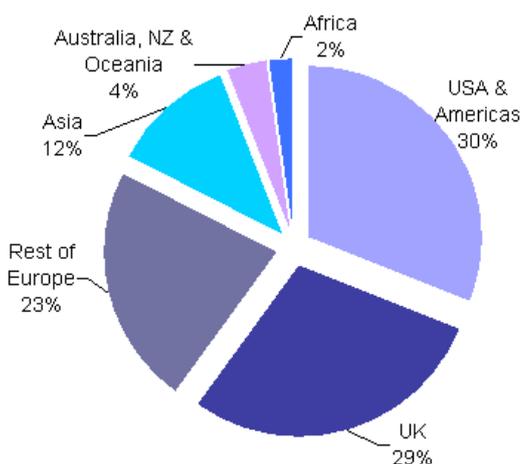
We are dedicated to openness, democracy and human rights. Launched twelve years ago we now publish daily articles, analysis and debate. Since we began we have created a contributor network of over 3,000 people from all round the world and an archive of more than 16,000 articles and posts establishing an outstanding reputation for independence and editorial integrity.

We cover all aspects of world affairs, ideas and cultures. We are pioneering an open structure that permits the creation of independent sections, each with a specific editorial focus such as **50:50** on democracy and gender equality, **oDRussia** on preserving liberty in that country, **OurKingdom** on the crisis of democracy in Britain, **openSecurity** on peace in our age. These raise their own funding and new ones are being developed. All contribute to the main site which reports and debates defining issues: the impacts of migration, the financial crisis, the Utøya massacre, the Arab Spring.

Readership

We are read widely, referenced and cross-posted all over the world. More than 5,000 websites link to **openDemocracy**. Our average monthly readership is 200,000+ unique visitors and we have a core of regular, frequent readers of 35,000 to 50,000. **openDemocracy** is followed by people in government and policy-making communities, and by journalists, grassroots workers, campaigners and academics around the globe.

openDemocracy readership distribution, 2011



Readership changes over the past 12 months

openDemocracy	Figure	Y-o-y change
Articles	2,437	16%
Unique visitors	1.97m	6%
Pageviews	5.05m	15%
Average time on site/user	2m 17s	19%
Facebook users	10,500	127%

*In any week of the year there are people reading **openDemocracy** in almost every country in the world.*

Some praise for openDemocracy

“**openDemocracy** has grown in a few years to stand as a key driver of an informed and empowered global public opinion. This resource must be preserved and expanded.” *Fernando Henrique Cardoso*, President of Brazil, 1995-2003.

“**openDemocracy** has become a massively useful resource. And a wonderful read.” *Anthony Smith*, former President of Magdalen College, Oxford.



About our readers

openDemocracy's readership is highly educated, with 96% having a university education, and 60% a postgraduate education. Readers cite "independence" and "belief in mission" and "great articles" as reasons for reading **open**Democracy. 4% of readers are in government, 4% involved in drafting legislation, 6% professionally involved in influencing policy making, 15% involved in media commentary and 29% are regularly asked for their opinion on political topics. That is a total of 60% of readers who are "influencers" at some level. At the same time we strive to make sometimes difficult content accessible, so that any English language reader who wants to can read us.

Partners

We like working with partners for mutual benefit. Among current partners are Club de Madrid on international democracy; Guardian Comment Network for thickening web links and relationships; Eurozine on European culture and ideas; Demotix for the development of citizen photography; the International Centre for Human Rights Policy on poverty and rights and the Nobel Women's Initiative on justice and peacebuilding.

Web Advertising

Size - 728x90px

Rate - £20 cpm

Geo-targeting - available on request

File types - JPEG, GIF, animated GIF or SWF

Maximum file size - 100k

Maximum monthly reach - 1,000,000 impressions

eNews Advertising

Image based - 180x160px

Text based - 50 words

Rate - £250 to appear each day for one week plus the weekly eNews.

File types - JPEG, GIF, animated GIF or SWF

Maximum file size - 100k

List size - 30,000

Frequency - daily and weekly eNews.

Discounts

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

Contact

Please give Michael a call or drop him a email. He'll be happy to discuss your requirements and work out a suitable package.

Michael York

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