



## About People Tree

### A simple idea

For every beautiful garment **People Tree** makes, there's an equally beautiful change happening somewhere in the world.

We like to think of it in terms of our little shoots-and-roots motif. We provide you with exclusive fashion - the shoots - while at the same time we work deep down through the roots, improving the lives and environment of the artisans and farmers in developing countries who work to produce it. It's Fair Trade throughout. Simple.

### How it works

In order to ensure **People Tree** fashion meets the Fair Trade principles set out by WFTO (World Fair Trade Organisation), we work closely with 50 Fair Trade groups in 15 countries. That way, we can bring benefits to people and the planet at as many steps of the production process as possible - growing cotton, weaving, dyeing, embroidery, stitching etc. - helping alleviate poverty in the world's most marginalised communities.

We also work hard to ensure that we pioneer ecologically sound methods of production and minimise environmental impact. Not only is most of our cotton certified organic and Fairtrade, all our clothes are dyed using safe and natural dyes. And we source as many products as we can locally, choosing natural and recycled products over toxic, synthetic and non-biodegradable materials.

All our designers - both in the UK and Japan - know how to work within this set-up, which means we can produce garments that are beautiful, as well as caring. So, our collections are all the more special because they make imaginative use of local skills (handwoven fabrics, hand screen printing and hand embroidery are used a great deal), which creates as much employment as possible in areas that really need it.





## About our readers, supporters and customers

People Tree readers are interested in human rights, environmental issues and social justice.

As well as being actively involved in campaigns, they put their money where their mouth is and buy ethical products, especially fair trade and organic clothing.

With an increasingly recognised brand, high street shop presence and a large mail order operation - **People Tree** is Britain's leading pioneer of Fair Trade Fashion!

*"I still find it hard to convey how much Fair Trade means to those producing our fashion – it's just so impressive to see how the women have used Fair Trade to escape poverty and empower themselves and their children."*

**Emma Watson, actor**

You can now reach this unique group of people via 'The Thread' which is the blog section of the **People Tree** web site:  
<http://blog.peopletree.co.uk/>



## Web Advertising

Size px	Rate cpm
160x600	£20
180x150	£15

Geo-targeting - available on request. File types - JPEG, GIF or animated GIF. Maximum file size - 100k.  
Maximum monthly reach - 7,000 impressions

Facebook fans - 19,000  
Twitter followers - 26,000

## 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. If there are other areas of interest in terms of your advertising needs, please feel free to get in touch.

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