

red pepper Media Pack

What is Red Pepper?

Launched in May 1995, Red Pepper is a 68 page bimonthly magazine of political rebellion and dissent. Influenced by **socialism, feminism and green politics**, it is a resource for those who imagine and work to create a world based on **equality, solidarity, and democracy**.

Red Pepper is **independent and nonpartisan**. As such, it seeks to establish a platform for debate and the sharing of ideas across the spectrum of voices on the progressive left.



Advertising in Red Pepper

■ Our advertisers reach a broad and diverse audience of readers interested in leftist national and international politics. They reach educated, affluent and eager people who support exploitation-free business, products and services. We only feature like-minded businesses and organisations who fit our ethical policy requirements.

■ Existing advertisers include 'nosweat' clothing and shoe manufactures, fair trade and organic producers, ethical banks and independent booksellers. We also regularly feature campaign groups, NGOs, and educational establishments.

■ We offer competitive rates, package deals and discounts for not-for-profits and small businesses.

Readship information

Readership:
7,000

Average Age:
35-44

Average Income:
£25,000 - 34,999


Habits

- **87%** are a member of a **Trade Union**
- **65% donate** to campaigning organisations
- **53% eat organic food** at least twice a week,
- **98% recycle** and practice energy conservation
- **60% buy Fair Trade** products at least once a week

Education

- **56%** have a first degree
- **19%** are interested in returning to education (postgraduate)
- **8%** are interested in mature student entry to a first degree


'Red Pepper is the kind of rag that lights a rebellious fire under your soul and replenishes your anticapitalist spit ducts!'
Mark Thomas



'Red Pepper is an indispensable forum in which a more just, ecological future is being debated and imagined every day.'
Naomi Klein



'Lively, informative, controversial and undogmatic, Red Pepper opens many paths to a better future that can be ours if we choose to accept it.'
Noam Chomsky



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Print Advertising Rates

Inside pages

Full page

218mm x 275mm, plus 5mm bleed on all edges £500

Half page

landscape 188mm x 117.5mm £275

portrait 89mm x 245mm £200

Quarter page

89mm x 117.5mm £150

Cover positions

Outside back

218mm x 275mm, plus 5mm bleed on all edges £600

Inside front / inside back

218mm x 275mm, plus 5mm bleed on all edges £550

Important notes

- All sizes are in millimeters (width x height)
- Prices are subject to VAT at the standard rate
- Series discounts: 10% off for 3-5 issues, 15% off for 6 issues
- All digital files should be saved as high quality jpeg or press ready PDF with fonts embedded. Images must be a minimum resolution of 300 dpi and saved CMYK (no RGB or spot colours)
- Please check the page plans, (below) for relative size and advert orientation



'When the truth is more necessary and more fragile than ever, Red Pepper gives you news and reviews that you won't find in the mainstream press.'

Laurie Penny



'Red Pepper provides the only effective voice for the green and radical left.'

Michael Mansfield, QC



'Red Pepper has a very important place in British journalism. It's independent, it's radical and it's intelligent'

Tony Benn



Contact

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Red Pepper
44-48 Shepherdess Walk
London
N1 7JP

Full page
portrait

(also
Inside front
Inside back
Outside back)

Half page
landscape

Quarter
page
portrait

Half
page
portrait

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Website Advertising Rates

Per calendar month

Banner, top of any page

468 × 60 pixels £200

Large button on home page

140 × 140 pixels £180

Small button on home page

140 × 70 pixels £120

Important notes

- All sizes are in pixels (width x height). Alternative sizes can be negotiated
- Prices are subject to VAT at the standard rate
- Package discounts for web / print can be discussed
- All files should be saved as high quality jpeg

Website statistics

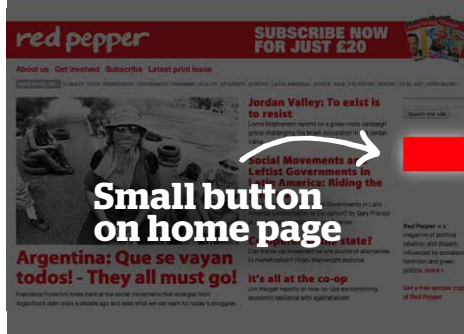
- redpepper.ork.uk averages 47,300 page views per month
- For the past quarter we received over 25,000 unique visitors per month
- 50% of viewers are in the UK, 17% in North America

'Red Pepper is an indispensable resource for challenging the environmental, economic and social injustices we are faced with today'

Caroline Lucas




Large button on home page



Small button on home page

Magazine inserts

£100 per 1,000 leaflets

These go to subscribers only



'Red Pepper helps us understand the world, but also - and importantly - provides a tool for the left to work together to change it.'

Owen Jones



Contact

Michael York

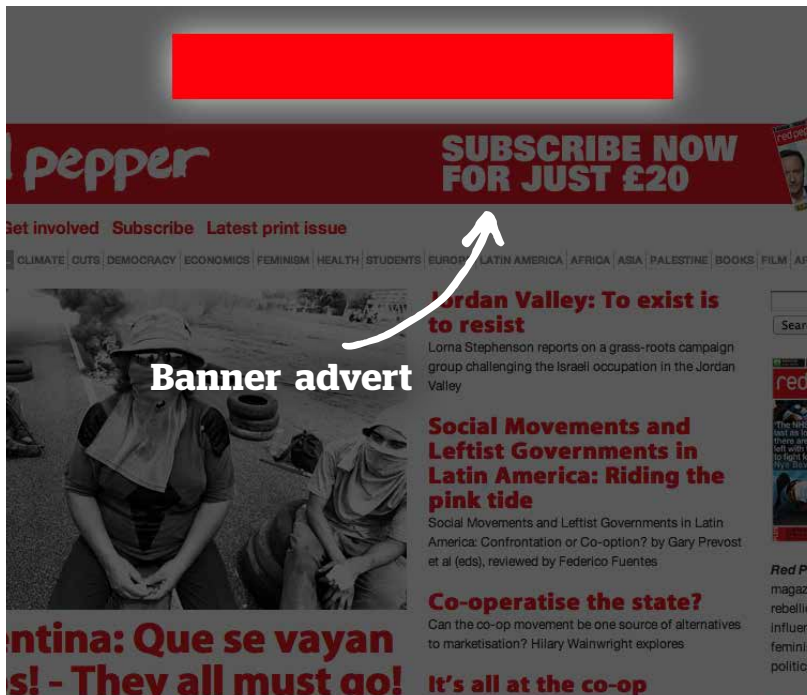
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'To think through what has happened to leftwing ideas and learn about antiauthoritarian action, you need Red Pepper.'

Sheila Rowbotham

Banner advert