

# red pepper

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## MEDIA PACK 2017

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## What is Red Pepper?

Launched in May 1995, *Red Pepper* is a 52 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 feature only 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**

### Reader 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

### Reader 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

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

**Naomi Klein**



## CONTACT

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## RED PEPPER

44-48 Shepherdess Walk, London N1 7JP  
www.redpepper.org.uk

## Print advertising rates

### Inside pages

<b>Full page</b>	215mm × 275mm, plus 5mm bleed on all edges	<b>£500</b>
<b>Half page</b>	landscape: 188mm × 117.5mm	<b>£275</b>
<b>Half page</b>	portrait: 89mm × 245mm	<b>£275</b>
<b>Quarter page</b>	88mm × 117.5mm	<b>£150</b>

### Cover positions

<b>Outside back</b>	215mm × 275mm, plus 5mm bleed on all edges	<b>£600</b>
<b>Inside cover</b>	215mm × 275mm, plus 5mm bleed on all edges	<b>£550</b>

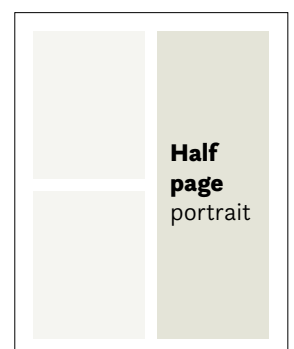
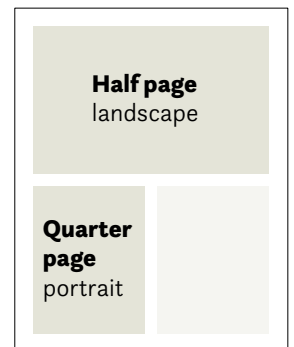
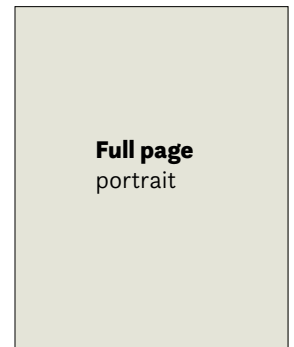
### Important notes

- All sizes are in millimeters (width × height)
- Prices are subject to VAT at the standard rate
- Series discounts: 10% off for 3–5 issues, 15% off for 6 issues
- Files should be high quality jpeg or press-ready PDF with typefaces embedded, with minimum image resolution of 300 dpi, and in CMYK format (no RGB or spot colours)
- Check the page plans (right) for size and orientation

**“Red Pepper is an indispensable resource for challenging the environmental, economic and social injustices we are faced with today.”**  
**Caroline Lucas**



## Plans



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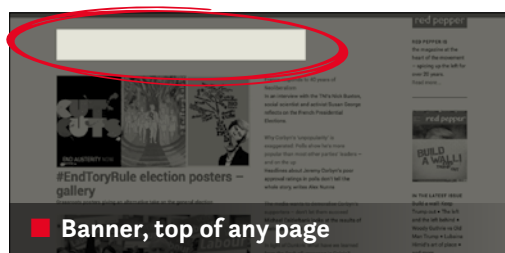
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## Website advertising rates

**Per calendar month**

<b>Banner, top of any page</b>	768 × 90 pixels	<b>£200</b>
<b>Large button on home page</b>	140 × 140 pixels	<b>£180</b>
<b>Small button on home page</b>	140 × 70 pixels	<b>£120</b>



### Important notes

- Sizes are in pixels (width × 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

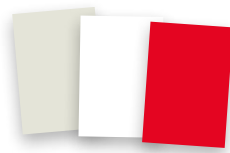


### Website statistics

- redpepper.org.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

### Magazine inserts

- **£100 per 1,000 leaflets**
- These go to subscribers only



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