

**Mailed to 11,000 CAT members every quarter**  
**Read by over 38,500 people**

Founded in 1974, the **Centre for Alternative Technology (CAT)** is passionate about promoting sustainable, ecologically aware, low impact lifestyles. Providing realistic practical solutions for the environmental challenges of the 21st century, **CAT** runs professional training courses, teaches school children, welcomes thousands of visitors every year and offers independent advice through our information service.

**Clean Slate** is **CAT's** full colour quarterly magazine. Resource use, renewables, energy efficiency, waste and recycling... **Clean Slate** keeps readers engaged with the issues that matter in a changing world. For over 20 years, **Clean Slate** has given people the information they need to help them make more environmentally friendly choices. Positive, informative, challenging – **Clean Slate** is read by people who care about climate change and are determined to do something about it.

**Clean Slate** readers are typically well-informed, degree educated, work in the environmental and/or ethical sectors and are financially secure. Their specific interests include: energy efficiency, renewable energy, sustainable building and architecture, organics, ethical finance, eco products, environmental courses and responsible travel.

### Clean Slate Key Reader Data

82% are active with their own sustainability projects  
Over 80% find the journal interesting and informative  
Over 60% earn between £20,000 and £50,000  
95% are 35-64 years old  
78% of people who use CAT's free information service make positive changes to their lives as a result of information received.

### Some comments from the Clean Slate readership survey

*"I learn from Clean Slate."*

*"Clean Slate is positive and continues to inspire great hope for the future."*

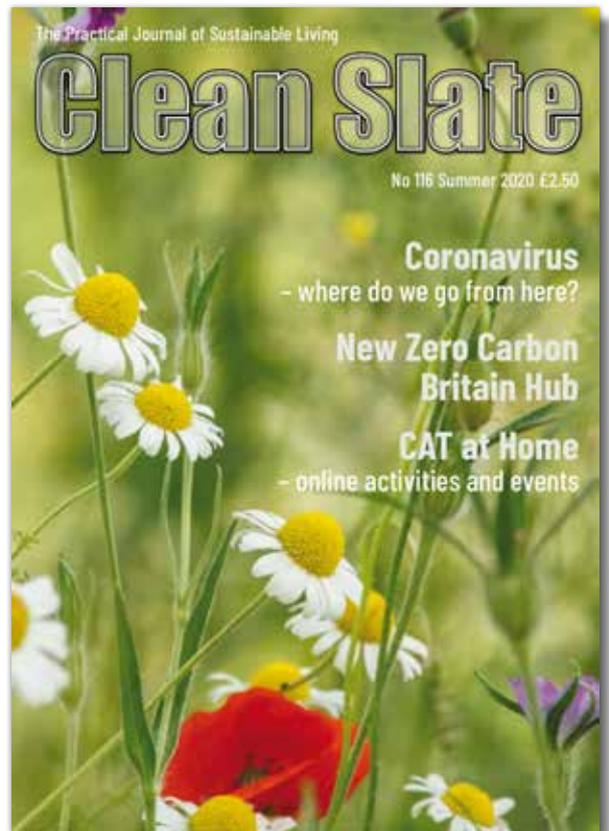
*"Informative enough to use for projects."*

*"Perfect! I pass my copy onto my manager in a housing association which builds 500 new properties a year. It's well received."*

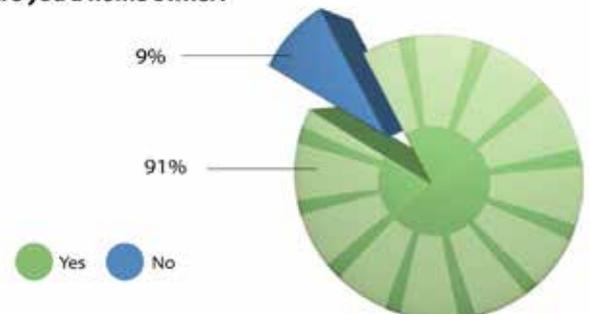
*"A good source of products and projects, and the adverts are useful."*

*"Great graphics with simple explanatory information perfect for this type of periodical. The centre feature 'at a glance' is an excellent example of this"*

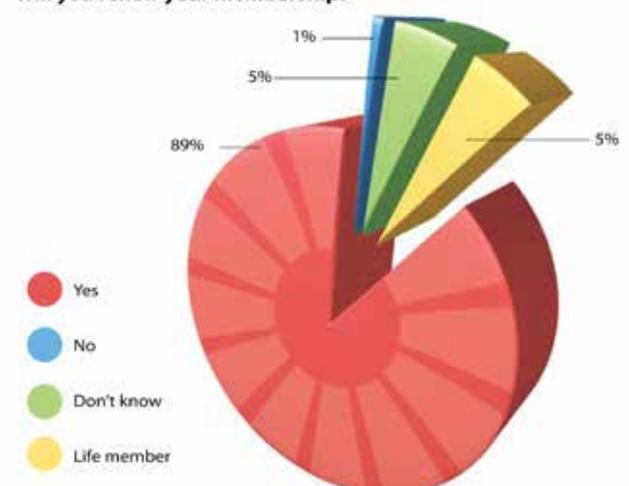
*"When we include an insert in Clean Slate or receive coverage in their online e-bulletin, we get a significantly higher number of 'switches' from other electricity providers to our 100% renewable tariffs." Good Energy*



Are you a home owner?



Will you renew your membership?



# MEDIA PACK

## Advertising information and rates

### Print

Display Ad Size	Height (mm)	Width (mm)	Price
Double page spread	297	420	£1,500.00
Outside back cover*	297	210	£1000.00
Inside front cover	287	200	£900.00
Full page	287	200	£800.00
Half page (horizontal)	140	200	£450.00
Half page (vertical)	287	97	£450.00
Quarter page (vertical)	140	97	£250.00
Eighth page	67	97	£150.00

Files must be supplied in high resolution PDF, TIFF or JPEG format (300 dpi at 100% size).  
\*For the outside back cover position add 3mm all round if bleed is required.

### Inserts

Inserts £140 per thousand (up to 10g). Maximum insert run 11,000.

### Web (prices are based on a 3 month time period)

Online Ad Size	Width (px)	Height (px)	Price
Wide Skyscraper Banners	156	600	£300
Vertical Banners	156	300	£175
Square button	156	156	£125

Acceptable media types GIF, PNG, JPG or Flash (CAT requires all Flash adverts to have tracking links embedded in any Flash artwork supplied. CAT will provide these tracking links upon request).  
Maximum file size for wide skyscraper banners is 100k. Maximum file size for vertical banners and buttons is 50k.

### Approximate print copy dates

	copy deadline	on sale date
Spring	1st February	22nd February
Summer	25th April	16th May
Autumn	25th July	22nd August
Winter	24th October	21st November

*“We advertise year after year with Clean Slate as it is one of the few publications that consistently generates useful enquiries. It’s also a great read and we share its ethos.”*

**Ecology Building Society**

### Discounts

Available on request for campaign groups, specific NGO’s, publishers and educational establishments.

### Contact

Please give **Alison** a call, she’ll be happy to discuss your requirements and work out a suitable package.

EMSM - Ethical Media Sales & Marketing

alison@emsm.org.uk  
+44 (0) 141 946 8708

michael@emsm.org.uk  
+44 (0)1865 403339  
+44 (0)7780 874279  
www.emsm.org.uk

