

Co-op News is the only publication targeting the vibrant co-op economy, and is the most cost-effective way of reaching this pioneering sector.



As the voice of the co-operative movement for almost 150 years, we have an unrivalled audience of activists, workers and practitioners across the co-op sector who all want to actively support other co-ops and ethical brands. This highly targeted readership represents some of the most co-operatively engaged people in the UK and a key market that your co-op-focused marketing campaign should be addressing.

Published every month, Co-op News brings together the best and most detailed content on the UK co-op market available, and also includes expert focus on international co-operative issues. It champions and challenges the sector through news reports, profiles, analysis and comment. The website is updated daily and we have high engagement on social media

Basic Information

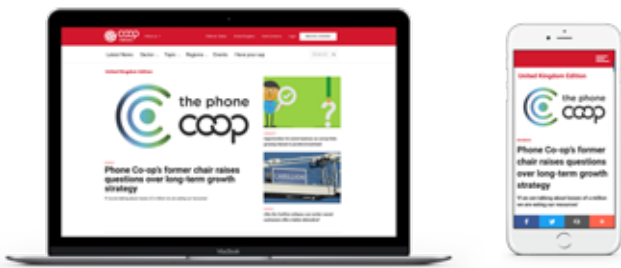
- In print: 13 print editions a year, read by over 17,000 people in the Co-op movement.
- Online: thenews.coop gets 90k monthly page impressions & 46k unique monthly visitors
- Readers range from CEOs and executive teams from the world's biggest retail co-ops to thousands of active members of smaller co-op businesses.
- In addition Co-op News is read by MPs and other key policy influencers.

Key Reader Data

- 64% feel Co-op News is important or essential in their job.
- 97% are associated with a Co-op.
- 65% are over 45 years of age.
- 38% earn over £40,000 per year.
- 60% educated to degree level or higher.
- 62.5% support fairtrade & organic food, 55% ethical finance & 61% environmental and human rights charities.

“Co-op News is our sector, our news, our conversation. Dialogue and debate is the glue that holds us together as a movement”

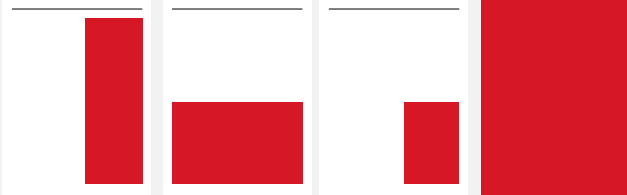
Ed Mayo, Secretary General, Co-operatives UK



Digital statistics:

- 46K unique monthly visitors
- 90K monthly page views
- 16K Twitter followers
- 10K Facebook followers

Print ad dimensions



Half page vertical: 78mm (w) x 226mm (h)

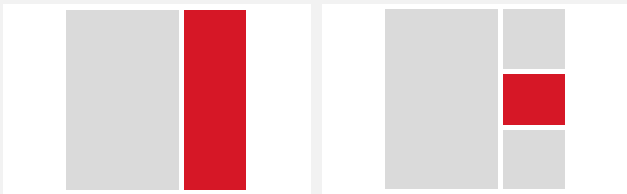
Half page horizontal: 178mm (w) x 111mm (h)

Quarter page: 78mm (w) x 111mm (h)

Full page: 203mm (w) x 267mm (h)

(please add a 5mm bleed on all edges for full page adverts)

Web ad dimensions



Large: 300px (width) x 600px (height)

Small: 300px (width) x 250px (height)

Supplied artwork

Copy deadlines are one week before publication

Acceptable files: PDF, Adobe Illustrator, Adobe Photoshop (TIFF, EPS, JPEG), InDesign.

Unacceptable files: Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, web graphics.

When sending complete artwork, please ensure that it is supplied at 300dpi, as well as being converted to CMYK with all fonts outlined and embedded. If you supply a 'print ready PDF' to the appropriate dimensions, we cannot take responsibility for any reproduction of resolution errors.

Rates

PRINT

- Back cover: £1,300
- Inside front cover: £1,200
- Inside back cover: £1,200
- Full page: £1,075
- Half page: £600
- Quarter page: £475
- Inserts: £110 /1,000 (up to 10g)

WEBSITE

- Large: £20 per 1,000 impressions
- Small: £15 per 1,000 impressions

Production schedule

Cover month	Copy deadline	Published
JANUARY	15 Dec	2 Jan
FEBRUARY	21 Jan	29 Jan
MARCH	18 Feb	26 Feb
APRIL	18 Mar	26 Mar
MAY	22 Apr	30 Apr
JUNE	20 May	28 May
JULY	17 Jun	25 Jun
AUGUST	22 Jul	30 Jul
SEPTEMBER	19 Aug	27 Aug
OCTOBER	23 Sept	1 Oct
NOVEMBER	21 Oct	29 Oct
DECEMBER	18 Nov	26 Nov

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