

Earthmatters

MEDIA PACK

Earthmatters is the award-winning magazine of Friends of the Earth.

It is published twice a year (generally Feb and Sept) and **sent to 69,000 supporters**. It covers the big things happening around Friends of the Earth campaigns, environmental news and practical advice on green issues.

Readership

- Average age 30-55.
- Live in south east/west England.
- In the A/B group, earn £35k + and work in education, medicine or other professions, often self-employed and working from home.
- Have a variety of financial investments, are mail order buyers and own a small car.
- Well informed about environmental issues, socially aware and physically active.
- Interests: include reading, technology, current affairs, theatre, gardening, further education and foreign travel.
- Lifestyle: personal development, healthy eating, supplements, exercise (hiking/walking/skiing) and herbal remedies.
- Likely to have pets and be interested in animals and nature.
- Trail blazers in terms of green transport and green energy.

Approximate Booking deadlines

Spring Issue	15 December
Autumn Issue	18 July

“Expenditure on green goods and services has grown 18% over the past two years despite the economic downturn.”

Co-operative Bank’s Ethical Consumerism Report



Earthmatters is full colour, A5 and totally recycled. The printer holds EMAS certification - which means they care about the environment.



Advertising

Reach supporters through a choice of display adverts or inserts.

Display adverts

Size	height	width	Rate
Full page (+ 5mm bleed)	210mm	148mm	£1,850
Full page	195mm	140mm	£1,850
Half page (landscape)	96mm	140mm	£1,000
Quarter page	96mm	68.5mm	£600
Eighth Page	46.5mm	68.5mm	£350
Sixteenth Page	46.5mm	32.75mm	£200

Artwork

Please supply to print quality, with a minimum of 300 dpi, in PDF format. All fonts and images must be embedded in the file and all page elements must be encoded as CMYK. Please supply image files at least 100 per cent of the intended printed size. MediaBox and TrimBox dimensions must be defined.

Artwork services are available on request to alter or create advertising campaigns. Any artwork changes will be subject to an additional charge.

Inserts

£120 per thousand for 10g inserts less than A5 size. Please call and we'll be happy to look at availability.

All rates are subject to VAT. Registered charities are exempt from VAT. Payment Invoices will be issued on publication.

Discounts: Available on request for charities, campaign groups, NGO's, publishers and educational establishments. Cancellation policy: Friends of the Earth cannot refund any display advertisements that have been confirmed (either in writing or by phone) and are subsequently cancelled after the booking deadline.

Advertising policy: Confirmation of space for display adverts is subject to approval of artwork. Friends of the Earth only accept adverts that reflect their values and campaigns. They cannot accept adverts that make claims which they feel are unsubstantiated, nor can they accept adverts from political parties.

Contact

Please give Michael a call, he'll be happy to discuss your requirements and work out a suitable package.

Michael York
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What are Climate Action groups?

They're people developing local solutions to the climate crisis to create fairer, greener communities. As part of a network, they're pushing the government to adopt a national climate plan to make the big changes we urgently need.

Who can join?
 Anyone fed up watching the UK sleepwalk into climate chaos. Bigger and more diverse groups are likely to enjoy more success. So even if you can't commit much time, you can still make a difference.

How many are there?
 We had **44 groups** at the time Earthmatters went to print.
 We're aiming for **200** within the next year.

How do I join or find out more?
 Visit our website: foe.uk/join98-action-groups

6 climate fixes your local authority could act on straight away

- 1 Identify whether every council recommendation would help or hinder climate, air pollution and nature plans.
- 2 Introduce workplace parking charges to fund better and cleaner public transport and cycling.
- 3 Roll out charging points to enable the rapid shift to electric vehicles.
- 4 Pinpoint spots for renewable energy in the local plan and oppose coal, oil and gas extraction.
- 5 Double tree cover on council-owned land and ensure existing trees are properly protected.
- 6 Get schools, hospitals and others to design menus containing more plant-based options - using less and better meat.

Most local authorities are doing far too little about the climate emergency. Some are even making decisions that will increase planet-warming emissions. **We need them to listen and act.**