

# EarthMatters

MEDIA PACK

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

It is published twice a year, generally in January and September, and is sent to approximately 60,000 supporters. It covers the big things happening around Friends of the Earth campaigns, environmental news and practical advice on green issues.

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



## APPROXIMATE BOOKING DEADLINES:

Spring Issue: **15 December**

Autumn Issue: **18 July**

## READERSHIP

- Average age 30-55.
- Live in south east/south west England.
- In the A/B group, earn £35k + and work in education, medicine or other professions, often self-employed and working from home.
- **Interests:** include reading, technology, current affairs, theatre, food and drink, 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.

## 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.

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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 EMSM - Ethical Media Sales & Marketing**  
**michael@emsm.org.uk +44 (0)1865 403339**

