

Read by over **150,000** people every month with over **2,000,000** impressions available each year.

Launched in 1970, the Ecologist has remained at the forefront of the environmental agenda. Since moving online, the Ecologist has broadened its appeal and grown its reach to individuals who are committed to social and environmental change. The merger with the well-regarded Resurgence magazine has ensured that the Ecologist has regained a representation in print.

The Ecologist Audience

Ecologist readers are the most committed, passionate, ethical and environmentally aware consumers in the world.

They are opinion formers whose influence reaches far into the community, be it through their involvement in their corporate CSR, or using the Ecologist to inform their buying decisions as well as their friends, family and community. They make informed, educated decisions when purchasing products and services, often relying on the Ecologist to guide them.

The Ecologist Website

Contains daily reports and regular features, plus all the latest policy and politics, research and trends. Ecologist investigations tackle the biggest environmental issues and set the agenda.

The Ecologist is renowned for its authority and opinions from leading environmental figures.

Each section provides information and reports on making ethical, green choices in everyday life.

The Ecologist is well regarded on social networking sites and its following grows daily.

“The visitors that come to EJF’s website from the Ecologist are a superb audience for our environmental justice campaigns. On average they spend three times longer on the site than regular users, visiting twice as many pages, which is fantastic.”

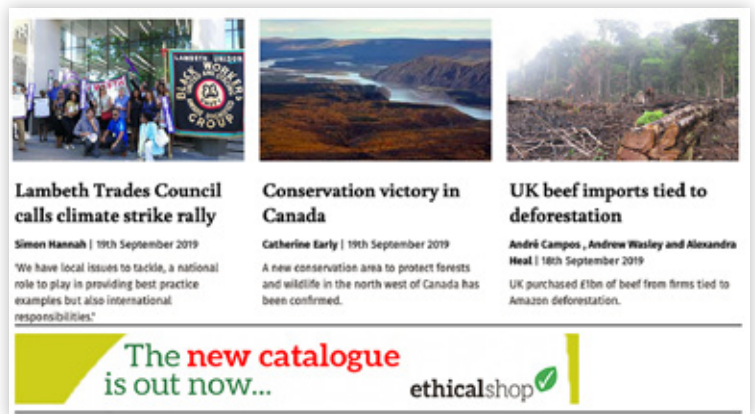
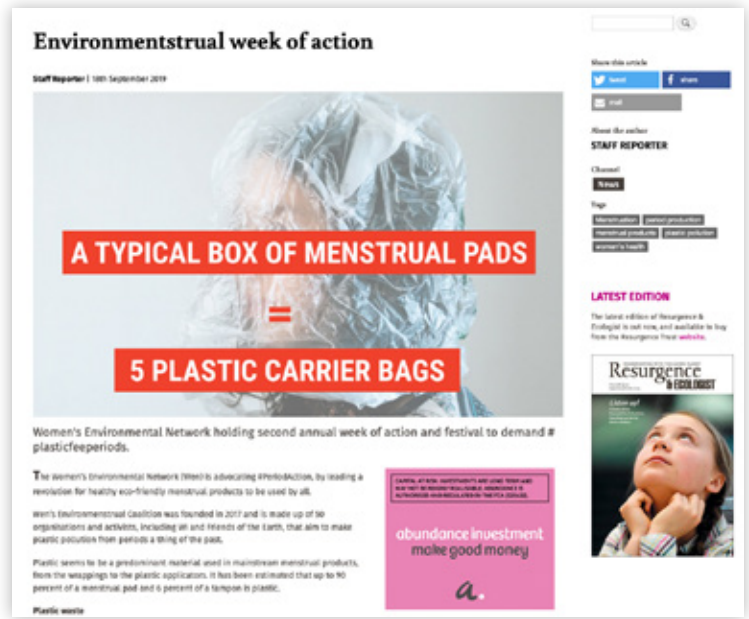
Environmental Justice Foundation

The screenshot shows the Ecologist website interface. At the top is the logo 'ECOLOGIST THE JOURNAL FOR THE POST-INDUSTRIAL AGE'. Below it is a navigation bar with 'Home - News'. The main article is titled 'UK beef imports tied to deforestation' by André Campos, Andrew Wasley and Alexandra Neal, dated 10th September 2019. The article features a large image of a deforested landscape with a large log in the foreground. To the right of the article is a search bar and social media sharing options. Below the article is a section for 'LATEST EDITION' featuring 'Resurgence & Ecologist' and 'ethicalshop' with a 'New Catalogue Out Now' banner.

The screenshot shows the Ecologist website interface for an article titled 'Microplastics in the Sargasso Sea' by Arwa Damon, dated 29th August 2019. The article features a large image of a diver underwater surrounded by a massive cloud of yellow-brown seaweed (Sargassum) and small pieces of plastic. Below the image is a caption: 'Toxic microplastic pollution glitters amid the iconic yellow seaweed in the Sargasso.' The article text begins with: 'I thought I had an understanding of the impact of our toxic way of life. But despite all my reading, research and reporting, it wasn't until I witnessed it firsthand that the extent of plastic pollution and its consequences sank in. It's terrifying.' Below the text is a section titled 'Poisonous waste' which describes the Sargassum as a free-floating yellow-brown seaweed that creates a habitat. To the right of the article is a banner for 'ethicalshop' with a 'New Catalogue Out Now' and a small image of a woman. Below the banner is a pink box with the text 'abundance investment make good money' and a logo.

Ecologist Reader Snapshot

- 68% female, 32% male
- 95% have made a conscious effort to purchase organic and ethically sourced products
- 76% university degree educated or higher
- 76% People ask my advice about products and services
- 89% rely on specialist websites for information about green issues
- 46% have influence over workplace CSR decisions
- 76% have donated to a green cause in the last 12 months
- 98% have bought organic food in the last 12 months
- 25% have bought a green financial product in the last 12 months
- 96% have bought environmentally friendly household products in the last 12 months
- 62% state they don't take short-haul flights because of environmental impact



Advertising sizes and rates

Online Ad Size	Width (px)	Height (px)	Price per '000 impressions (CPM)
Banner	728	90	£30
MPU	300	250	£30
Skyscraper	160	600	£30

Acceptable media types GIF, PNG or JPG. Maximum file size is 200k.

The Ecologist audience provides us with a 'well suited' audience, who are not only interested in our cause, but rank sustainability high on their list of concerns.

Farm Africa

Discounts

Available on request for charities, campaign groups, NGO's, publishers and educational establishments.

Contact

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

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