



# MEDIA PACK

Mailed to **20,000** Soil Association members

Read by over **50,000** organic consumers

Living Earth is the Magazine of the Soil Association. The Soil Association is the UK's leading campaigning and certification organisation for organic food and farming, and its organic symbol is the UK's most recognisable trademark for organic produce. The Soil Association was founded in 1946 by a group of farmers, scientists and nutritionists who were concerned about the way our food was produced. In **over 75 years** it has grown in complexity and scope, but at its core remains the fundamental link between healthy soil, healthy food and healthy people.

Living Earth is an A5 membership magazine, and is sent out three times a year (Spring, Summer and Autumn) to the home address of over 20,000 subscribers, all of whom have an active and passionate interest in living a more organic way of life. The magazine is also sent to farms, food companies and other certified organic businesses. Editorial content covers a whole range of organic topics and regularly features top-name journalists, including Sophie Grigson and Monty Don.



## Living Earth Key Reader Data

- 62% have responded to an ad in Living Earth
- 68% have been SA members for over five years
- 44% keep their copy for a year or more
- 83% use the ads to find out where to buy organic goods
- 18% read the Guardian
- 43% have school-age children
- 32% have grandchildren and 24% are retired
- 69% always or try to buy only certified goods
- 87% buy half or more of their food shopping from organic sources

'Lifestyle' indicators - high on hiking, walking, gardening, reading, fine food/cooking

## Reader Demographics

### Gender

Female 68% Male 32%

### Age Groups

under 25 3% 45-65 23%  
25-44 55% 65 plus 19%

## Home Ownership

homeowners 92% (detached 37% & semi-detached 31%)

## Personal income

less than £20,000	31%
£20-£30,000	17%
£30-£50,000	19%
£50,000 plus	18%
declined to answer	15%

44% describe themselves as senior management or above

## Members have donated to or joined the following groups in the past two years

Friends of the Earth	45%
HDRA	32%
Oxfam	34%
RSPCA	17%
Greenpeace	32%
National Trust	31%
RSPB	25%
Vegetarian Society	6%





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## Advertising Rates

- Outside back cover - £1,540
- Inside front cover - £1,400
- Inside back cover - £1,400
- Full page - £1,250
- Half page - £740
- Quarter page - £450
- Eighth page - £280



Ad artwork should be supplied wherever possible as a high resolution PDF file (minimum 300 dpi). Using PPA's Pass4Press PDF creation settings is recommended. More information on Pass4Press can be found at [www.pass4press.com](http://www.pass4press.com). Your files can be emailed to Michael at [michael@emsm.org.uk](mailto:michael@emsm.org.uk)

## Artwork Delivery Display Sizes

**Full Page Magazine Format: Height: 235mm, width: 160mm**

Your full page ads can run to the cropping edge of the page, or with a white margin if you prefer. Ads that run to the cropping edge must be supplied with a bleed – extra overmatter that ensures full page coverage after printing and trimming. Bleeds should be 3mm on all sides of the artwork.

**Full Page – Margin Style: Height: 211mm, width: 136mm**

This page has a white margin on all sides. This should also be considered as the 'type safe' area guideline on bleed ads, to ensure text does not end up too close to the page edge.

**Full Page – Bleed Style: Height: 241mm, width: 166mm**

This page has a 3mm bleed on all four sides.

**Half Page Landscape (horizontal): Height: 102.5mm, width: 136mm**

**Half Page Portrait (vertical): Height: 211mm, width: 65mm**

**Quarter Page: Height: 102.5mm, width: 65mm**

**Eighth Page: Height: 48mm, width: 65mm**

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

## Inserts

Sometimes available but must be smaller than A5 and less than 10g - please contact for details.

## Discounts

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

## Contact

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

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