



AMNESTY Magazine

Media file

Mailed directly to over **54,000 supporters** and emailed to over **42,000 supporters** of Amnesty International UK, quarterly



What is Amnesty Magazine?

Amnesty Magazine is published every three months and is mailed directly to over 54,000 supporters and emailed to over 42,000 supporters of Amnesty International UK. The magazine carries news updates on international human rights campaigns, major in-depth features on specific issues and regions and campaigns in support of political prisoners and other individuals whose human rights are abused around the world.

The magazine content includes contributions from high-profile individuals as personal interviews or topical opinion pieces.

Amnesty Magazine thus offers advertisers a unique editorial environment from which they can target a select group of individuals who support Amnesty International UK with messages that might also harmonise with the ethos of Amnesty International.

Who reads Amnesty Magazine?

AGE

46% of Amnesty supporters are aged between 25 and 45.



- 11% under 25
- 26% 25-34
- 20% 35-44
- 17% 45-54
- 26% 55 and over

GENDER

There is a slight female bias amongst Amnesty members.



- 48% Women
- 38% Men
- 14% Unknown

96,000+

combined readership of digital and print editions

95% are mailed or emailed directly to named individuals who are paid up supporters of Amnesty International. A small number, 1,500, go to members based overseas.

Amnesty International supporters are well educated with over 50% achieving a degree. They are clearly politically motivated and our research indicates significant involvement in culture, the environment and travel amongst other things.

Advertisers have included...



Advertisement rates

DISPLAY	
Double Page	£7,000
Full page	£3,500
Full page inside back cover	£3,500
Full page outside back cover	£4,000
Half page	£2,500
Quarter page	£1,350

INSERTS	
Maximum finished size height 230mm x width 170mm Folding on long side only	
1-7gms	£70 per 1000
8-12gms	£80 per 1000
13-17gms	£88 per 1000
18-22gms	£97 per 1000

Sizes

ADVERTISEMENT SIZES			
	Type area (mm)	Trim area (mm)	Bleed (mm)
DPS	h 247 x w 396	h 280 x w 420	h 286 x w 426
Full page	h 247 x w 186	h 280 x w 210	h 286 x w 216
1/2 page vertical	h 247 x w 91	-	No bleed
1/2 page horizontal	h 120 x w 186	-	No bleed
1/4 page	h 120 x w 91	-	No bleed

Artwork specifications

ACCEPTED Indesign, Illustrator, Photoshop files and high resolution PDF with all fonts embedded.

NB Artwork in Microsoft Word NOT accepted. All images must be to scale, at a minimum 300dpi in EPS or TIFF format. All fonts must be supplied. Artwork accepted by email. Printed proofs required with supplied artwork.

CANCELLATIONS required six weeks prior to publication.

AGENCY COMMISSION 10%

APPROVAL All advertising copy and inserts must comply with the advertising and ethical policy of Amnesty International and bookings will only be accepted on that basis.

Publication dates and deadlines

SCHEDULE 2023 DISPLAY ADVERTISING			
ISSUE	BOOKING DEADLINE	COPY DEADLINE	MAILED OUT
Q1	14 December 2022	9 January 2023	8-10 February
Q2	8 March	29 March	3-5 May
Q3	14 June	5 July	9-11 August
Q4	13 September	4 October	8-10 November

SCHEDULE 2023 LOOSE INSERTS			
ISSUE	BOOKING DEADLINE	DELIVERY DEADLINE	MAILED OUT
Q1	14 December 2022	25 January 2023	8-10 February
Q2	8 March	19 April	3-5 May
Q3	14 June	26 July	9-11 August
Q4	13 September	25 October	8-10 November

2024 PROVISIONAL BOOKING DEADLINES

Q1: 13 December 2023

Q2: 6 March 2024

Q3: 12 June

Q4: 11 September

Contact

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