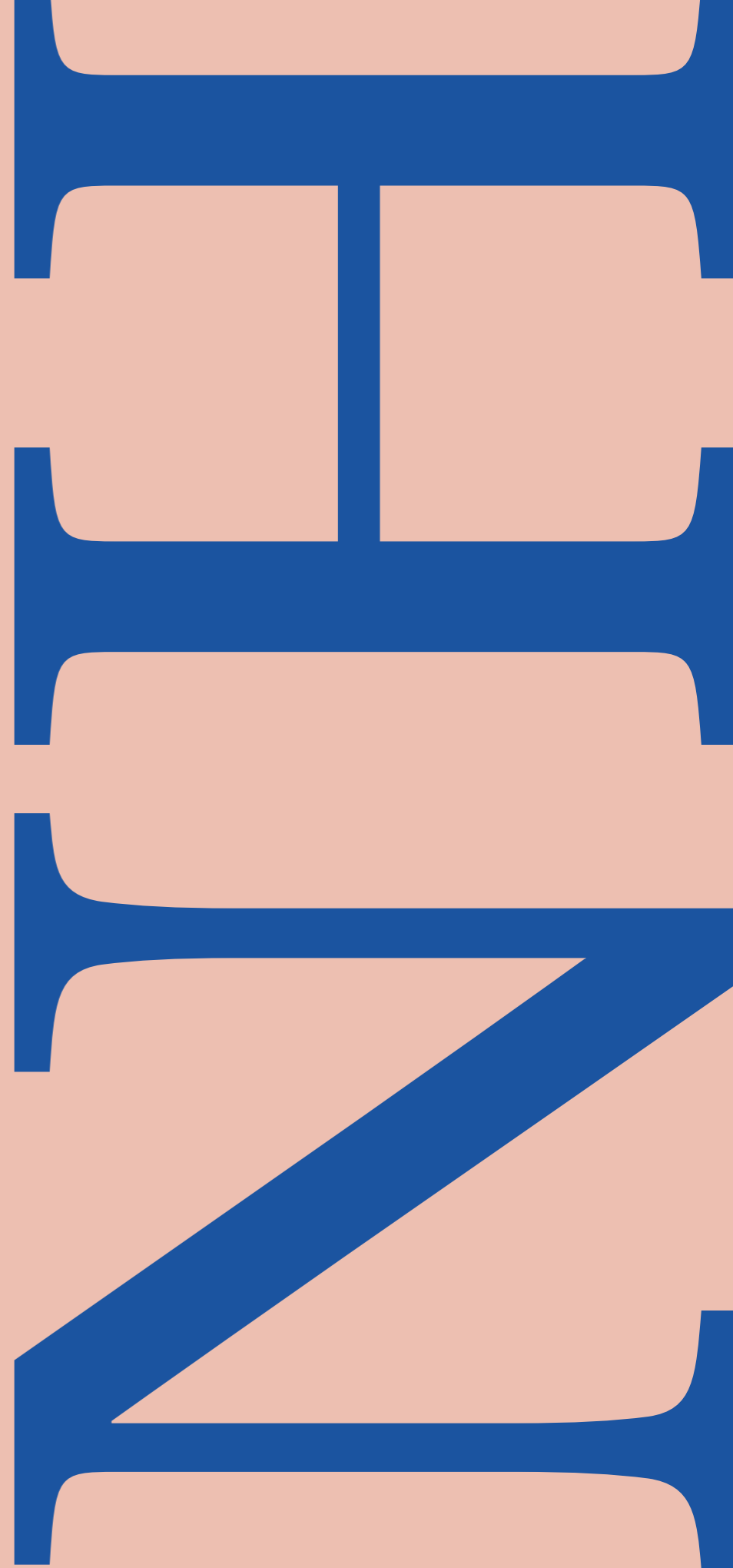


*New Humanist*  
Media Pack 2025



# New Humanist

*New Humanist* is a quarterly magazine of ideas, politics, science and culture. Our beautifully designed, full-colour magazine brings together expert voices and quality journalism to illuminate these turbulent times.

In 2025, we are excited to announce the beginning of a new era for the magazine. After nearly 130 years of working together for a better society, Humanists UK and the Rationalist Press Association – the publisher of *New Humanist* – have officially merged. Working with Humanists UK, we have now expanded our circulation to include more than 70,000 members and supporters of the charity.

Our readers are intelligent, free-thinking and eager to follow the latest trends. They are interested in science, philosophy, politics and new technologies, and enjoy literature, art, film and lively debate.

“Unusual, interesting,  
lively and intelligent”

**Philip Pullman**



# New Humanist

**Frequency:** *New Humanist* is a quarterly, published in February, May, August and November

**Print circulation**, of which the majority are subscriptions: 26,500

**Digital circulation:** 50,000

**Total circulation:** 76,500

**Readership:** 134,800

**Newsstand sales:** 1,500 per issue

**Social media:** 50k followers

**Website:** 66,000 page views per month

**More than a magazine:** With membership, subscriptions, newsstand readers and a range of events, we communicate with over 70,000 people who are part of a lively and engaged humanist community. Reader surveys show a high sense of loyalty to the magazine and organisation.

**For the discerning reader:** *New Humanist* publishes the brightest and best on ideas, philosophy and science, including top names such as Richard Dawkins, Eimear McBride, Reni Eddo-Lodge, Jonathan Franzen, Mary Beard, Kenan Malik and Stephen Fry. Our readers also get access to our rich, fully searchable archive, reaching back to 1886 and featuring eminent figures such as Iris Murdoch, H. G. Wells

“My favourite magazine”

**Iain Banks**



# New Humanist

## Rates:

Outside Back Cover .....	250 x 200 mm .....	<b>£3000</b>
Inside Front Cover .....	250 x 200 mm .....	<b>£2400</b>
Inside Back Cover .....	250 x 200 mm .....	<b>£2400</b>
Full page .....	250 x 200 mm .....	<b>£1600</b>
Half page (horizontal) .....	100 x 160 mm.....	<b>£1000</b>
Half page (vertical) .....	210 x 77 mm.....	<b>£1000</b>
Quarter page .....	100 x 77 mm....	<b>£600</b>

Please supply high-res print-ready PDFs (300dpi and CMYK). For full page designs add 3MM BLEED all round and crop marks.

A5 inserts, of 10g or less, are charged at £90 per 1000.  
Rates for heavier inserts are available upon request.

## Approximate 2025 Publishing Schedule:

Summer issue: On sale 15-May-25  
Ad copy deadline: 8-April-25

Autumn issue: On sale 21-Aug-25  
Ad copy deadline: 8-July-25

Winter issue: On sale 20-Nov-25  
Ad copy deadline: 14-Oct-25



# New Humanist

## Magazines & archive



## Events



## Podcast



# New Humanist

For advertising enquiries  
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