The website reaches 110,000 readers each month, the print version is delivered to 18,000 subscribers 6 times a year and shared by an estimated 72,000 people. The eNews goes to 40,000 subscribers.

The New Internationalist is an established, well respected, award-winning publication. It is the world unspun and the leading magazine on international issues, New Internationalist offers quality editorial content, accompanied with great design and stunning images.

The New Internationalist has in-depth themes covering everything from finance to equality and religious extremism to fracking. It is also full of photos, puzzles and other shorter articles looking at human rights and environmental issues.

Key Data

Print
World Circulation: 18,000 copies
Readership: Estimated at 72,000
Frequency: 6 times a year (Jan/Feb, Mar/April etc.)

Online
Available impressions per month: 200,000
Facebook followers: 81,100
Twitter followers: 40,000

eNews
Twice every month to 40,000 subscribers

App
All print ads appear in the magazine App. Ask for details.

“New Internationalist respects the intelligence of its readers. It is independent, lively and provocative, helping to keep its readers abreast of developments in parts of our globe that risk marginalisation. Read it!”
Desmond Tutu

“For many years I have read the New Internationalist with great respect. Many an article I have written, and film I have made, have had their roots in something I read in the New Internationalist.”
John Pilger

“If you would like to know something about what’s actually going on, rather than what people would like you to think was going on, then read the New Internationalist.”
Emma Thompson
Advertising information and rates

Print

<table>
<thead>
<tr>
<th>Display Ad Size</th>
<th>Height (mm)</th>
<th>Width (mm)</th>
<th>UK rate</th>
<th>US rate</th>
<th>Aus rate</th>
<th>World rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover</td>
<td>276</td>
<td>210</td>
<td>£3,400</td>
<td>£1,200</td>
<td>£1,200</td>
<td>£5,800</td>
</tr>
<tr>
<td>Inside covers</td>
<td>276</td>
<td>210</td>
<td>£3,200</td>
<td>£1,050</td>
<td>£1,050</td>
<td>£5,300</td>
</tr>
<tr>
<td>Full page</td>
<td>276</td>
<td>210</td>
<td>£3,000</td>
<td>£1,000</td>
<td>£1,000</td>
<td>£5,000</td>
</tr>
<tr>
<td>Half page (landscape)</td>
<td>125.5</td>
<td>184</td>
<td>£1,500</td>
<td>£500</td>
<td>£500</td>
<td>£2,500</td>
</tr>
<tr>
<td>Half page (portrait)</td>
<td>255</td>
<td>90</td>
<td>£1,500</td>
<td>£500</td>
<td>£500</td>
<td>£2,500</td>
</tr>
<tr>
<td>Quarter page</td>
<td>125.5</td>
<td>90</td>
<td>£750</td>
<td>£300</td>
<td>£300</td>
<td>£1,350</td>
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</table>

Trimmed page size 276mm height x 210mm width, plus 3mm bleed. Artwork to be supplied as high res PDF files only.

Inserts

UK Insert rate £150 per thousand (up to 10g). Maximum UK insert run 11,000.

Web

<table>
<thead>
<tr>
<th>Online Ad Size</th>
<th>Width (px)</th>
<th>Height (px)</th>
<th>Price (per 1,000 impressions)</th>
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<tbody>
<tr>
<td>MPU</td>
<td>300</td>
<td>250</td>
<td>£30</td>
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</tbody>
</table>

Acceptable media types GIF, PNG, JPG or animated GIF. Maximum file is 250k.

eNews

Text based ads for courses, NGO vacancies, events etc.
A short heading, 30-50 words + link
£350 to reach our World list of 40,000 (including 20,000 UK & 6,000 North American subscribers)

Digital ads do not appear in the Australian browser version or mobile App.
enews mentions do not appear in the Australian eNews.
All above rates are exclusive of VAT.

Approximate print copy and insert delivery dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Copy</th>
<th>Insert Delivery</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>3rd Dec</td>
<td>22nd Dec</td>
<td>1st Jan</td>
</tr>
<tr>
<td>Mar/April</td>
<td>5th Feb</td>
<td>12th Feb</td>
<td>21st Feb</td>
</tr>
<tr>
<td>May/June</td>
<td>2nd April</td>
<td>9th April</td>
<td>25th April</td>
</tr>
<tr>
<td>July/Aug</td>
<td>11th June</td>
<td>18th June</td>
<td>27th June</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>7th Aug</td>
<td>13th Aug</td>
<td>22nd Aug</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>8th Oct</td>
<td>15th Oct</td>
<td>24th Oct</td>
</tr>
</tbody>
</table>

Discounts

Available on request for charities, community groups, NGOs, publishers and educational establishments.

Contact

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

EMSM - Ethical Media Sales & Marketing
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+44 (0)7780 874279
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