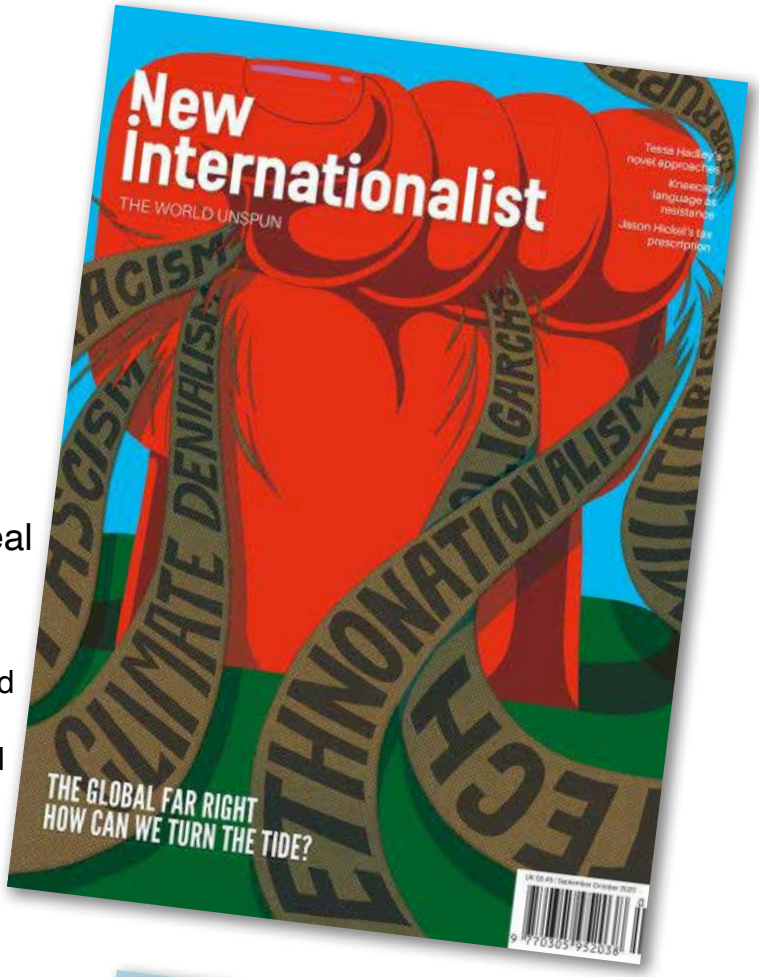
New Internationalist

MEDIA PACK

"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."

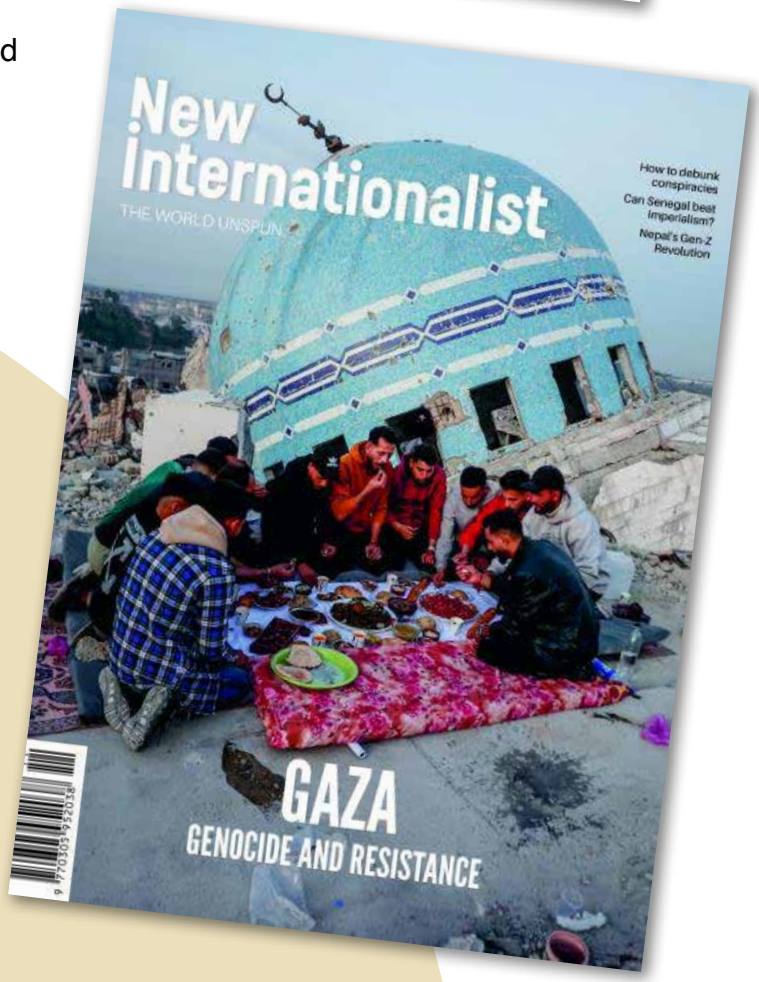
Emma Thompson

The website reaches over **100,000 readers** each month, the print version is delivered to **10,000 subscribers** 6 times a year and shared by an estimated 40,000 people. The eNews goes to over **40,000 subscribers**. The World Unspun podcast has a rapidly growing list of listeners, an ideal way to engage with our audience.



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 full of photos, letters, interviews, film, book and music reviews and other shorter articles looking at human rights and environmental issues.



Key Data

Print
World Circulation: 10,000 copies
Readership: Estimated at 40,000
Frequency: 6 times a year (Jan/Feb, Mar/April etc.)

Online
Available website impressions per month: 200,000
Facebook followers: 81,100
Twitter followers: 40,000
Instagram followers: 35,000

The World Unspun Podcast
Benefit from audio ads created by the editor.

eNews
Every Friday to over 40,000 subscribers

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

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Advertising information and rates

Print

Display Ad Size	Height (mm)	Width (mm)	Price
Outside back cover*	276	210	£3,400
Inside covers*	276	210	£3,200
Full page*	276	210	£3,000
Half page (horizontal)	122	184	£1,500
Quarter page (vertical)	122	90	£750

Files must be supplied as high resolution PDFs (cmyk, 300 dpi at 100% size).
*For full page bleed designs, add 3mm all round.

Inserts

Inserts £150 per thousand (up to 10g). Maximum insert run 7,000.

Web

Ad Size	Width (px)	Height (px)	Price (per 1,000 impressions)
MPU	300	250	£30

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

Podcast

Short audio ad on The World Unspun Podcast.
Script must be supplied (15-30 seconds) £250 per podcast.

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 (over 25,000 UK & 6,000 North American subscribers)

All above rates are exclusive of VAT.

Approximate copy dates:

	copy deadline	on sale date
Jan/Feb	15th Nov	20th Dec
March/April	1st Feb	15th Feb
May/June	1st April	15th April
July/Aug	1st June	15th Jun
Sept/Oct	1st Aug	15th Aug
Nov/Dec	1st Oct	15th Oct

Insert delivery deadlines: 1 week after print copy deadlines.

Discounts

Available on request for charities, campaign 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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