

# New Internationalist

# MEDIA PACK

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



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## Advertising information and rates

### Print

Display Ad Size	Height (mm)	Width (mm)	UK rate	US rate	Aus rate	World rate
Outside back cover	276	210	£3,400	£1,200	£1,200	£5,800
Inside covers	276	210	£3,200	£1,050	£1,050	£5,300
Full page	276	210	£3,000	£1,000	£1,000	£5,000
Half page (landscape)	122	184	£1,500	£500	£500	£2,500
Quarter page	122	90	£750	£300	£300	£1,350

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

Online 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.

### 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

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

### 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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