



openDemocracy is an independent global media platform publishing up to **60 articles a week** and attracting over **8 million** visits per year.

**We are dedicated to openness, democracy and human rights.**

Through reporting and analysis of social and political issues, **openDemocracy** seeks to educate citizens to challenge power and encourage democratic debate across the world. With human rights as our central guiding focus, and open-mindedness as our method, we ask tough questions about freedom, justice and democracy.

Established in 2001, **openDemocracy** is a non-profit federation comprising the Main site and a number of editorially and financially independent Sections.

The Main site is the hub of the organisation, providing the operational and technological infrastructure supporting all Sections, managing Editorial Partnerships and producing about half of the total articles published. With a small central editorial team the Main Site ensures powerful ongoing analysis and debate around key issues of rights, equality and justice.

In addition, the Main Site hosts and develops focused, often time-limited projects around significant issues, including: **Can Europe Make It**, **North Africa West Asia** and **digitalLiberties**. Other **openDemocracy** Sections include; **oDR** – on liberty in Russia and Eurasia, **50.50** – strategies for inclusive democracy, **Transformation** – where love meets social justice, **democraciaAbierta** – the ‘Latin’ section of openDemocracy, **openDemocracyUK** – on the crisis of democracy in Britain and hosts **OurNHS** and **OurBeeb**, **Shine A Light** – investigative journalism & storytelling and **Beyond Trafficking and Slavery** – challenging empty sensationalism.

**We are read by 750,000 people each month who influence and change the world:**

- Nearly 40% consider themselves activists
- 21% work in drafting policies or influencing policymaking
- 21% are writers/journalists

*“In any week of the year there are people reading **openDemocracy** in almost every country in the world.”*



### Some praise for openDemocracy

“**openDemocracy** has grown in a few years to stand as a key driver of an informed and empowered global public opinion. This resource must be preserved and expanded.” **Fernando Henrique Cardoso**, President of Brazil, 1995-2003.

“**openDemocracy** has become a massively useful resource. And a wonderful read.” **Anthony Smith**, former President of Magdalen College, Oxford.



## About our readers

**openDemocracy's** readership is highly educated, with 96% having a university education, and 60% a postgraduate education. Readers cite "independence" and "belief in mission" and "great articles" as reasons for reading **openDemocracy**. 4% of readers are in government, 4% involved in drafting legislation, 6% professionally involved in influencing policy making, 15% involved in media commentary and 29% are regularly asked for their opinion on political topics.

## We influence those who read us

- 65% said oD helps shape their opinions
- 70% had recommended oD to friends and colleagues

## We are valued as an independent voice filling gaps not covered by other media

- Nearly 90% of readers surveyed said they had come across facts or perspectives on oD they had not seen in other media
- 71% said they read **openDemocracy** because it is independent

## We influence the media

We receive daily information or interview requests from leading global media outlets including BBC, CNN, Al Jazeera, Washington Post, The New York Times, Bloomberg, NPR, Russia Today, The Guardian, Huffington Post, Le Monde Diplomatique, El Mundo, Sky News, ITV, CBC, ABC, Channel4, Islam Channel, USA Today.

## Web Advertising

- Size - 728x90px, 300x250px
- Rate - £20 cpm
- Geo-targeting - available on request
- File types - JPEG, GIF, PNG or animated GIF
- Maximum file size - 100k
- Maximum monthly reach - 1,500,000 impressions

## eNews Advertising

- Text based - 40 words (heading, para & link)
- Rate - £250 per weekly eNews.
- List size - 30,000
- Frequency - Weekly eNews.

## Discounts

Available on request for charities, campaign groups, NGO's, publishers and educational establishments.

## Contact

Please give Michael a call or drop him a email. He'll be happy to discuss your requirements and work out a suitable package.

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