

red pepper

MEDIA PACK



What is Red Pepper?

Launched in May 1995, *Red Pepper* is an 84 page quarterly magazine of political rebellion and dissent. Influenced by **socialism**, **feminism** and **green politics**, it is a resource for those who imagine and work to create a world based on **equality**, **solidarity**, and **democracy**.

Red Pepper is **independent** and **nonpartisan**. As such, it seeks to establish a platform for debate and the sharing of ideas across the spectrum of voices on the progressive left.

Advertising in Red Pepper

■ Our advertisers reach a broad and diverse audience of readers interested in leftist national and international politics. They reach educated, affluent and eager people who support exploitation-free business, products and services. We feature only like-minded businesses and organisations who fit our ethical policy requirements.

■ Existing advertisers include 'nosweat' clothing and shoe manufactures, fair trade and organic producers, ethical banks and independent booksellers. We also regularly feature campaign groups, NGOs, and educational establishments.

■ We offer competitive rates, package deals and discounts for not-for-profits and small businesses.

Readship

Readership
7,000

Average age
35-44

Average income
**£25,000 –
£34,999**

Reader education

56% have a first degree

19% are interested in returning to education (postgraduate)

8% are interested in mature student entry to a first degree

Reader habits

87% are a member of a Trade Union

65% donate to campaigning organisations

53% eat organic food at least twice a week

98% recycle and practice energy conservation

60% buy Fair Trade products at least once a week

"Red Pepper is an indispensable forum in which a more just, ecological future is being debated and imagined every day."

Naomi Klein



CONTACT

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RED PEPPER

44-48 Shepherdess Walk, London N1 7JP
www.redpepper.org.uk

Print advertising rates

Inside pages

Full page	215mm × 280mm, plus 5mm bleed on all edges	£500
Half page	landscape: 186mm × 118mm	£275
Half page	portrait: 88mm × 245mm	£275
Quarter page	88mm × 118mm	£150

Cover positions

Outside back	215mm × 280mm, plus 5mm bleed on all edges	£600
Inside cover	215mm × 280mm, plus 5mm bleed on all edges	£550

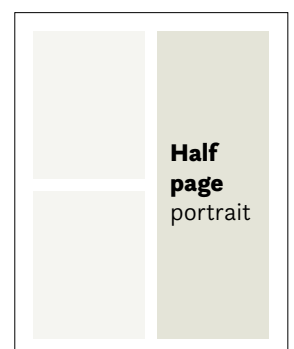
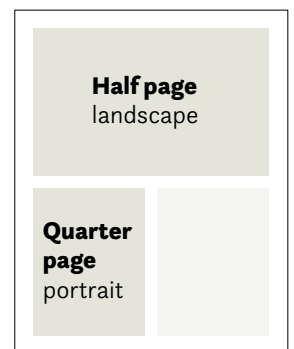
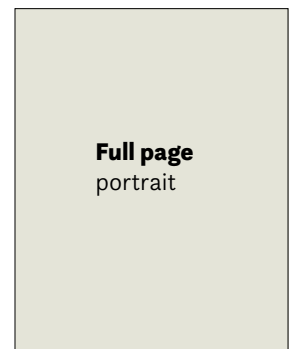
Important notes

- All sizes are in millimeters (width × height)
- Prices are subject to VAT at the standard rate
- Series discounts: 10% off for 3–5 issues, 15% off for 6 issues
- Files should be high quality jpeg or press-ready PDF with typefaces embedded, with minimum image resolution of 300 dpi, and in CMYK format (no RGB or spot colours)
- Check the page plans (right) for size and orientation

“Red Pepper is an indispensable resource for challenging the environmental, economic and social injustices we are faced with today.”
Caroline Lucas



Plans



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Website advertising rates

Per calendar month

Banner, side of any page	160 x 600 pixels	£500
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(roughly £10 per 1,000 impressions)

Website statistics

■ redpepper.org.uk averages **47,300 page views** per month

■ For the past quarter we received over **25,000 unique visitors** per month

■ 50% of viewers are in the UK, 17% in North America

Important notes

■ Sizes are in pixels (width x height)

■ Prices are subject to VAT at the standard rate

■ Package discounts for web / print can be discussed

■ All files should be saved as high quality jpeg

Magazine inserts

£100 per 1,000 leaflets

These go to subscribers only



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