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.

### 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*

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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.
Print advertising rates

<table>
<thead>
<tr>
<th>Inside pages</th>
<th>Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inside pages</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Full page</strong></td>
<td><strong>Full page</strong></td>
</tr>
<tr>
<td>215mm × 280mm, plus 5mm bleed on all edges</td>
<td>portrait</td>
</tr>
<tr>
<td>£500</td>
<td></td>
</tr>
<tr>
<td><strong>Half page</strong></td>
<td><strong>Half page</strong></td>
</tr>
<tr>
<td>landscape: 186mm × 118mm</td>
<td>portrait</td>
</tr>
<tr>
<td>£275</td>
<td></td>
</tr>
<tr>
<td><strong>Half page</strong></td>
<td><strong>Half page</strong></td>
</tr>
<tr>
<td>portrait: 88mm × 245mm</td>
<td>portrait</td>
</tr>
<tr>
<td>£275</td>
<td></td>
</tr>
<tr>
<td><strong>Quarter page</strong></td>
<td><strong>Quarter page</strong></td>
</tr>
<tr>
<td>88mm × 118mm</td>
<td>portrait</td>
</tr>
<tr>
<td>£150</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cover positions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outside back</strong></td>
<td><strong>Outside back</strong></td>
</tr>
<tr>
<td>215mm × 280mm, plus 5mm bleed on all edges</td>
<td>landscape</td>
</tr>
<tr>
<td>£600</td>
<td></td>
</tr>
<tr>
<td><strong>Inside cover</strong></td>
<td><strong>Inside cover</strong></td>
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<tr>
<td>215mm × 280mm, plus 5mm bleed on all edges</td>
<td>portrait</td>
</tr>
<tr>
<td>£550</td>
<td></td>
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</tbody>
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**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

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EMSM Ltd 07780 847235
44–48 Shepherdess Walk, London N1 7JP
www.redpepper.org.uk
Website advertising rates

**Per calendar month**

<table>
<thead>
<tr>
<th>Service</th>
<th>Size (width x height)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner, side of any page</td>
<td>160 x 600 pixels</td>
<td>£500</td>
</tr>
</tbody>
</table>

(roughly £10 per 1,000 impressions)

**Important notes**

- Sizes are in pixels (width x height)
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- Package discounts for web / print can be discussed
- All files should be saved as high quality jpeg

**Website statistics**

- redpepper.org.uk averages **27,300 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

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