

New Internationalist

www.newint.org

Media Pack

Advertising Rates

1. PRINT MAGAZINE

| Size | Ad Size | Depth x Width (mm)* | Editions: UK | Can/US | Aus | World |
|---|-----------|---------------------|--------------|---------|---------|----------|
| 1/32 page | UK £ | 32 x 45 | £100 | £55 | £50 | £205 |
| | Can/US \$ | | \$200 | \$110 | \$100 | \$410 |
| | Aus \$ | | \$250 | \$138 | \$125 | \$513 |
| 1/16 page | UK £ | 66 x 45 | £200 | £117 | £100 | £417 |
| | Can/US \$ | | \$400 | \$234 | \$200 | \$834 |
| | Aus \$ | | \$500 | \$293 | \$250 | \$1,043 |
| 1/8 page horizontal | UK £ | 66 x 92 | £400 | £178 | £144 | £722 |
| | Can/US \$ | | \$800 | \$356 | \$288 | \$1,444 |
| | Aus \$ | | \$1,000 | \$445 | \$360 | \$1,805 |
| 1/8 page vertical | UK £ | 134 x 45 | £400 | £178 | £144 | £722 |
| | Can/US \$ | | \$800 | \$356 | \$288 | \$1,444 |
| | Aus \$ | | \$1,000 | \$445 | \$360 | \$1,805 |
| 1/4 page | UK £ | 134 x 92 | £750 | £300 | £288 | £1,338 |
| | Can/US \$ | | \$1,500 | \$600 | \$576 | \$2,676 |
| | Aus \$ | | \$1,875 | \$750 | \$720 | \$3,345 |
| 1/2 page landscape (bleed 153 x 220) | UK £ | 134 x 188 | £1,500 | £488 | £480 | £2,468 |
| | Can/US \$ | | \$3,000 | \$975 | \$960 | \$4,935 |
| | Aus \$ | | \$3,750 | \$1,219 | \$1,200 | \$6,169 |
| 1/2 page portrait (bleed 307 x 110) | UK £ | 270 x 92 | £1,500 | £488 | £480 | £2,468 |
| | Can/US \$ | | \$3,000 | \$975 | \$960 | \$4,935 |
| | Aus \$ | | \$3,750 | \$1,219 | \$1,200 | \$6,169 |
| Full page (allow 10mm between image and trim) | UK £ | 297 x 210 | £3,000 | £750 | £800 | £4,550 |
| | Can/US \$ | | \$6,000 | \$1,500 | \$1,600 | \$9,100 |
| | Aus \$ | | \$7,500 | \$1,875 | \$2,000 | \$11,375 |
| Double page spread (not available in Australia) | UK £ | 297 x 420 | £6,000 | £1,500 | n/a | n/a |
| | Can/US \$ | | \$12,000 | \$3,000 | n/a | n/a |
| | Aus \$ | | \$15,000 | \$3,750 | n/a | n/a |
| Inside covers (IFC not available in Australia) | UK £ | 297 x 210 | £3,200 | £1,050 | £800 | £5,050 |
| | Can/US \$ | | \$6,400 | \$2,100 | \$1,600 | \$10,100 |
| | Aus \$ | | \$8,000 | \$2,625 | \$2,000 | \$12,625 |
| Outside back cover | UK £ | 297 x 210 | £3,400 | £1,125 | £1,000 | £5,525 |
| | Can/US \$ | | \$6,800 | \$2,250 | \$2,000 | \$11,050 |
| | Aus \$ | | \$8,500 | \$2,813 | \$2,500 | \$11,000 |

Inserts available on request

* Trimmed page size 297mm depth x 210mm width, plus 5mm bleed. Artwork to be supplied as PDF file only, on disk or via email.

UK, Can/US & world artwork to be sent to Michael York: ads@newint.org Australian artwork to be sent to Brian Loffler: brianl@newint.com.au

2. WEBSITE Rates per 1000 impressions (CPM)

| Size | UK £ | US/CAN \$ | Aus \$ |
|----------------------|------|-----------|--------|
| 300px x 250px | £15 | \$25 | \$30 |
| 468px x 60px | £20 | \$30 | \$40 |

Extra for geo-targeting: Fixed rate of US\$50 / Can\$50 / UK£25 / Aus\$65

Ads need to be supplied as a web ready JPEG, PNG or GIF.
Max file size 100kb

3. eNews

Courses, NGO Vacancies, Events etc. – 50-100 Words + Weblink

£150 to reach our UK list (18,000)

\$400 to reach our Australian list (28,500)

\$150 to reach our North American list (5,500)

DISCOUNTS

Please apply for discounts when:

- You are a NGO/Non-profit
- You are placing more than one advert
- You want a print advert and a web advert.

CONTACTS:

Canada / US / UK:

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