



(00) 44 161 214 0870 | [www.thenews.coop](http://www.thenews.coop)  
 Holyoake House, Hanover Street, Manchester M60 0AS  
 @coopnews | cooperativenews | thecooperativenews



Join our journey...  
 member-owned  
 member-led

**thenews.coop**  
 /join

Connecting. Championing. Challenging.

**Co-operative News has been the voice of the co-operative movement for 145 years.**

We interact with our readers across a wide range of print, digital and event channels, and have an unrivalled audience of consumers, practitioners and activists across the co-operative sector.

**An audience that includes:**

CEOs and executive teams of the UK's retail co-operatives  
 Co-operative sector leaders from across the UK and the world  
 Thousands of active members of co-operatives large and small  
 The directors and regional board members of the largest retail co-ops  
 Co-operative and mutual business owners  
 MPs, civil servants and key policy influencers



**PRINT**

The Co-operative News magazine is a high quality print publication delivered to individuals and business subscribers every month. It brings together the best and most detailed content on co-operatives available, championing and challenging the sector through news reports, profiles, analysis and comment.



**DIGITAL**

[www.thenews.coop](http://www.thenews.coop) is the movement's hub for sector-specific news, features and analysis. We constantly connect with co-operatives and co-operators through social media (Facebook: 10K, Twitter: 16K), and deliver regular e-communications in the form of weekly newsletters and peer-led Director and Executive Briefings.



**EVENTS**

Co-operative News is the media partner for the sector's largest events, both in the UK and internationally, including the Co-operative Education Conference, International Co-operative Alliance Global Conference, the International Summit of Cooperatives and the World Council of Credit Unions Conference.



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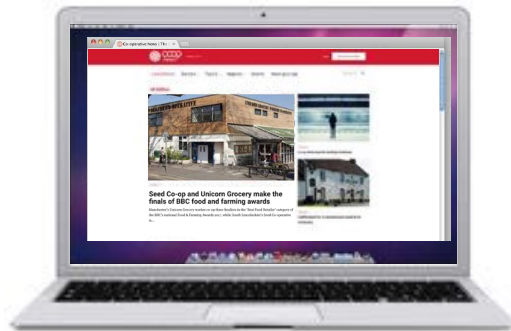
Co-operative News is our sector, our news, our conversation. Dialogue and debate is the glue that holds us together as a movement

Ed Mayo  
 Secretary General,  
 Co-operatives UK

“

Co-op News is essential reading for key decision makers in the global co-operative movement

Monique F Leroux  
President, International  
Co-operative Alliance



**46K** unique monthly visitors  
**90K** monthly page views  
**16K** Twitter followers  
**10K** Facebook followers

## RATES

### PRINT

Back cover:	£1,300
Inside front cover:	£1,200
Inside back cover:	£1,200
Full page:	£1,075
Half page:	£600
Quarter page:	£475
Highlighted event:	£300

Inserts: £65 /1,000 (up to 10g)

*Multiple bookings discount:*

2-3 editions: 10%

4-7 editions 15%

8+ editions 20%

### WEBSITE

	(large/small)
1 month:	£600/£300
2 months:	£1,080/£540
3 months:	£1,575/£787
4 months:	£2,040/£1,020
5 months:	£2,475/£1,237
6 months:	£3,880/£1,940

*Additional discounts available for longer campaigns*

### PRINT + WEB OFFER

*If you book a print and website campaign at the same time, we will give you an additional 20% discount*

### RECRUITMENT

Print: £475

- Quarter page (or equivalent) advert

Web: £600

- Listing online in the sidebar for one month (can be listed online or linked to another website)
- Social media mentions on Twitter, LinkedIn and Facebook

**Print + web: £800**

### EVENTS

Print: £300

- Premium listing in the events guide for two months

Web: £300

- Premium listing in events guide for two months
- Listing online in the sidebar for one month
- Direct integration with Eventbrite, or a direct link to your ticket booking page
- Social media mentions on Twitter, LinkedIn and Facebook

**Print + web: £500**

**All prices exclude VAT**

### SPONSORED CONTENT

Our sponsored features help co-operative businesses to grow and pass on knowledge. Recent features have included a focus on sustainability, identity, membership and finance, working with Southern, domains.coop and Ecology.

**domains.coop** Our identity

**The Southern Co-operative**

**Ecology**  
Building Society

By sponsoring content in your specialist area, you can ensure your brand or organisation is recognised by co-operatives. All content is independent editorial produced by the staff team, but we can draw on your experience and expertise. Your logo and brand message will be associated with all publications of the content in print and online.

You can sponsor a one-off feature or a series of articles. Prices start from £600, depending on the length and how many articles we produce.

# MEDIA PARTNERSHIPS

By choosing Co-operative News as a media partner for your event, you will receive sector-specific pre-event support, promotion and previews, live social media coverage during the event, and full post-event coverage in print and online.

All content written by Co-operative News is independent editorial, but we'll want to work with your planning teams to ensure we write about the main themes of the event.

*Additional add-on services will be available to event partners at a discount, including a 50% discount on print display adverts in print.*

As this is a reciprocal agreement we would ask for the following items in return:

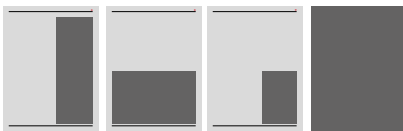
- Co-operative News listed as media partner with inclusion of logo on website and conference materials
- a display advert within the conference brochure (if applicable)
- inclusion of Co-operative News in delegate packs (we will ensure that this includes content relevant to the delegates)
- press passes
- an exhibition stand space.

For more information, or to discuss your event in more detail, call 0161 214 0870

## 2017 Copy Issue deadline

FEBRUARY	Jan 23
MARCH	Feb 20
APRIL	Mar 20
MAY	Apr 17
JUNE	May 22
JULY	Jun 19
AUGUST	Jul 17
SEPTEMBER	Aug 21
OCTOBER	Sept 18
NOVEMBER	Oct 23
DECEMBER	Nov 20

## Print ad dimensions



Half page vertical: 78mm (w) x 226mm (h)  
 Half page horizontal: 178mm (w) x 111mm (h)  
 Quarter page: 78mm (w) x 111mm (h)  
 Full page: 203mm (w) x 267mm (h)  
 (please add a 5mm bleed on all edges for full page adverts)

## Web ad dimensions

Skyscraper (half page ad): 300px (width) x 600 px (height)  
 Medium rectangle: 300px (width) x 250px (height)

## Supplied artwork

*Copy deadlines are one week before publication*

Acceptable files: PDF, Adobe Illustrator, Adobe Photoshop (TIFF, EPS, JPEG), InDesign.  
 Unacceptable files: Microsoft Word, Microsoft, Powerpoint, Microsoft Publisher, web graphics.

When sending complete artwork, please ensure that it is supplied at 300dpi, as well as being converted to CMYK with all fonts outlined and embedded. If you supply a 'print ready PDF' to the appropriate dimensions, we cannot take responsibility for any reproduction of resolution errors.

**For all advertising enquiries, please contact:**

**Michael York** michael@emsm.org.uk | 01865 403 339



**Radical Routes**

Indicative routes, the estimated duration of co-op, working for radical social change, in partnership with the Green Gathering. You will be invited to a 'Radical Routes' event at The Green Gathering.

**Can you help make it happen?**

- Identify, talk and distribute
- Materials, with and without
- Transport and delivery
- Design and delivery

**ALL we need to take is £2,000, which will be used for:**

- Basic materials of transport, printing
- Printed and delivered
- Transport and delivery
- Design and delivery

**GREEN GATHERING**  
www.thegreengathering.org.uk

Co-operative News is developing a new scheme, leaving space in the printed edition to take payments of co-operative courses and campaigns.  
 This includes the package of co-operation among co-operators, as the scheme is specifically for smaller co-ops who may not have the resources of larger organisations.  
 It is open to any co-operative leader or campaigner that doesn't charge, or if you would like more details about eligibility criteria, email: gng@coopnews.com

**The communicator's guide to co-operative identity**

**Le guide de communication sur l'identité coopérative**

**Guía del comunicador de la identidad cooperativa**

**ccop** Co-operative Communications



**Need a hand with design, digital or comms?**  
**We speak your co-op language. Let us help you tell your story**