

New Internationalist

www.newint.org • The people, the ideas, the action in the fight for global justice

THE NEW INTERNATIONALIST CO-OPERATIVE

The **New Internationalist co-operative**, publisher of the *New Internationalist* magazine, exists:

- to report on the issues of world poverty and inequality
- to focus attention on the unjust relationship between the powerful and powerless worldwide
- to debate and campaign for the radical changes necessary to meet the basic needs of all
- to bring to life the people, the ideas and the action in the fight for global justice.

Originally sponsored in the UK by Oxfam, Christian Aid and the Cadbury and Rowntree Trusts, New Internationalist has gained financial independence since the early 1980s. It operates as a non-profit, income from sales of publications and gifts goes into the production of our titles and to spread our aims and ideals.

New Internationalist is based in Oxford, England with editorial and sales offices in Ottawa, Canada; Adelaide, Australia; and Christchurch, New Zealand.

Advertisers, readers, and supporters of New Internationalist should note that we:

- Oppose all forms of oppression. It campaigns for social and environmental justice worldwide, acting as a vehicle for unheard voices.
- Adhere to the core co-operative values of self-help, responsibility, democracy, equality, equity and solidarity.
- Exist to inform, educate and communicate its message and ideals in an accessible style through the New Internationalist magazine, books, internet and other media.
- Provide a forum for fresh ideas and radical perspectives. We regularly form alliances with like-minded groups and individuals.
- Are a financially independent company. It does not distribute profits to its members. If profits are earned they are retained and used to further the aims as set out in this statement.
- Maintain a democratic, co-operative and non-hierarchical structure and operates an equal opportunity policy. Equality of worth, equality of opportunity and equality of voice are central tenets of co-operative membership and we aim to maintain a safe, healthy and non-discriminatory work environment.
- Are independent of any political or religious grouping.
- Operate ethically with all employees, outside contacts and in the environment.
- Are committed to high quality in all areas of work.



The **New Internationalist** is an established, well respected, and an award winning publication about the people, the ideas, and the action in the fight for global justice.

The leading magazine on international issues, the **New Internationalist** offers quality editorial content, accompany with great design and stunning images. Each issue concentrates on a key theme and is supplemented by regular columns, reviews and opinion pieces.

New Internationalist is printed 10 times a year in four-colour throughout.

AWARDS + ACHIEVEMENTS

New Internationalist has been awarded for its excellence in publishing numerous times since its inception in 1973. It has also received many accolades from enthusiastic readers, ranging from environmentalist David Suzuki to Archbishop Desmond Tutu.

Utne Reader Magazine

UTNE INDEPENDENT MEDIA AWARDS

Selected by the editors of *Utne Reader* magazine to "honour independent efforts that provide bold, innovative, thought-provoking alternatives to mass media fare."

- ◆ The New Internationalist won the inaugural 1989 award for INTERNATIONAL COVERAGE.
- ◆ Since then, the magazine has won the Independent Press Award for BEST INTERNATIONAL COVERAGE 8 times. The latest was in 2013. In the year 2000 the New Internationalist also won the highly valued Readers' Poll.
- ◆ In 1998 the New Internationalist was selected as the winner of the GENERAL EXCELLENCE AWARD for magazines with a circulation over 50,000.

"New Internationalist is an ongoing education and a monthly reminder of our common humanity. A wonderful readable guide to the social and political forces that shape our world...With its hard-hitting coverage of world affairs, evocative first-person essays, sweeping exposes of such topics as land mines and the geopolitics of blue jeans, the New Internationalist offers a consistently unique and important perspective on global culture."

- The Editors of *Utne Reader*, in presenting the 1998 award.

The United Nations Association

MEDIA PEACE PRIZE

This prize is given for an outstanding contribution to world peace and development.

United Nations Development Programme

PAUL HOFFMAN PRIZE

This prize is given for an outstanding contribution to world development.

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CIRCULATION & READERSHIP

Published **10 times a year**, the **New Internationalist** is subscribed by readers and available on the newsstands worldwide. The **New Internationalist** has a world circulation of **37,000**:

UK	20,000
North America	5,000
Australia + New Zealand	10,000
Rest of the world	2,000

The **New Internationalist's** Readers Are:

- Committed and informed about global issues.
- Interested in the environment, travel, human rights and the global economy.
- Most do not belong to a political party.
- Many volunteer in international development and education.
- Decision makers in their communities, organizations, schools and religious groups.
- Educated (over 70% of them have a degree or diploma)

<u>Age of Readers</u>		<u>Income Level (in CDN \$)</u>	
Under 21	2.5%	under \$10,000	16%
21-30	16.5%	\$10-20,000	14%
31-40	20%	\$20-30,000	10.5%
41-50	34%	\$30-40,000	13%
51-60	14.5%	\$40-50,000	20%
60 plus	11%	\$50-100,000	15%
Undisclosed	1.5%	\$100,000 plus	2%
		Undisclosed	9.5%

Readers of the **New Internationalist** Are Interested In:

- Travel and travel guides books
- Courses and conferences
- International development education
- Volunteer work
- Environmental organizations
- Music and the arts
- Human rights
- Advocacy organizations
- Educational and public appointments
- Development work
- Postings where second and multiple languages are used
- Social and cultural events

Advertising in the **New Internationalist** magazine is a specialist service available only to specially approved clients of the New Internationalist. It is ideal for NGOs, educational organizations and campaigning organizations who wish to promote causes of social justice, poverty, racism, international understanding, environment, social responsibility and world peace. Because **New Internationalist** magazine subscribers are enthusiastic supporters of these causes and are paying by subscription to receive the magazine which focuses on these topics, **New Internationalist** is an excellent placement for cause-related advertising.

Advertisers of the **New Internationalist** are:

- Organizations: non-profits, NGOs, international development, environmental
- Volunteer opportunities and development work postings
- Arts and cultural events and products (music, film, cultural, arts)
- Travel services & products
- Book publishers
- Educational Institutions

Please note that the **New Internationalist** carefully screen all advertising in the magazine, therefore all advertising bookings are made subject to the publisher's approval.

For more information, please contact Ian McKelvie at (613) 826-1319 or ianm@newint.org

RATES

		1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
COLOUR	IFC	1470	1441	1411	1382	1352	1323	1294	1264	1235	1205
	OBC	1575	1544	1512	1481	1449	1418	1386	1355	1323	1292
	Full	1050	1029	1008	987	966	945	924	903	882	861
	1/2	683	669	655	642	628	614	601	587	573	560
	1/4	420	412	403	395	386	378	370	361	353	344
	1/8	249	244	239	234	229	224	219	214	209	204
B+W	Full	634	621	608	596	583	570	558	545	532	520
	1/2	412	404	395	387	379	371	363	354	346	338
	1/4	254	254	254	254	254	254	254	254	254	254
	1/8	151	151	151	151	151	151	151	151	151	151

* All rates are in US\$.

* Rates do not include taxes.

* Design service rates available on request.

* Agency discount 10%

Schedule

Issue	Theme	Booking	Material
469 Jan/Feb	Immigration	Dec 9, 2013	Dec 16, 2013
470 Mar	Commodities	Jan 28, 2014	Feb 3, 2014
471 Apr	Whistle Blowers	Feb 24	Mar 3
472 May	Organ Trafficking	Mar 31	Apr 7
473 Jun	Endangered Languages	Apr 28	May 5
474 Jul/Aug	Feminism	Jun 9	Jun 16
475 Sep	Gold	Jul 28	Aug 4
476 Oct	Cuba	Sept 1	Sept 8
477 Nov	Ending the Oil Age	Sept 29	Oct 6
478 Dec	TBA	Oct 27	Nov 3
479 Jan/Feb	Renewable Energy	Dec 8	Dec 15

Please note that issue themes are tentative and for reference only

MECHANICAL SPECS

PLACEMENT	TRIM	LIVE W x H	BLEED
Inside Front/Outside Back Cover	7.125" x 10.5"		
Full Page	7.125" x 10.5"		
1/2 Page	7.125" x 5.25"	7.125" x 5.25"	N/A
1/4 Page	3.5" x 5.25"	3.5" x 5.25"	N/A
1/8 Page	3.5" x 2.5"	3.5" x 2.5"	N/A

- Files Accepted: PDF press ready
- Colour image files must be converted to CMYK
- Please send artwork to Ian McKelvie: ianm@newint.org

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RATE CARD FOR **FOR-PROFIT** ORGANIZATIONS

RATES

		1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
COLOUR	IFC	2100	2058	2016	1974	1932	1890	1848	1806	1764	1722
	OBC	2250	2205	2160	2115	2070	2025	1980	1935	1890	1845
	Full	1500	1470	1440	1410	1380	1350	1320	1290	1260	1230
	1/2	975	956	936	917	897	878	858	839	819	800
	1/4	600	588	576	564	552	540	528	516	504	492
	1/8	356	349	342	335	328	321	314	306	299	292
B+W	Full	975	956	936	917	897	878	858	839	819	800
	1/2	634	621	608	596	583	570	558	545	532	520
	1/4	390	382	374	367	359	351	343	335	328	320
	1/8	232	227	222	218	213	208	204	199	195	190

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