

Advertise in Green Futures

Green Futures is the leading source of information, opinion and debate on progress towards sustainable development. It is published online and in print for senior decision makers in business, the public sector, environmental organisations and the media.

The flagship publication of sustainability charity Forum for the Future, Green Futures is dedicated to communicating solutions which are sustainable in the full sense of the word – environmentally, socially and economically.

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**Influential
and
respected.**

New Scientist

”

- Each quarterly issue highlights inspirational new thinking and exemplary business policy and practice, from the UK and abroad.



“

**If the environment
matters, so does
Green Futures.**

Jonathan Dimbleby

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Inside Green Futures

In Green Futures, positive visions of a low carbon, opportunity-rich future sit alongside a practical 'can do' approach that is grounded in today's business reality. Green Futures covers the full range of topics crucial to the sustainability debate – from energy and transport to ethics and corporate responsibility, from innovative design to emissions trading, and from the politics of wellbeing and security to biodiversity and the future of the built environment.

Lively and varied in its presentation, Green Futures contains:

- **Features** – exploring major sustainability themes from different angles
- **Briefings** – policy developments, sustainability solutions and bite-sized facts
- **Opinion, comment and analysis** including US insights from former Observer correspondent Polly Ghazi and a regular column by Jonathon Porritt
- **Sustainable entrepreneurs** – meet the innovators who are putting sustainability at the heart of business
- **Interviews and profiles** – business and public sector leaders talk about the future they envision and their journey towards it.

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I find the magazine enormously stimulating: it's bright, well put together, and meaty. Each issue produces some theme that grabs my attention.

David Lascelles,
co-director, the Centre
for the Study of
Financial Innovation

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Now in its 13th year of publication, Green Futures is produced to the highest design and environmental standards. Editorially it combines the strengths of its professional in-house team with the perspectives of regular contributors from among the leading writers on environment, economics and society. Each article is fully referenced with contact information for easy follow-up.



Circulation

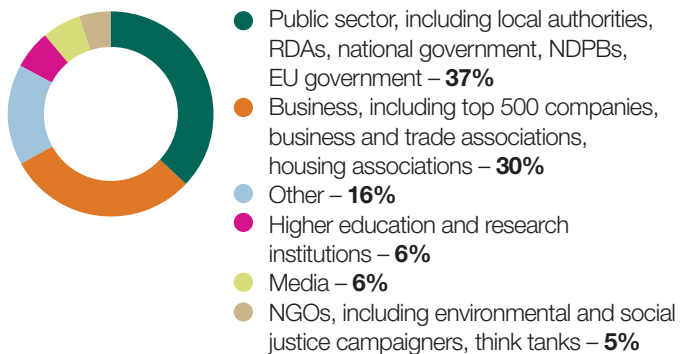
Green Futures is distributed to more than 8,000 decision makers who have a key role to play in the building of a sustainable society, in the UK and worldwide. Its online homepage receives 13,500* views per month.

Subscribers	1,090
Selected decision-makers and opinion-formers	4,568
Forum for the Future partners	2,822
Total†	8,480

* Average for period 31/08/2008 – 01/02/2009

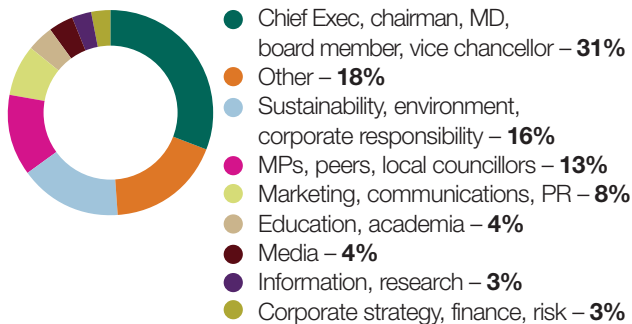
† Circulation as at 10/02/2009

Readers by organisation type¹



¹ % of total readers at organisations. Publisher's statement as at 10/02/09

Readers by job function²



² % of total readers with known job titles. Publisher's statement as at 10/02/09

“Green Futures’ strength is that it shows how profits go hand in hand with sustainability ... All our corporate directors read Green Futures, and they find its content highly interesting, informative, frank and above all, relevant.”

Keith Bottomley,
NatWest Corporate
Banking Services

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Reader information

- We know from our most recent readers’ survey that each copy of Green Futures is read by an average of two people, giving us a **total readership of over 16,000**
- **68%** of readers read every copy of Green Futures
- **98%** of readers find the magazine interesting
- **77%** of our readers have taken action as a result of reading Green Futures

Our partners

The magazine is supported by Partners and distributed to their staff and stakeholders. Partners are selected on the basis of their demonstrable commitment to the pursuit of sustainable development and take an active part in the debate through the rubric ‘Partners’ Viewpoint’. Current partners of Green Futures and the Forum include:

Ashden Awards for Sustainable Energy
Beacon Press
Commission for Rural Communities
Ecotricity
Ecover
Entec
Groundwork
The Natural Step International
Skanska
Triodos Bank
WWF-UK



Advertising rates

“

The conference insert we ran with Green Futures worked well, bringing in several full-rate delegates and a good return on investment.

Chris McPhee,
marketing executive,
Emap Communications

”

Display

Double page spread	£2,995
Outside back cover	£2,000
Inside front cover	£1,900
Inside back cover	£1,700
Full page	£1,600
Half page	£995
Quarter page	£595

Inserts

A4 size or smaller, £70 per 1,000
less than 15g in weight

Green Futures will try to accommodate your preference for inserts, in terms of size, weight, folding style and placement within the magazine. Details of additional costs are available on request.

Format

- All material to be supplied digitally – Resolution 300dpi – cmyk PDF or JPEG
- Bleed allowance is 3mm
- Trim size is standard A4 (297 x 210mm)

Dimensions (height x width)

Full page:	Full bleed:	305mm x 214mm
	Trim:	297mm x 210mm
	Type area:	257mm x 178mm
Half page across:		126mm x 178mm
Half page upright:		257mm x 86mm
Quarter page:		126mm x 86mm
Directory:		50mm x 90mm

- All rates exclusive of VAT
- Agency commission 10%
- Series discounts available

Advertise online

Advertise at www.greenfutures.org.uk from £150 per month.

Free online event listing

Take a full page display in Green Futures magazine, or an insert into the full run of the magazine, and get a free listing for one calendar month at www.forumforthefuture.org/events. This page receives 1,160 views per month.

Publication dates 2009

Issue	Month	Estimated publication date	Advert/insert booking deadline	Artwork to be received by	Inserts to be received by
72	April	15 April	24 March	31 March	9 April
73	July	15 July	8 June	25 June	10 July
74	October	15 October	10 September	17 September	29 September
75	January	15 January	10 December	17 December	5 January

Find out more

For all advertising enquiries please contact Anna Simpson.
Telephone **020 7324 3660** or email ads@greenfutures.org.uk

