

green**future**s

Media Pack

Green Futures is the leading magazine on environmental solutions and sustainable futures. Aimed squarely at a business and professional audience, the focus throughout is on solutions for a sustainable future.

Every issue is packed full of stories, comment and insight on topics such as:

- clean energy
- business breakthroughs
- smart lifestyles
- financing sustainability
- leapfrog technology
- food, water and resource security.

Founded by Jonathon Porritt in 1996, it is published by global sustainability organisation, Forum for the Future.

***Green Futures is a fantastic read!
It's full of really useful, new
information which actually gives you
hope. What more could you want?***

Lucy Shea, CEO, Futerra

***Green Futures is the only
magazine I really want to read.***

Eileen Donnelly, Group Sustainability Manager, Virgin



Reach and influence

Green Futures has a print readership of 20,000. It includes key decision-makers and opinion-formers in business, government, education and the media, including leading CEOs, all UK MPs and MEPs. It has twice been quoted in Parliament by UK Prime Ministers Tony Blair and Gordon Brown

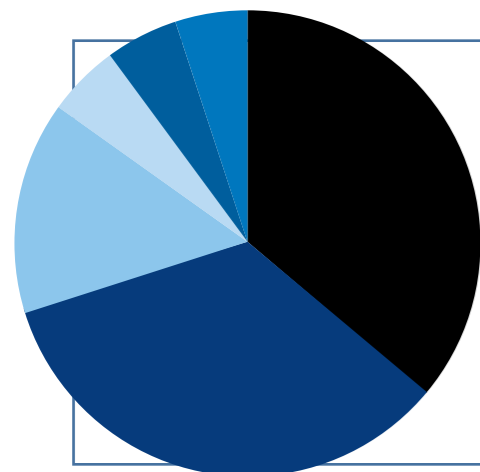
Our global reach is growing through online syndication deals with websites in the US such as Grist and Good.is, and print publications such as India's *Sustainability Tomorrow*, China's *ECOonomy* and Brazil's *Ideia Sustentavel*.

Online readership

Our website receives an average of over 16,000 page views per month. We're read by people across the globe, from the US to India, China, Mexico and Brazil. *Green Futures* articles are reproduced widely on other websites, including CNN, Reuters and Fox News.

Green Futures features an inspiringly never-ending supply of sustainability innovations.

Charles Simmonds,
News Director, BBC Newsroom



Readers by organisation type*

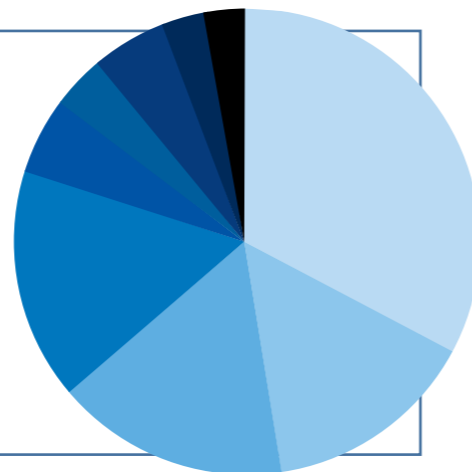
- Public sector, including local authorities, RDAs, national government, NDPBs, EU government
- Business, including top 500 companies, business and trade associations, housing associations
- Other
- Higher education and research institutions
- Media
- NGOs, including environmental and social justice campaigners, think tanks

* % of total readers with known job titles.

Readers by job function*

- Chief Exec, chairman, MD, board member, Vice Chancellor
- Other
- Sustainability, environment, corporate responsibility
- MPs, peers, local councillors
- Marketing, communications, Public Relations
- Education, academia
- Media
- Information, research
- Corporate strategy, finance, risk

* % of total readers with known job titles.



Advertise in greenfutures

Display rates

Double page spread	£2,995
Outside back cover	£2,000
Inside back cover	£1,800
Full page	£1,600
Half page	£995
Quarter page	£595

Full page / Cover
bleed: 216 (w) x 303 (h)
trim: 210 (w) x 297 (h)

Half page, vertical
bleed: 94 (w) x 266 (h)
trim: 88 (w) x 260 (h)

Half page, horizontal
bleed: 186 (w) x 134 (h)
trim: 180 (w) x 128 (h)

Quarter page
bleed: 94 (w) x 134 (h)
trim: 88 (w) x 128 (h)

Inserts

A4 size or smaller, less than 15g in weight: £100 per 1,000. Other sizes and weights subject to negotiation.

Discounts are available for multiple pages and series bookings, subject to negotiation.

Supplying artwork

We accept the following file formats:

1. High Resolution PDFs

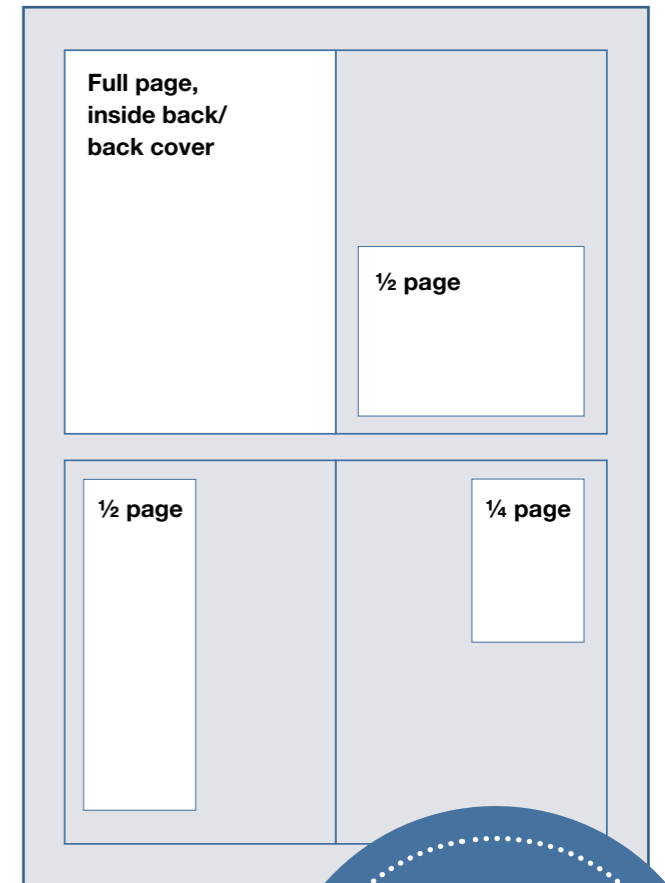
If supplying a PDF please ensure:

- That you do not have any security settings attached to your PDF
- All fonts are embedded
- All images are high resolution 300dpi, and all colours are CMYK. DO NOT use spot colours in the design palette.
- No compressed images - i.e. LZW compression

2. PSD, TIF or JPEGs

All images MUST be high resolution, 300dpi, and all colours are CMYK.

In all cases, please make sure that the file is supplied at 100% of the size it will appear in *Green Futures*. All files MUST have a 3mm bleed on all sides of the artwork. Files which do not comply with these requirements will not be accepted.



Take a full page display advert, or an insert in the full run of the magazine, and get an event listing for free at: www.forumforthefuture.org/forum-network/events
*Agency commission 10%



Artwork to be supplied directly to:

Katie Shaw at *Green Futures*:
e: katie@greenfutures.org.uk | t: +44 (0)20 7324 3660

Advertise on the greenfutures website

www.greenfutures.org.uk



Web advertising

Type	Dimensions	Price
Skyscraper	220 pixels wide, any height	From £600 a month
Box	220 x 180 pixels	From £300 a month

Advertise online with *Green Futures* and your advert will appear on every page of the website.



Event listing

www.forumforthefuture.org/forum-network/events

- event title
- event summary (one or two sentences)
- date
- location
- description (max 150 words)
- contact details

Package deals are available for combinations of print and online advertising, subject to negotiation.

All prices quoted are exclusive of VAT.

I pulled out the latest issue of Green Futures for a bit of light relief. It instantly lifted my mood as it reminded me just... how exciting sustainability issues can be..

Adam Markham, CEO, Cleanair-CoolPlanet

Published by

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