

www.theecologist.org

ECOLOGIST

SETTING THE ENVIRONMENTAL
AGENDA SINCE 1970

For more information about how to take advantage of the Ecologist's growing digital audience please call on 020 7422 8100 or email advertising@theecologist.org

About The Ecologist

Over 40 years ago, Edward 'Teddy' Goldsmith launched the Ecologist magazine as a platform for an emerging environmental movement. As it developed from an academic journal, to a consumer magazine and now a website, the Ecologist has remained at the forefront of the environmental agenda, providing a source of environmental news, in-depth investigations and analysis of topics related to climate change, as well as providing helpful tips on how to green your lifestyle, or start your own campaign! By moving online, the Ecologist has broadened its appeal, and grown its reach to a global community of individuals who are committed to social and environmental change.

"The Ecologist's purpose is to campaign, inspire and inform and is needed now more than ever before." *The Independent July 2010*

The Ecologist audience provides us with a 'well suited' audience, who are not only interested in our cause, but rank sustainability high on their list of concerns. We have been happy with the range of promotional opportunities on the website and emails, as well as working with the team there, and anticipate continuing to promote FARM-Africa with them.

Rachel - Farm-Africa, Beckett, Head of Direct Marketing

The visitors that come to EJF's website from the Ecologist are a superb audience for our environmental justice campaigns. On average they spend three times longer on the site than regular users visiting twice as many pages which is fantastic.

Larissa Clark, Marketing and PR Manager, Environmental Justice Foundation

About the Website

News: Daily reports and regular analysis from the eco-frontlines, plus all the latest policy and politics, research and trends.

Archive: The Ecologist's digital archive contains every page of the Ecologist magazine from the last 40 years using page turning technology. It provides the world's most extensive ecological archive serving as a roadmap of the development of the modern environmental movement.

Investigations: Uncompromising and unique reportage from around the world, tackling the biggest environmental issues and setting the eco agenda followed by the media

Comment: Authoritative, thought-provoking and topical comments and opinions from leading environmental figures

How to make a difference: Everything you need to know in order to change the world - the people, the campaigns, the issues, the inspiration, the resources... What are you waiting for?

Green living: Expert advice, information and reports on making ethical, green choices in everyday life; plus our 'Top ten' & 'How to...' guides, business coverage and reviews.

Calendar: Listing of selected events to help you plan your eco month.

Social Networking

The Ecologist is active on some of the most popular social network sites and has developed a healthy following.



8,000+ like The Ecologist Official Page



12,000+ follow @the_ecologist



Ecologist Film Unit at /theecologisttv

96% have bought environmentally friendly household products in the last 12 months

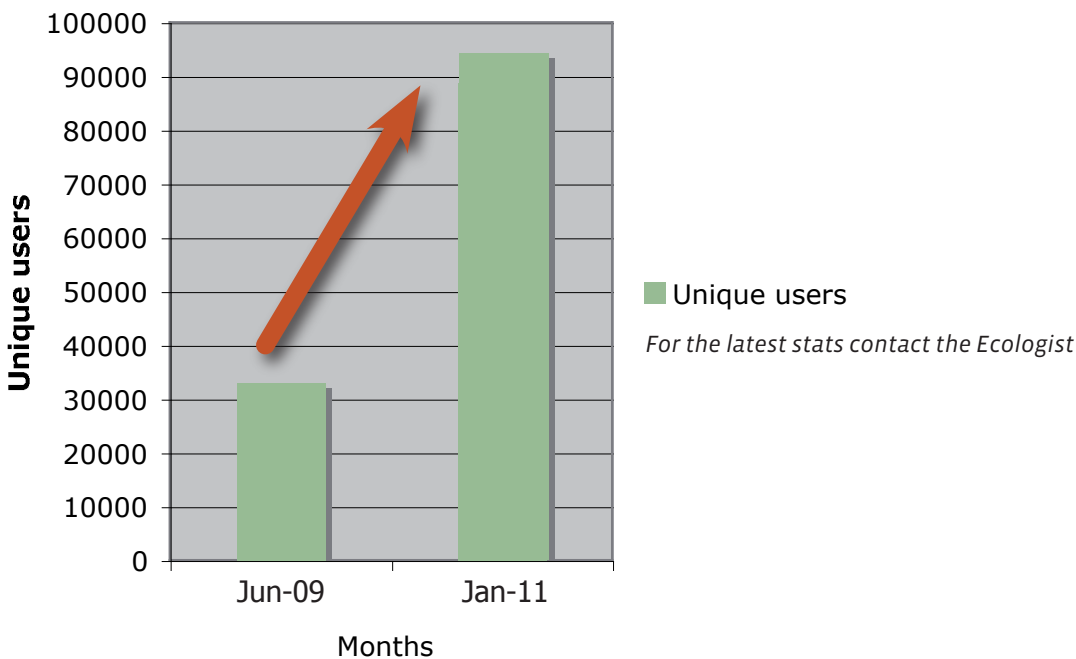
46% have influence over workplace CSR decisions

Audience

Ecologist readers are the most committed, passionate, ethical and environmentally aware consumers in the world.

Drawn from all walks of life, our readers are opinion formers whose influence reaches far into the community, be it through their involvement in company CSR, or by swaying the buying decisions of friends, family and their community. Our readers are conscientious and prefer to make informed, educated decisions when purchasing products and services, often relying on the Ecologist to guide their decisions.

The Ecologist audience has grown dramatically since launching online in June 2009 growing to 94,424 unique users per month by Jan 2011.



68% earn over £20k per annum

89% rely on specialist websites for information about environment sustainability and green issues

95% have made a conscious effort to purchase organic & ethically sourced products

Advertising opportunities, Rate-card and technical data for run of site inventory

We use DFP Small Business as our advertising server which supports the following creative file types:

- **Rich Media:** You can use any customised HTML and JavaScript snippets, as well as tags from a third-party ad server.
- **Flash:** Requires a Flash (.swf) file and a gif backup. Click tags must be properly implemented for use with DFP Small Business.
Please check the following link for more details on click tags: <http://bit.ly/hqsb9M>
- **Image:** Requires a .gif, .jpg or .png file. CMYK colour format is not supported for .jpg files.

Skyscraper

Two skyscrapers appear in the right hand column, the first above the fold alongside all content

Measuring 160 x 600 pixels.

Max file size 40k

Rate-card:
Sky 1- £30/1000 impressions,
Sky 2 £20/1000 impressions

Leaderboard

At top of all pages measuring 728 x 90 pixels. Max file size 40k

Rate-card: £30/1000 impressions

MPU

This ad size provides a striking standout poster site above the fold on every page and within the body copy of longer articles.

Measures 300 x 250 pixels.

Max file size 40k

Rate-card: £35/1000 impressions

eNewsletter



HELP FIGHT CLIMATE CHANGE WITH YOUR ELECTRICITY BILL

Ecotricity founded the green electricity movement, and has been building & supplying green electricity to homes and businesses since 1996. We're committed to changing the way electricity is made and invest more per customer in building new sources of renewable energy than any other supplier.

[Switch today and get a FREE two year digital subscription to the Ecologist!](#)

A textlink logo and 40 words on our weekly eNewsletter, delivered every Thursday to 28,000 opt-in subscribers. Highly effective for your targeted and timed campaigns, and events.

Rate-card: £400 / insertion

Button



3 buttons appear on the homepage and 5 on all other pages in the left-hand column.

Measuring 148 x 64 pixels.

Max file size 20k

Rate-card: £5/1000 impressions

Green Directory: Rate Card £850 for 12 months.

The Green Directory is a multi-faceted marketing opportunity for clients to interact with the audience via education articles, films, special offers, product showcase & targeted campaigns. Based on our research, this unique directory approach was created to fulfil the reader's need to be educated and inspired. The Green directory content is interchangeable throughout the year, providing your company or campaign with a platform for relevant and timely information.

Categories:

Charities & Organisations
 General
 Education, Courses & Events
 Finance
 Food & Drink
 Health & Beauty
 Home & Business Services
 General
 Home & Garden Products
 Travel
 Clothing

73% employed

**76% university degree
 educated or higher**

**90% planned on increasing
 their ethical spend in 2010**

Your Green Directory listing includes:



1. Your company listing in the Green Directory for 12 months. (See example 1 above.)
2. Your company page in the Green Directory for 12 months. This consists of your Company Ethos, Educational content (optional), and an interactive section which can be one of a film, special offer, event listings or product showcase.
 Film example: <http://bit.ly/ijnzod> Product example: <http://bit.ly/c832Ue>
3. Monthly promotion on *www.theecologist.org* in the Green Directory box which appears on every page of the website. This utilises both your logo to drive traffic, but also a quote from your educational content. (See example 3 above.)
4. A minimum of two newsletter Green directory slots per year. This utilises both your logo to drive traffic, but also a quote from your educational content. (See example 4 above.)

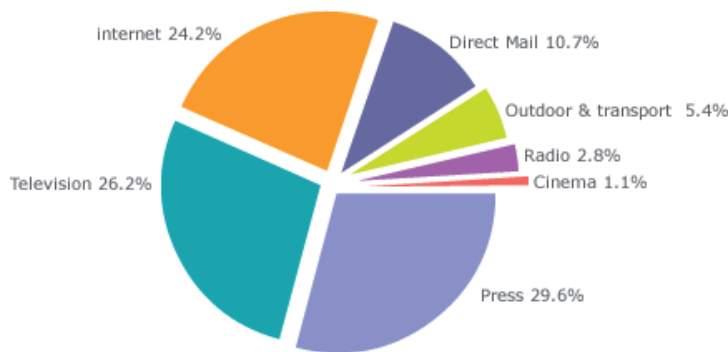
77% think ethical responsibility is down to each individual

Why advertise online?

In 2011 online advertising is forecast to continue to grow in terms of ad spend, and looks set to soon become the UK's largest medium, while more traditional mediums decline.*

* The Advertising Association

2009 UK Advertising Expenditure, % share



Source: Advertising Association/Warc

98% have bought organic food in last 12 months

**68% female
32% male**

The Ecologist website helps you reach and connect with our environmentally minded readership and your target audience:

- Daily news and content updates ensure our visitors keep coming back, guaranteeing excellent exposure to our advertisers
- Advertisers can buy highly targeted campaigns against specific content, time period and countries to increase response rates
- Cost-effective advertising based on cost per thousand page impressions (CPM) – you get exactly what you pay for!
- Monitored and transparent reports on your response rates
- The above has contributed to the continued growth of online advertising providing more cost-effective advertising than other media. Can your business afford not to advertise online?

62% state they don't take short haul flights because of environmental impact

76% agree that "People ask my advice about products/services"

76% have donated to a green cause in last 12 months

25% have bought a "green" financial product in last 12 months