

NewStatesman



Media Pack

www.newstatesman.com

Enlightened Reading

The New Statesman is Britain's leading, best written and most authoritative weekly political, cultural and current affairs magazine.

The magazine's award winning team of editors and contributors seek to engage readers with great writing, arresting photography, intelligent analysis, bold campaigns and trenchant argument. For nearly 100 years our mission has been to provide readers with a rigorous examination of political culture as well as to amuse and entertain.

Our provocative and acclaimed reports, columns and essays explore the issues that lead our national conversation, from politics to economics, the arts or the environment. The New Statesman is essential reading for anyone interested in the news that matters, keeping readers at the heart of the debate.

The magazine is celebrated for its progressive politics, boldness, independence and skepticism. Just like many of its readers - past and present.

Our contributors are wordly, thoughtful, curious and demanding and the best in their fields. Their wit, humour and good judgement mean the New Statesman is that rare treat - a really good and intelligent read.

Jason Cowley

Editor, New Statesman



“The New Statesman is the best-written, least predictable, and most interesting weekly magazine being published in Britain today.”

A N Wilson, novelist and leading commentator

“A magazine like the New Statesman is more essential than ever when we face the challenge of a global economic crisis and the threat of climate change, and when only progressive politics can provide the answers – or even ask the right questions.”

Ken Livingstone

“The new New Statesman is thoughtful and surprising. Britain needs fresh progressive thinking and debate, and the New Statesman is now helping to generate it.”

David Miliband, former Foreign Secretary



Readership Analysis

Annual subscribers and Newsstand readers average weekly readership of 142,100

The New Statesman is seen as an essential source of information and evaluation by senior politicians, civil servants, business decision-makers, heads of local authorities, trade unions, trade associations and almost every opinion shaper in the UK. In short, it is acknowledged as the most influential current affairs and business publication in the UK. The New Statesman's readership is made up of subscribers, newsstand buyers and a senior-level controlled circulation.

New Statesman readers are

Affluent and Charitable

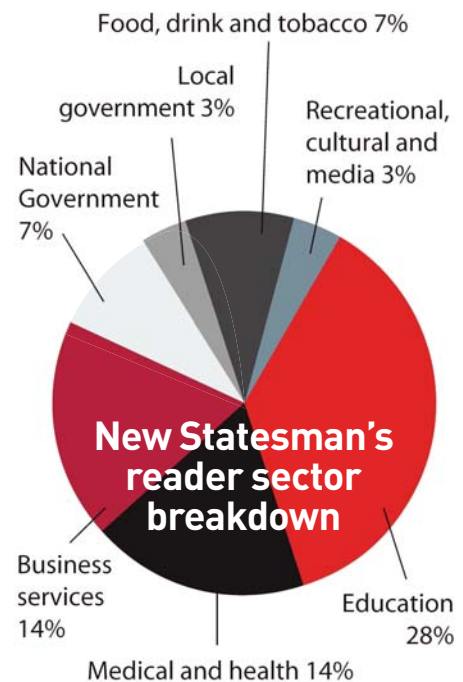
- 62% earn more than £50k per annum
- 24% earn more than £75k per annum
- 90% of readers regularly donate to charities

Powerful decision makers and opinion formers

- 24% hold an elected position
- 54% in the public sector
- 47% in the corporate sector
- 8% in the voluntary sector
- 24% hold an elected position
- 63% are involved in political affairs
- 22% are active in policy development
- 79% regularly take part in political debate
- 25% work in education
- Second highest employment sector being government

Discerning and Loyal

- 66% have been reading the New Statesman for over 5 years
- 88% read the magazine every week
- 39% were introduced to the magazine through personal recommendation
- The average reader spends almost two hours per week reading every issue



Most are responsible for an average business budget of over £100,000

New Statesman READERS

10% are responsible for a budget of over £200,000

52% are business decision makers



Controlled circulation

In addition to the notable profile of annual subscribers and newsstand readers, the New Statesman is circulated to a selection of some of the most influential people from the politics, media, education and charity sectors.

Readers Include

UK and International Policy influencers

Over 50 of the UK's think tanks, influencing UK and international policy decisions, including 11 of Britain's 12 leading thinktanks (according to Guardian.co.uk)

Chatham House - 2nd top 'Security and International Affairs' thinktank in the world

Overseas Development Institute - 2nd top 'International Development' thinktank in the world

Adam Smith Institute - top 5th 'International Economic Policy' thinktank in the world

Healthcare

CEOs of **72%** of all primary care trusts and **89%** of all acute care trusts

Media

At least one editor of a regional newspaper in every county in England - **82%** of adults (40 million people) read a local newspaper, making it the most widely read medium in the country (BMRB/TGI 2008)

Charities

Top executives at over half of English charities with an income of over £10 million

Politics

98% of all MP's receive a copy, including every member of the cabinet

Business leaders

92% of FTSE 100 CEOs - which represents 81% of the market value of the LSE

95% of CEOs from the UK companies noted on the Forbes 2000 public companies list. These UK companies account for \$1,340.4 billion in market value

Political analysis An astute and intelligent examination of our political culture

98%

of all MPs receive a copy, including every member of the Cabinet



THE NS ESSAY

The Libyan uprising gives David Cameron a chance to prove he has a coherent foreign policy. But will he pursue old-style Tory "pessimist realism", or does he believe Britain has a moral obligation to intervene?

What Bosnia teaches us about the Middle East

By Brendan Simms

You hope, Sir, that I think the French deserving of liberty? I certainly do. I certainly think that all men who desire it, deserve it. It is not the reward of our merit or the acquisition of our industry. It is our birthright. It is the birthright of our species... A positively vicious and abusive government ought to be changed and, if necessary, by violence, if it cannot be (as sometimes is the case) reformed.
Edmund Burke

Freedom of expression, a free press, freedom of assembly and the right to demonstrate peacefully are basic rights - they are as much the rights of people in Trafalgar Square as they are of people in Tahrir Square. They are not

In the mid-1950s, a small number of Conservatives broke ranks with Eden over Suez. After the end of the cold war, during the 1990s, the question of "Europe" nearly tore the party apart. There was another split in 2001, when most Tories supported the decision to remove Saddam Hussein but a substantial group, Kenneth Clarke prominent among them, disagreed. Now the party is divided once more, this time over whether or not to intervene against the floundering regime of Colonel Gaddafi in Libya.

The closest parallel to current events is not appeasement. Suez, European integration or Iraq, but the Bosnian war of 1992-95. During that conflict, tens of thousands of Croatian

peacekeeping force to safeguard its distribution. "Safe Areas" were established to protect the Muslim population, but these were attacked with impunity by the Serb militias, culminating in the Srebrenica massacre of 1995.

At that time, the Conservative government of John Major and most Westminster Tories were resolutely opposed to intervening militarily against the Bosnian Serbs, either through the despatch of ground troops or the use of air power, or even to allowing the Bosnians to defend themselves by lifting the international arms embargo that locked in place a Serb advantage in heavy weaponry.

Only a very small number of Conservative MPs, such as Patrick Cormack, Bill Cash and



NewStatesman

New Statesman Media Pack | www.newstatesman.com

Trends

Lifestyle

The New Statesman readership is made up of 100% AB1 consumers, many of whom are at the top of their professions. This means that when it comes to making purchasing decisions, they are people who have the desire and, importantly, the disposable income to get the best available things they can. In terms of targeting mass affluent, high net worth individuals, the New Statesman leads the way.

Arts and culture play a very important part in the interests and leisure activities of New Statesman readers. Nine out of ten readers attend the theatre, opera, classical concerts and art events at least once a month.

New Statesman READERS

- 44% went to classical concerts in the last year
- 12% go to the opera every 2-3 months
- 46% went to a play in the last year
- 11% work at CEO/Director level
- 66% more likely than the average person to spend £21,000 on a new car

77% of readers are more likely than average to spend £2,500+ per person on a holiday abroad

New Statesman has recently worked with these companies:

The BFI | Southbank Centre | ENO | National Theatre | Hayward Gallery | BBC National Gallery | Tate Modern | Wigmore Hall | Royal Opera House | Sky



The Critics

A stylish section devoted to offering a considered view of arts, books and culture with opinions from many guest contributors.



Recent Features

From politics and world affairs, to culture, arts, sports and society, the New Statesman's witty and intelligent features make it Britain's leading and best current affairs weekly

Some of our most popular and most provocative features recently published:

The bugger, bugged

Hugh Grant caused an international sensation with this tale of how he turned the tables on a tabloid reporter, uncovering the truth about the News of the World hacking scandal. Described as the "scoop of the year" by Jamie Doward in the Observer, it was retweeted 10,000 times and got more than 500,000 page views on the NS website.

Rain by Alexander McCall Smith

This exclusive short story was a poignant and beautiful tale of a chance encounter, a fateful decision and its consequences for two men and a child. The NS regularly publishes new fiction and poetry.

"I'm not a punchbag"

Jemima Khan's interview with Liberal Democrat leader Nick Clegg led the news agenda, with much of the coverage focusing on his admission that he "cries regularly to music". A rare instance of a political interview which redefines public perception of its subject.

"Keynes would be on our side"

The NS prides itself on its heavyweight economics coverage. In this exclusive essay, Cabinet minister Vince Cable robustly defended the coalition's polices. The magazine later carried a response by leading economists David Blanchflower and Robert Skidelsky.

Not over, not out

In this revealing interview, David Attenborough reflected on religion, nature and his career in television – and caused controversy with his assertion that "the BBC's sails should be trimmed".



Editorial Contributors

Our ever expanding team of award winning writers regularly engage readers with incisive argument, polemic, reportage and witty comment.

Our columnists include:

David Blanchflower on economics
Mehdi Hasan on politics
Rachel Cook on television
Mark Watson on comedy
Antonia Quirke on radio
Mark Lynas on green issues
Alex Preston on finance
John Pilger on world politics
Will Self on culture and food

Peter Wilby on home affairs
Bibi van der Zee on activism
Nicholas Lezard on London life
Ryan Gilbey on film
Alec MacGillis on world affairs
Dominic Sandbrook on history
Tim Adams on the visual arts
Laurie Penny on politics

Our guest writers and contributors include:

Tony Blair
Melissa Benn
Ken Livingstone
Simon Pegg
Robert Skidelsky
Ed Balls
Vince Cable
Hugh Grant

Clive Stafford Smith
Fiona Millar
Alain de Botton
Joseph Stiglitz
Jason Cowley
Paul Mason
Fatima Bhutto
Tom Holland

Bryan Appleyard
Xan Rice
Iain Duncan Smith
Kevin Pieteresen
Heston Blumenthal
David Miliband
Jemima Khan
Melvyn Bragg

And writers in the following key sectors:

**Politics | The Economy | Religion | Music/Theatre | Arts and Culture
 Books | International affairs | Life and Society | Education | Sport**



Rate Cards Advertising Rates | Print

Standard Positions	DPS	Full page	Half page	Third page	Quarter page	Sixth page	Eighth page
Four Colour	£5060	£2640	£1386	£1012	£760	£510	£390

Special Positions	Cover sites	Cover DPS	First RHP	Solus site (Eighth page)
Four Colour	£4290	£6070	£2900	£450

Single column cm £35, min 3cm
 Events listings: £30 per standard listing, max 50 words, plus £20 for coloured box or logo.

Classified Rates	Full page	Half page	Quarter page	Eighth page
Four Colour	£2585	£1375	£760	£390

Inserts	Subscribers		Newsstand	
	Under 10g	Over 10g	Under 10g	Over 10g
Loose	£50 per '000	£55 per '000	£44 per '000	£48 per '000
Bound-in	£75 per '000	£80 per '000	£75 per '000	£80 per '000

Mechanical Specifications (display)	width x depth		width x depth
DPS	460mm x 286mm	Quarter page (vertical)	98mm x 127mm
Half page DPS	436mm x 127mm	Arts and books sizes	
Full page	230mm x 286mm	Third page (vertical)	64mm x 258mm
Half page (horizontal)	200mm x 127mm	Quarter page (horizontal)	132mm x 96mm
Half page (vertical)	98mm x 258mm	Sixth page (vertical)	64mm x 127
Third page (horizontal)	200mm x 85mm	Twelfth page	64mm x 64mm
Eighth page	98mm x 64mm		

Mechanical Specifications (classified)	Standard sizes width x depth		Standard sizes width x depth
3x1 column	47mm x 26mm	Full page	200mm x 240mm
6x1 column	47mm x 54mm	Half page (horizontal)	200mm x 117mm
Eighth page	98mm x 54mm	Half page (vertical)	98mm x 240mm
Quarter page (horizontal)	200mm x 54mm	Quarter page (vertical)	98mm x 117mm

Advertising Contacts

Richard Rowe
 Tel: +44 (0) 207 406 6583
 email: richard@newstatesman.co.uk

Matt Dowsett
 Tel: +44 (0) 207 406 6588
 email: matt@newstatesman.co.uk

James Olweny
 Tel: +44 (0) 207 406 6579
 email: james.olweny@newstatesman.co.uk

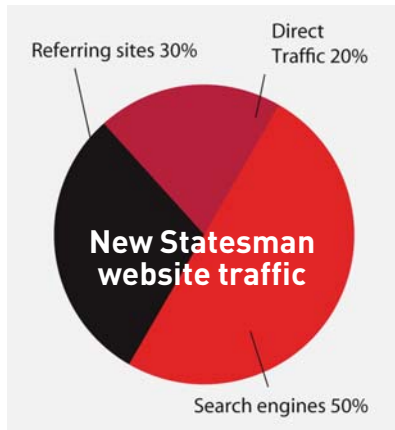


The New Statesman online

www.newstatesman.com

Companies advertising with the New Statesman are able to reach a huge audience through the website, with over 325,000 unique visits every month

Average of 10 minutes per day spent on the website



over **950,000** visits per month
750,000 unique visitors per month
 an average of **10 minutes** spent on site
65,000 page views per day
 over **2,000,000** page views per month
28% repeat visits

New Statesman Newsletter

Each week the New Statesman Newsletter is sent to 12,000 opt-in subscribers. It provides an update of that week's magazine content whilst also providing links to the popular pages of the website. There are a number of opportunities for banner advertising with positions throughout the newsletter. Please speak to your advertising representative for details.

Rate Cards

Advertising Rates | Online

Banners			
	Leaderboard	30cpm	Page impressions to cover Leaderboard to MPU
	Skyscraper	25cpm	
	MPU	30cpm	
	Email Newsletter	500 per shot	1 per week
	Email blast	1500 per shot	Maximum 2 per week

Advertising Contacts

Richard Rowe
 Tel: +44 (0) 207 406 6583
 email: richard@newstatesman.co.uk

Matt Dowsett
 Tel: +44 (0) 207 406 6588
 email: matt@newstatesman.co.uk

James Olweny
 Tel: +44 (0) 207 406 6579
 email: james.olweny@newstatesman.co.uk