

# CLIMATE CHANGE MAGAZINE

## MISSION STATEMENT

Climate change represents an unprecedented challenge, unparalleled in modern history. In a relatively short period, the last 250 years of industrialization and carbon emissions have significantly accelerated global warming, threatening human survival.



EDITION 01  
SEPTEMBER 2024:  
**WALKING ON THIN ICE**

## OUR FOCUS

We will feature monthly investigations into earth-changing events such as: Heat and Cold Waves, Fires, Droughts, Flooding, Marine Heat Waves, Tropical Cyclones, and Coastal Erosion.

**KEY RISKS:** WE AIM TO LINK THESE EVENTS TO KEY RISKS AFFECTING SUSTAINABLE DEVELOPMENT: RISING POVERTY, FOOD INSECURITY, HEALTH ISSUES, WATER SCARCITY, DAMAGED INFRASTRUCTURE, RISING INEQUALITIES, DISPLACEMENT, ECOSYSTEM COLLAPSE, BIODIVERSITY LOSS, AND CONFLICT.

## ADVERTISING

Climate Change Magazine, in both Digital and Print, is the World's first authoritative, impartial voice on the issues that are impacting on our planet potentially threatening the survival of the Human Race.

We aim to reach 90% Print retail distribution penetration in all markets we launch which includes for the avoidance of doubt issue 1 in the USA, France, UK, and Canada.

AD INFORMATION		
LAUNCH DATE	SEPTEMBER 1, 2024	
FREQUENCY	MONTHLY	
NO. OF PAGES	146	
AVAILABLE ADVERTISING SPACE	28	FULL PAGES
	10	QUARTER PAGES
	8	HALF PAGES
TARGET AUDIENCE	65%	AGE 18-35
	60%	FEMALE
NO. OF SUBSCRIPTIONS	Q1	100,000
	Q2	300,000

If you active in sustainability and wish to convey your plans to reduce emissions, then Climate Change Magazine reaches your target audience directly creating real impact in the message you are seeking to convey.

**Expected Print Run on Issue 1 across 4 territories is 87,000 copies with an 80% sell through expected.**

Retail commitments from all major retailers including but not limited to Supermarkets, Airports, Train Stations, major and multiple news Vendors including but not limited to **Barnes & Noble, WH Smiths, FNAC & Relay** to name a few.

# PRINT PRICING

## SPECIFICATIONS / RATES

TRIM SIZE*	W 213mm x H 280mm
	W 8.8 in x H 11 in
FULL PAGE	\$7,500
DOUBLE PAGE	\$13,900
HALF PAGE	\$3,600
QUARTER	\$1,375
BACK COVER	\$11,125
FIRST RIGHT HAND	\$9,000
FIRST INSIDE RIGHT	\$8,150

\*Full Rate Card supplied upon request with Bleed Sizes.



PRINT



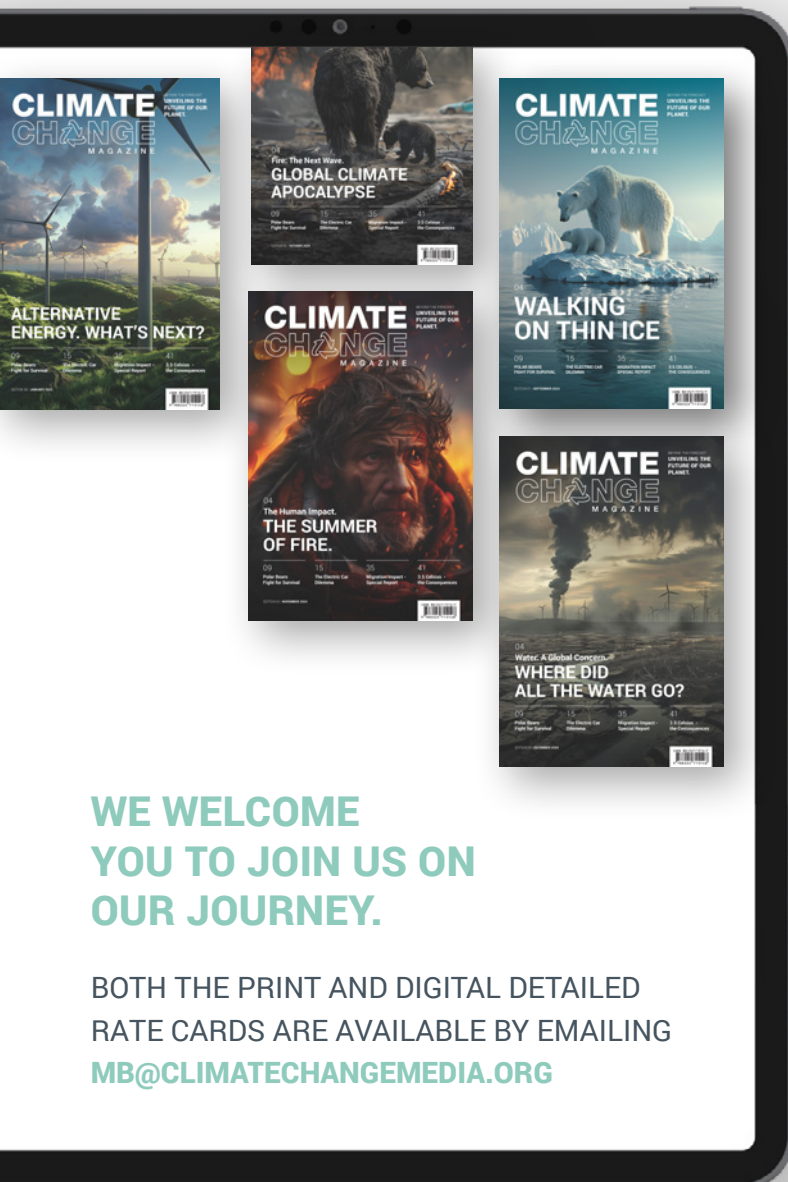
DIGITAL



APP

## ADVERTISING IN OUR PRINT VERSION OFFERS YOU THE FOLLOWING BENEFITS.

- Longer life span & repeated exposure of the advertisement
- Reaching Targeted audience both consumer and business
- Trusted news, features, interviews, and video content 50% of which is exclusive to Climate Change Magazine.
- Cost effective.
- High Consumer Receptivity
- Strengthening of your Brand Recognition
- Spend cost effectiveness can be measured.
- 95% perceived viewability amongst our readers
- Print advertising is trusted by 63% of our target audience and is the most trusted form of advertising above TV, Radio with online the least trusted.
- To enhance & promote the benefits of your brand, promote the benefits of your products or services or increase sales and demand.
- To gain potential advantages from your competitors.



**WE WELCOME YOU TO JOIN US ON OUR JOURNEY.**

BOTH THE PRINT AND DIGITAL DETAILED RATE CARDS ARE AVAILABLE BY EMAILING [MB@CLIMATECHANGEMEDIA.ORG](mailto:MB@CLIMATECHANGEMEDIA.ORG)