Positive News is the world’s first positive newspaper. It aims to inform, inspire and empower its readers, while helping create a more balanced and constructive media.

Focusing on solutions, Positive News reports on people and initiatives that are creating a sustainable, just and fulfilling world.
Established in 1993, Positive News has the largest UK distribution of comparable publications.

Positive News is highly valued by its readers, who are passionate about social, environmental and ethical issues.

Print edition distribution:
Circulation: 40,000 copies
Readership: up to 100,000 people
Distributors: 250 UK-wide
Subscribers: 3,500

The paper is published quarterly and is available free to the public through a UK-wide network of over 250 distributors, including health food shops, cafes, educational centres and events. Copies are also sent directly to subscribers.

Online audience
50,000 visits per month
30,000 unique visits per month
80,000 pageviews per month

Facebook fans: 20,000
Twitter followers: 8,500

www.positivenews.org.uk
facebook.com/positive.news.uk
@PositiveNewsUK

Advertising in Positive News allows us to reach a very unique audience whose values match our own. We have been working with Positive News for almost 10 years now and our way of doing business truly resonates with them, meaning we can acquire new customers that choose us for the right reasons and want to stay with us for a long time.

Matt Lane, The Phone Co-op
Print advertising rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page 381mm x 310mm, with 5mm of bleed all around (actual size 320mm x 391mm)</td>
<td>£3000</td>
</tr>
<tr>
<td>Half page 160mm x 280mm (horiz.) 327mm x 138mm (vert.)</td>
<td>£1600</td>
</tr>
<tr>
<td>Quarter page 160mm x 138mm (vert.)</td>
<td>£1000</td>
</tr>
<tr>
<td>6 unit - 160mm x 110mm (portrait) 6 unit - 110mm x 167mm (landscape) 6 unit - 327mm x 53mm (vert.)</td>
<td>£850</td>
</tr>
<tr>
<td>4 unit - 110mm x 110mm</td>
<td>£600</td>
</tr>
<tr>
<td>3 unit - 55mm x 166mm (horiz.) 3 unit - 160mm x 53mm (vert.)</td>
<td>£500</td>
</tr>
<tr>
<td>2 unit - 55mm x 110mm (horiz.) 2 unit - 110mm x 53mm (vert.)</td>
<td>£300</td>
</tr>
</tbody>
</table>

Leaflet distribution

Send 4,000 leaflets to named individuals at a cost of only £100 per thousand. 10g max.

Online advertising rates

Front page or all articles:
- Sidebar box: 140 x 140px £50 per month
- Sidebar double: 140 x 280px £75 per month
- Sidebar triple: 140 x 420px £100 per month
- Sidebar skyscraper: 140 x 560px £125 per month
- Banner: 460 x 80px £100 per month

All prices subject to VAT at the current rate. Positive News reserves the right to request alterations to advert designs in order to ensure the quality of the publication's visual appearance.
What people are saying about Positive News

“We have been very happy with the service of Positive News (and the good articles you publish), which has resulted in a number of new clients to the business.”
- Helen Tandy, director, The Gaeia Partnership

“Positive News is a pioneering and influential magazine with a wide readership. We are delighted to support it.”
- John Elford, publisher, Green Books

“Positive News has, for many years, inspired millions of people with tales of the possible, of people who took brave and bold steps. The world would be a bewildered and more befuddled place without it. In times of greatly shifting sands, it is a constant beacon, a reliable source of inspiration and hope.”
- Rob Hopkins, co-founder of Transition Network

“Positive News is a fantastic resource for inspiring news and features relating to conscious living, and it’s full of bright ideas for creating a happy and purposeful life.”
- Will Gethin, Isbourne Holistic Centre

“Positive News publishes the most inspiring news material I have ever come across. I look forward to getting my hands on each new edition. Every time I read it, it fills me full of hope.”
- Sharon Meredith, Positive News reader

Positive News is published by Positive News Publishing Ltd, a not-for-profit company, registered in England & Wales. Registration no. 03891920  VAT no. 742 1532 60