

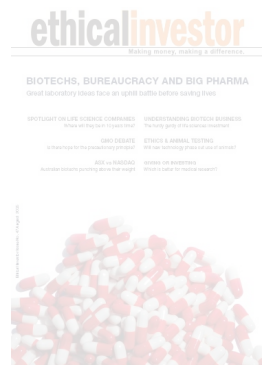
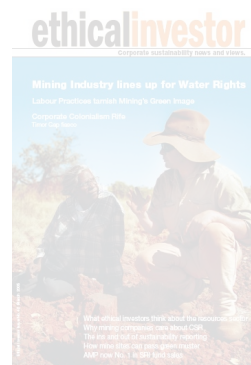
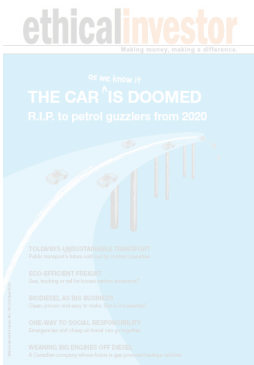


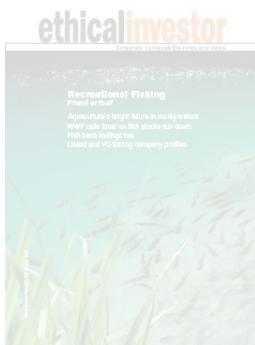
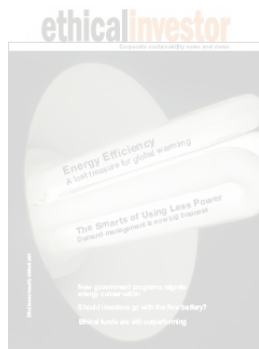
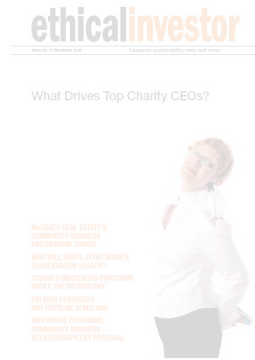


Our very first issue in June 2001



For six years now, **ethicalinvestor** has led the way in providing information regarding corporate sustainability and ethical investment.





Now we take another step forward with a totally revamped magazine launching in June 2007 and a brand new website soon after that.



Our next, revamped issue in June 2007

In April 2007, **ethicalinvestor** asked its readers what they thought of their magazine.

Their answer was unequivocal. They wanted more colour, clearer design and, above all, more of the information that they had come to rely on from Australia's leading CSR and SRI publication.

The changes that we've since introduced are numerous. A bold new design, a 50% growth in the size of the magazine, full colour pages and the introduction of new sections for the magazine that will cover:

- the latest news
- industry and awards diaries
- well researched stories on a wide range of ethical investment themes
- regular columnists
- company, fund and organisation profiles
- profiles of the leading ethical investment individuals
- community and not-for-profit news
- and introducing the new **ethicalinvestor 50**

The collage displays several pages from the ethicalinvestor magazine:

- INDEX:** Lists various sections and their page numbers, such as 'NEWS AND VIEWS' (7-16), 'COVER STORIES' (18-26), 'PROFILES' (34-38), and 'SECTIONS' (39-40).
- NEWS AND VIEWS:** Features articles like 'A piece on being really real' and 'What's coming up in the field'.
- COVER STORIES:** Includes 'Clear Story' and 'Future Story'.
- PROFILES:** Profiles 'Company Profile', 'SRI Fund Profile', and 'Not For Profit Profile'.
- SECTIONS:** Contains 'Ethical Investor 50', 'Awards Calendar', and 'Community News'.
- FEATURE STORY:** A large article titled 'Corporate Philanthropy' with the sub-headline 'The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletter can be a great way to market your product or service, credibility and build your among peers, members, employees, or vendors.'
- EI50 INDEX:** A table listing the top 50 ethical investment companies with columns for Rank, ASX, Company Name, and various performance metrics.
- COMPANIES:** A section featuring 'National Australia Bank Group' with a detailed article about its carbon footprint reduction goals and SRI initiatives.

And again we've listened to our readers and made sure that every issue will cover all areas of ethical investment but throughout the year, **ethicalinvestor** will maintain its policy of tackling the big issues head on by devoting considerable space and resources to them.

Based on our reader feedback, and our reading of the ethical investment framework, our issues will devote themselves to:

Issue	Booking Deadline	Material Deadline	Release Date
May 2007 - Issue 66	April 27, 2007	May 04, 2007	May 18, 2007
<b>Sustainable Packaging</b>			
June 2007 - Issue 67	May 18, 2007	May 25, 2007	June 08, 2007
<b>Philanthropy</b>			
July 2007 - Issue 68	June 15, 2007	June 22, 2007	July 06, 2007
<b>Carbon Neutrality</b>			
August 2007 - Issue 69	July 13, 2007	July 20, 2007	August 03, 2007
<b>Mining, Society and the Environment</b>			
September 2007 - Issue 70	August 10, 2007	August 17, 2007	August 31, 2007
<b>Social Infrastructure Investment</b>			
October 2007 - Issue 71	September 07, 2007	September 14, 2007	September 28, 2007
<b>Transport / Clean Fuels / Air Travel</b>			
November 2007 - Issue 72	October 05, 2007	October 12, 2007	October 26, 2007
<b>Business Ethics / Corporate Governance</b>			
December 2007 - Issue 73	November 02, 2007	November 09, 2007	November 23, 2007
<b>Ethical Superannuation</b>			
January / February 2008 - Issue 74	November 30, 2007	December 07, 2007	December 21, 2007
<b>Human Capital / Human Rights</b>			
March 2008 - Issue 75	February 06, 2008	February 13, 2008	February 27, 2008
<b>Water</b>			
April 2008 - Issue 76	March 05, 2008	March 12, 2008	March 26, 2008
<b>Clean Technology / Clean Energy</b>			
May 2008 - Issue 77	April 02, 2008	April 09, 2008	April 22, 2008
<b>Sustainable Building</b>			
June 2008 - Issue 78	May 07, 2008	May 14, 2008	May 28, 2008
<b>Philanthropy / Not For Profit Finance</b>			

**Double Page Spread**

Dimensions  
297 x 420

Text  
277 x 380

Bleed  
307 x 440

**Full Page**

Dimensions  
297 x 210

Text  
277 x 190

Bleed  
307 x 220

**Half Page**

Dimensions  
148 x 210

Text  
138 x 190

**Quarter Page**

Dimensions  
148 x 105

Text  
138 x 190

**Card**

Dimensions	Text
55 x 90	50 x 85

<b>Rates as at April 2007</b>	<b>CASUAL</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Double Page Spread	\$2,875	\$2,731	\$2,548	\$2,089	\$1,671
Full Page	\$1,650	\$1,567	\$1,410	\$1,199	\$959
Half Page	\$1,250	\$1,187	\$1,068	\$908	\$726
Quarter Page	\$825	\$783	\$705	\$599	\$479
Card	\$400	\$380	\$342	\$290	\$232

All rates are inclusive of 10% GST

<b>Insert Rates (Min 5,000)</b>					
Up to 4 page / Up to A4 - per 1000	\$400	\$380	\$342	\$290	\$232

All rates are inclusive of 10% GST

<b>Premium Position Loadings</b>	
Outside back cover full page	50%
Inside front cover double page spread	40%
Inside back cover full page	25%
Centre pages double page spread	15%
Right hand page	10%
Specific guaranteed position	10%

### **Web Rates**

Website advertising rates will be available soon.

### **Technical Specifications**

Technical specifications are being finalised at time of preparation of this media kit.

# **ethicalinvestor**

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