



Centre for
Alternative
Technology
Publications

Clean Slate

media pack

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"We advertise in a number of different publications but *Clean Slate* magazine is by far our most consistently successful advert, which is why we have been advertising with them for so long! Not only do we get a huge response to adverts taken out in *Clean Slate*, but the enquiries we do get usually result in sales. *Clean Slate* is the magazine to advertise in if you want to reach an intelligent and environmentally aware audience." – **Green Building Store**



about us

The Centre for Alternative Technology (CAT) is passionate about providing a living example of sustainable, ecological and low impact living. CAT focuses on providing practical solutions to many of the problems we all face today. CAT strives to demonstrate a wide range of alternative technologies to people and organisations that can help inspire them make positive changes in their daily lives.

Clean Slate is the magazine produced by the Centre for Alternative Technology. *Clean Slate* is a positive, practical magazine produced by people committed to promoting a sustainable future. *Clean Slate* is fun, informative and a very good read. Often provocative and challenging; *Clean Slate* has been documenting and providing solutions to ecological problems for many years.

As the peoples of the world come to understand the importance of the environment and its interconnected fragile existence; the work at the Centre for Alternative Technology is inspiring individuals and groups throughout the world to work with practical technologies that could ensure our future. *Clean Slate* is produced to facilitate dialogue between its supporters and as a means to inform people of the work developing at our sustainable community in Mid Wales. The Centre for Alternative Technology is Europe's leading eco-centre.

The Editor



reader profile

Clean Slate readers are typically degree educated, on a good income and working in the environmental/ ethical sector. They are committed to green living and using ethical products and services and are ready to invest time and money to do so. Special interests include energy efficiency, green energy, eco building, organic gardening, ethical finance, organic food, green products, courses and holidays.

Robert from Stroud says; "I rely on *Clean Slate* to keep me up to date with new / alternative technologies."

98%

of people confirmed in our latest survey; that they *do* read the adverts in *Clean Slate* magazine.

50%

of those that took part in a recent survey said, 'they bought goods and services offered in *Clean Slate* Adverts'- a fact borne out by our high number of repeat advertisers.

71%

are between 45 and 65 years of age with an income greater than £30,000 a year

82%

are active in their own sustainability projects

78%

of enquirers to CAT's information service make positive changes to their lives as a result of information received

Readers quotes - (from our recent membership survey)

"Clean Slate is positive ; it inspires great hope for the future" / "Perfect, I pass my copy on to a manager in a housing association which builds 500 new properties per year. It is well received." / "Good source of products and projects" / "The adverts are very useful" / "Positive in a world where too much is negative. Constructive allowing hope for the future." / "Informative enough to use for projects." / "Biased in favour of the right things and with a friendly style" / "Invaluable" / "An oasis of reality in a crazy world"



advertising rates

For advertising bookings and enquiries please contact:
Pete Mandara on 01654 704954 (best time 10-6 weekdays)
cleanslate@cat.org.uk

Clean Slate
Centre for Alternative Technology
Machynlleth, Powys, SY20 9AZ

For editorial and general enquiries about *Clean Slate*
please contact:

Catriona Toms **catriona.toms@cat.org.uk**



Inserts:

£85 per thousand + VAT (up to 10g), subject to approval of insert. We may also be able to swap inserts with other organisations/publications – please phone for details.

Small adverts:

50p per word (inc. VAT). Send your text with a cheque to 'CAT Charity Ltd' to the address above.

Series discounts

for 4 issues (covering one year and paid for after publication of the first in the series):
Display adverts 15% / Small adverts 5%

"We advertise year after year with *Clean Slate* as it is one of the few publications that consistently generates useful enquiries. It's also a great read and we share its ethos." – **Ecology Building Society**

"Permaculture Magazine exchanges advertisements with ethically sound like minds and *Clean Slate* is top of our list for always being seen in and for being connected with." – **Permaculture Magazine**

"An excellent read- I couldn't put it down!" –
Soft Technology Magazine

| | |
|--|----------------|
| Outside back cover – 210 x 297mm (please add 3mm all round for bleed) | £643.00 |
| Full page (inside) – 200 x 287mm | £599.00 |
| Half page (horizontal) – 200 x 140mm | £345.00 |
| Half page (vertical) – 97 x 287mm | £345.00 |
| Quarter page (vertical) – 97 x 140mm | £214.00 |
| Quarter page (horizontal) – 196 x 67mm | £214.00 |
| Eighth page – 97 x 67mm | £126.00 |

(Sizes in mm width x mm height)

advert specification

Artwork for adverts should be emailed complete to

cleanslate@cat.org.uk

Adverts should be sent 'camera-ready' in one of the following file formats:

PDF, TIFF or JPEG

(min 300 dpi at 100% size);

EPS (including all fonts & images)

We will have to charge for redesigning any adverts not sent in approved format.

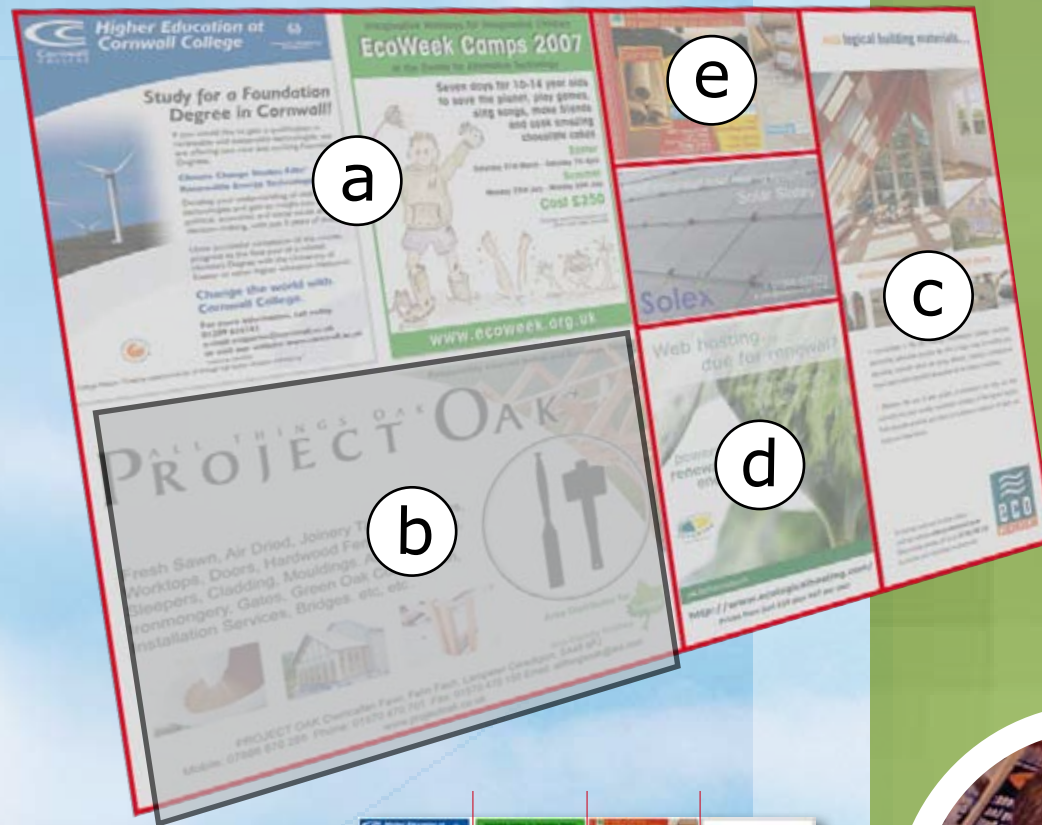
If you have any queries regarding artwork, please phone **Graham Preston** on 01654 705978

or email

graham.preston@cat.org.uk

Alternatively, we can design your advert for a charge of £50.

- a** full page – 200 x 287mm
- b** half page (horizontal) – 200 x 140mm
- c** half page (vertical) – 97 x 287mm
- d** quarter page – 97 x 140mm
- e** eighth page – 97 x 67mm



features and deadlines

In addition to regular features, Clean Slate covers contemporary and relevant environmental, sustainability and energy issues dealing topics such as:

zerocarbonbritain2030

Renewable energy

Feed-in Tariffs

Land use

...and climate conferences to name a few!

Regular features:

- **CAT News** – the latest developments from Europe's leading and award-winning eco-centre
- **Practical Solutions** – in a recent survey 100% of those that took part said they utilise this handy DIY section which gives top tips for practical problems
- **Editorial** – from CAT's External Relations Director, Paul Allen
- **Rogers Garden** – updates readers on the latest seasonal produce from CAT's organic productive gardens; this includes the very popular 'Gardening Questions' with Chloë Ward
- **Books Roundup** – Allan Sheppard reviews a range books dealing with a myriad of environmental issues.
- **Product Review** – Beth Bennett examines some of the latest eco-gismos and green gadgets on the market
- **CAT Community** – a glimpse of life in CAT's onsite community
- **Readers' Letters** – CAT members' views, advice, ideas and suggestions



Deadlines:

Spring Edition 2011

Advertising deadline:

10 January 2011

Mailing date mid-February

Summer Edition 2011

Advertising deadline:

04 April 2011

Mailing date mid-May

Autumn Edition 2011

Advertising deadline:

11 July 2011

Mailing date mid-August

Winter Edition 2011

Advertising deadline:

03 October 2011

Mailing date mid-November