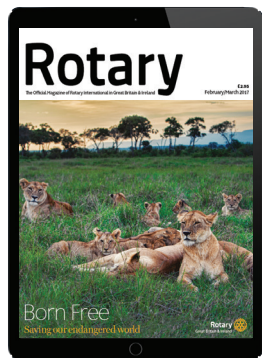




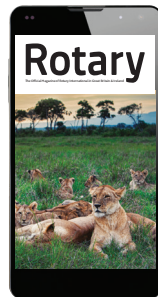
# Rotary

## MEDIA PACK 2017/18

# ROTARY CROSS PLATFORM CONTENT ENGAGEMENT



TABLET



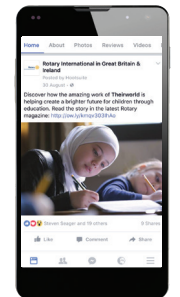
MOBILE



MAGAZINE



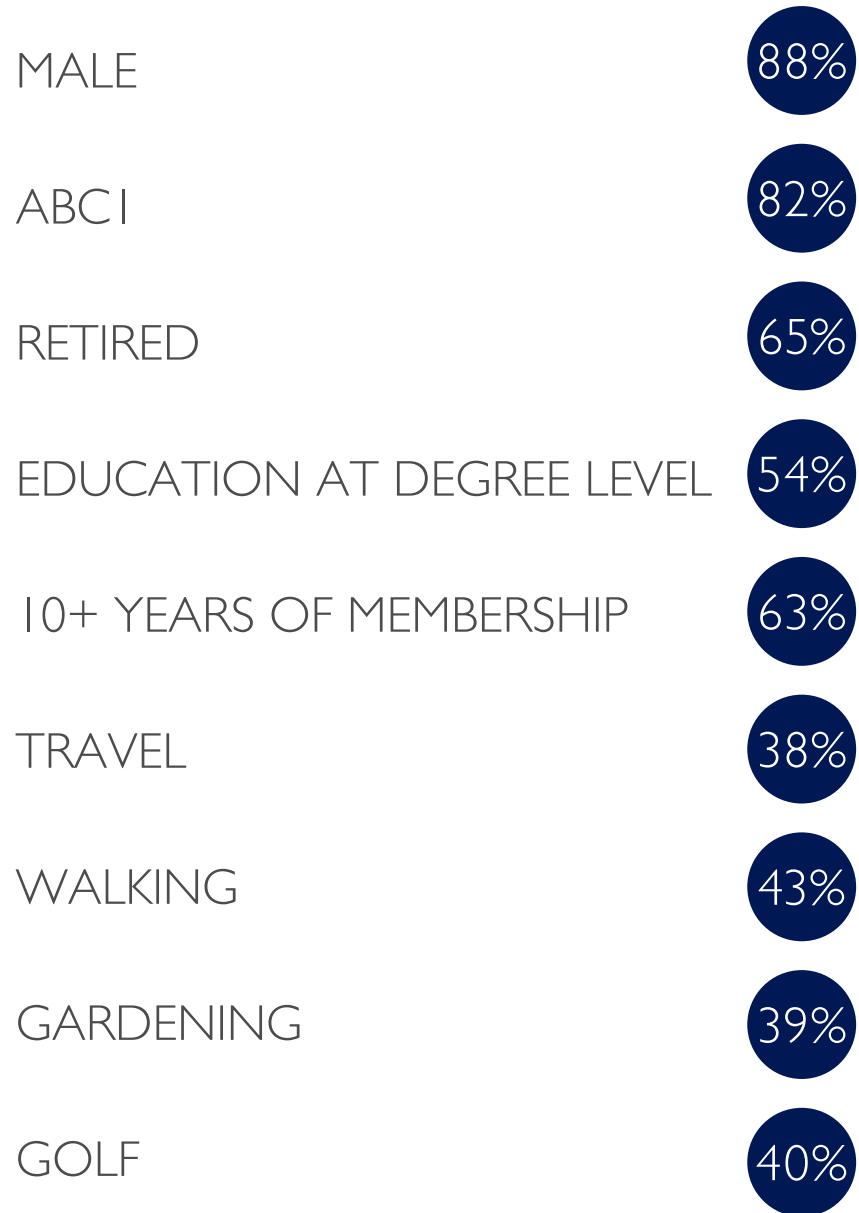
ROTARYGBI.ORG



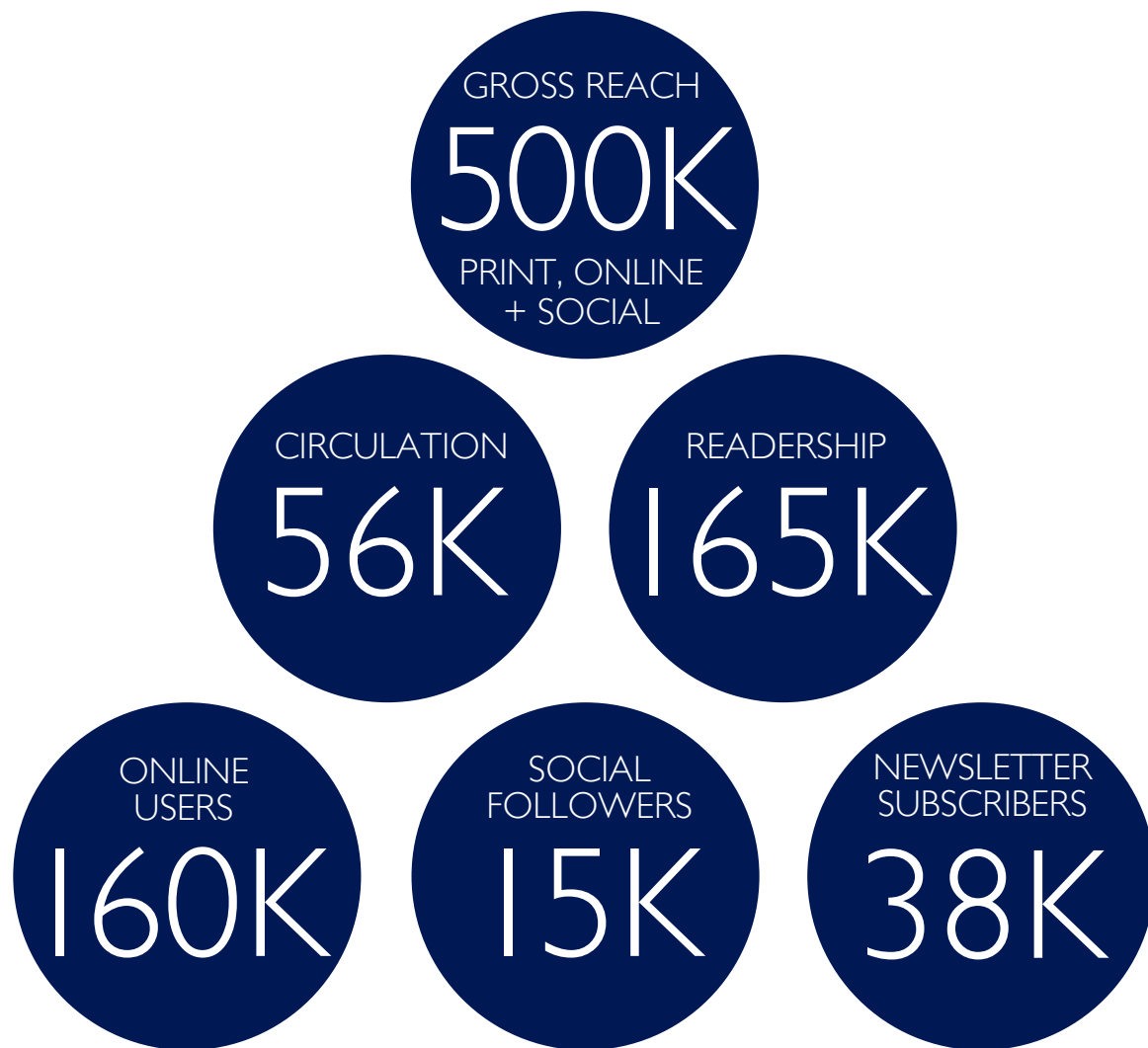
SOCIAL



# AUDIENCE PROFILE



# ROTARY GLOBAL REACH



Source: Google Analytics:  
(August 16 - September 16) Social Figures is based on the gross reach of Facebook, Twitter & You Tube



# COMMERCIAL RATES

## Rotary

### SIZE & RATE £

Size/ Position	Rate £
Outside Back Cover	2,828.40
Inside Front Cover	2,710.00
Inside Back Cover	2,710.00
Full Page	2,357.00
Half Page	1,296.00
Quarter Page	700.00
Inserts Rate*	32.00 per 1000

Per 1,000 (\*53,000 Circulation)

\* (Inserts must be despatched to the printer five days before advertising copy deadline)

### SCHEDULE 2017\_2018 ADVERTISING COPY/ PUBLISHING DEADLINES

Issue	Advertising Copy	Publishing Deadlines
Apr/May 2017	14th March 17	30th April 17
Jun/Jul 2017	17th May 17	2nd June 17
Aug/Sep 2017	12th July 17	27th July 17
Oct/Nov 2017	13th September 17	28th September 17
Dec/Jan 2017/18	15th November 17	30th December 17
Feb/Mar 2018	17th January 18	8th February 18

# CONTENT THEMES

## Rotary

DECEMBER 16 / JANUARY 2017

### **Peace and Conflict Prevention/Resolution**

*Key Feature:* Paralympian

*Big Interview:* UN Peace Broker

FEBRUARY/MARCH 2017

### **Water and Sanitation/Born Free**

*Key Feature:* Village water

*Big Interview:* John Humphries - BBC4 Broadcaster

APRIL/MAY 2017

### **Maternal and Child Health**

*Key Feature:* Save a Child's Heart

*Big Interview:* Polio Ambassador

JUNE/JULY 2017

### **Charity**

*Key Feature:* Prostate Cancer

*Big Interview:* Stroke Association

AUGUST/SEPTEMBER 2017

### **Basic Education and Literacy**

*Key Feature:* Centrepoint Patron

*Big Interview:* Louise Richardson,  
Education/Vice Chancellor Oxford University

OCTOBER/NOVEMBER 2017

### **Economic Community Development**

*Key Feature:* The Bill and Melinda Gates Foundation

*Big Interview:* Disaster Aid UK & Ireland  
Lendwithcare





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