Dear friends,

On behalf of everyone at New Internationalist, we’re delighted to share our 2018-19 Annual Report with you. If the last financial year saw us reach the heady heights of our community share offer, this year has been the one where we knuckled down to put changes into action.

With your support, we published more than 500 stories. Our journalism put the most pressing global justice issues into context and held powerful nations to account, all the while offering brave, bold solutions.

Our beautifully redesigned magazine covered pressing environmental issues like Waste, unpicked geopolitical violence in Making Peace, and explored economic alternatives in The Next Financial Crisis.

Online, we published investigations that revealed shocking conditions for workers at the Diego Garcia US military base, while another prompted a UN pension fund to divest from companies that profit from illegal Israeli settlements.

Readers appreciated our coverage. We received regular comments like this one from Roger Hawcroft in Toowoomba, Australia: ‘Reading New Internationalist has opened my eyes and broadened my mind, as well as showing me how difference can enrich our world. I thank you and all the contributors down the years – you have no doubt engaged, enhanced and changed the lives of many.’

The New Daughters of Africa anthology from our publishing arm was met with high praise and graphic novel Escaping Wars and Waves won several awards. Those are just two of over 26 books we published in the year; other titles ranged from a cookbook of migrant recipes to the Queer Africa short-story collection.

On the trade side, our Ethical Shop sold over £1.3 million worth of fair-trade and environmentally friendly goods. We also branched out into a ‘global farmer’s market’ – offering crates of oranges, dates and almonds direct from farmers in Greece and Tunisia.

Thank you, New Internationalist supporters, for helping us inspire millions to build a fairer world – we could not do it without you.

The New Internationalist Co-operative
Our magazine: reaching millions to help build a fairer world

Our magazine has continued to provide a platform for people facing adversity. The journalists, photographers and illustrators whom we commission – a third of whom were people of colour since our new format launched in September – write from and about communities they live in.

This year, we published writing from Senegal to Cuba, Gaza to the Philippines.

More and more people are reading stories that matter at a time when serious, honest journalism is under attack by populist leaders and their supporters.

Over 770 shops sold our magazine, while our redesign contributed to a 32-per-cent increase in newsstand sales and a 4-per-cent rise in subscriptions.

In 2018 our community of readers stretched across 80 nations, we had 20,000 subscribers (including print and digital subscriptions), with an additional 200,000 enjoying access via libraries, universities and schools.

April 2018: Who cares? Humanitarians under attack

‘The War on Terror has effectively criminalized aid’

As attacks on civilians in Syria intensified and the Rohingya were driven out of Myanmar, the rest of the world stood back and watched. We took stock of the challenges facing emergency aid and civilian protection in the 21st century. With the highest number of people in need of relief since UN records began, we asked – are we entering an age where far-away suffering can be ignored? And looked at how to restore faith in collective, global solutions.

May 2018: Public ownership rises again

‘We have an equal right to a supply of water, whether you’re rich or poor, no matter what.’

Picking apart the fiction of private efficiency, this issue laid out how anger at private profits made from public goods and services was fuelling a takeback. Reporting on an upsurge of public ownership, it showed how citizen power was making it possible to once again act in the common interest, while not glossing over the difficulties posed by the hostile climate in which it was occurring.

June 2018: A better media is possible

‘The media crisis is producing novel thinking, ideas and priorities’

Journalism is under attack from all sides – hated and dismissed as ‘fake news’ by demagogues and their followers, while its traditional sources of revenue are siphoned off by Facebook and Google. In the June edition we examined what’s gone wrong – and looked at some of the darker forces at work to undermine the effectiveness of ‘the fourth estate’ in holding power to account. This issue was also emphatically solutions-oriented, including an 11-point ‘blueprint for a better media’.

July-August 2018: The Next Financial Crisis

‘This moment – a decade since the global financial crisis – is an ellipsis. We are between destinations, with no reliable map and uncertain co-ordinates’

To coincide with the ten-year anniversary of the global financial crisis, this issue took stock of what went wrong and what has happened since. It examined the economic strategy of ‘financialization’, pursued by Western governments since the era of Thatcher and Reagan, which has enriched a few at the expense of the many. The magazine speculated over what might trigger the next inevitable crisis – Italian debt, Silicon Valley? Time will tell.

September-October 2018: Making peace in a world at war

‘Any lasting peace must be informed by ordinary people’s wisdom and experience’

In this edition, we turned our attention to peace. How is it made, what makes it hold – and how do we make it a just peace, worth having? We travelled to Maiduguri in northeast Nigeria to tell the stories of those rebuilding their lives in the face of great trauma in the conflict with Boko Haram. And scripted a 10-point plan to build a more peaceful world.
November-December 2018: The dirt on waste

“Our glut of plastic – every single bit of it ever made is still with us apart from the minor portion that has been burned – has come to symbolize a throwaway world.”

We looked at how a growth-at-all-costs vision of prosperity was resulting in a planet choking on its junk. It blew apart a few myths. Like how corporations put big money into promoting individual responsibility but combat moves to curb their own wasteful behaviour. Or how recycling is turning into a smokescreen obscuring the burning need to tackle wasteful production and consumer culture.

January-February 2019: Trade in turmoil: a chance for justice?

‘Trump has set about it with the subtlety of a wrecking ball’

There was a time when world trade was a slow-moving tanker of a topic. Not in this era of Trumpian trade wars and Brexit turmoil. We interviewed experts and campaigners from around the world. The aim was not just to make sense of what’s going on, but to dig into what’s missing from media reporting: examine the causes of the current crises; the aspects that just aren’t being discussed; and the implications for citizens in the Global South.

March-April 2019: Building a new internationalism

‘Internationalism is a politics that flows through the grooves cut across the planet by colonialism and globalization’

When New Internationalist has founded in the 1970s, the world was divided into three camps: capitalist, communist, and the non-aligned movement. Internationalism was a way of making the world more equal. It took all sorts of forms, from Che Guevara travelling to Africa to help foment revolution to the establishment of United Nation’s Committee on Trade and Development by 77 poor countries. This issue asked the question: what would a new internationalism look like?
Our landmark magazine redesign

Following on from the community share offer, we carried out our plans to improve the look and feel of the magazine. Working with design agency TCO London and paying close attention to our in-depth reader surveys, we relaunched New Internationalist in September 2018. The longer publication is printed on stronger, more robust paper and is now produced bimonthly rather than monthly, lending itself to more thoughtful, in-depth journalism.

We have strived for a design with greater visual impact, adding colour with a Cartoon History section for example. A new Long Read section also plays to our strengths of in-depth analysis, while the visionary What If imagines a different world.

An even greater number of highly skilled international photographers and illustrators are now on our roster. Our efforts have not gone unnoticed. The front cover of the relaunch issue was shortlisted for a prestigious design award by Stack, an online magazine subscription service. A first for New Internationalist!

By improving our reader experience, we wanted to inspire more people to read our change-making stories. The early signs are that the strategy has worked. The new look was almost universally well-received by readers and we are attracting new readers too. The number of subscriptions has increased over the year and there has been a jump in news stand sales. This is not only good news for New Internationalist but for the independent media landscape too!

I think the new redesign is absolutely brilliant. The writing is as good as it's always been, but now it feels like your visuals do you justice. I hope it can only serve to increase the audience you deserve.

Lewis White, subscriber, Edinburgh
Our Global South contributors come from across the world...

In a world of fake news and all that’s going on right now, we need New Internationalist and the voices and solutions within it.

H Tiffany, co-owner

Always impressive, always challenging, always on the right side. Long may your voice be heard.

Tony McMullan, subscriber & co-owner

A woman protesting against the election victory of Far-Right candidate Jair Bolsonaro outside the Brazilian embassy in London last October. The slogan on her belly reads ‘Not him’.
Our digital journalism: reaching more people online

New Internationalist’s online readership continued to grow in 2018-19.

We published over 560 articles on newint.org – of which 200 were commissioned solely for the web – along with additional social media video pieces and other multimedia features.

Among the most popular stories were coverage of China’s draconian treatment of the Uyghur minority, a personal response to massive flooding in south India, how to achieve world peace, and the mythology surrounding the band Joy Division. A third of all our stories published online were authored by writers of colour.

This year saw our web team branch out into new formats. Thomas Kilroy, who occupied a multimedia post made possible by the Community Share Offer in 2017, made tracks across the country, publishing 62 videos.

He reported from events including the World Transformed festival in Liverpool, and was one of the first to notice the importance of the environmental direct-action movement Extinction Rebellion and to give school climate striker Greta Thunberg a platform. Video ‘opinion pieces’ were another new product for us, allowing editors to speak directly to New Internationalist’s digital audience about topics including the crisis in Kashmir and the need for a more radical feminist movement.

Our November investigation revealed that the UN staff pension fund had investments in illegal Israeli settlements. We were vindicated as, two months later, the UN confirmed it had divested from the funds in question.

We have developed an immersive story format which has allowed us to present stories with powerful visual elements, using user-friendly scrolling and larger images.

Meanwhile, on the income side, in January 2019 we launched our Patreon scheme – an exciting experiment in alternative forms of funding for digital media – which allows our online readers to support our journalism with a monthly contribution, in return for a biweekly culture digest and other rewards.

The popularity of our social-media channels also continued to grow across Twitter, Facebook and Instagram, which have a combined following of over 123,000. Twitter grew by +7% year on year.
The Immigrant Cookbook

Over 75 chefs from migrant backgrounds contributed a favourite recipe to this book. Along with their hopes and dreams, they brought valuable gifts: recipes from their homelands that have transformed the way we eat.

It was published in June, on the 70th anniversary of the arrival of the Empire Windrush, which brought new citizens from the Caribbean to the UK. And we donated £1 for each book sold to the Migrant Rights Network (MRN).

‘Recipes tell two stories: the story of how to make a meal and the story of the people who have made it over time. The Immigrant Cookbook is a vital reminder and celebration of these two stories.’

Yotam Ottolenghi

What We Talk About When We Talk About Rape

Sohaila Abdulali’s game-changing book on sexual assault looks at the global discourse on rape from the viewpoint of a survivor, writer, counsellor and activist.

Published simultaneously in four continents on 25 October, over 20,000 copies of English editions have been distributed. It was named Publishers Weekly Best Book of 2018 and continues to find audiences worldwide with rights sold in eight territories to date.

‘This book could not be more timely, nor could there be a better thinker – herself a survivor – to write it. If the #MeToo campaign is to have any lasting impact for change in women’s circumstances across the world, it will be because of books such as this’

Preti Taneja
The Women’s Atlas
An invaluable feminist resource, hip cultural conversation about feminism, and example of cutting-edge data visualization, this beautifully designed new edition of Joni Seager’s award-winning atlas matches the mood of the moment with bold, vivid infographics to illustrate the status of women worldwide and the diversity of their experiences.

‘A life-saver and page-turner... This will add to everyone’s knowledge and power. Nobody should be without this book.’
Gloria Steinem

Other titles published in the year were:
Myriad
Be With, Mike Barnes; Redemption Ground, Lorna Goodison; Miss Laila Armed and Dangerous, Manu Joseph; The Murder of Harriet Monckton, Elizabeth Haynes; The Lady Doctor, Ian Williams.

New Internationalist
Fearless Cities, Barcelona en Comu; Confidante of Tyrants, Eva Golinger; Privatized Planet, T. J Coles; Redemption Song and Other Stories: The Caine Prize for African Writing 2018, Various; Identity: New Short Fiction from Africa, Various; Heroes in the Evening Mist, William Ash; A New Jerusalem, Ben Dickson; Don’t Call Me Princess, Kate Evans; The Memory We Could Be, Daniel Macmillen Voskoboynik; and six calendars and diaries.

Our books inform readers on how best to challenge global inequality, putting centre stage the voice and creativity of those on the margins.

YOU CAN BUY · newint.org/books
OUR BOOKS HERE · myriadeditions.com

Queer Africa
We worked with South African LGBTQ+ institution GALA and publisher Ma Thoko’s Books to produce a single anthology of queer short stories. Our book has given people all over the world access to writing from across Africa, reflecting the range of human emotions and experiences that abound despite clampdowns on sexual diversity.

‘Here is fiction that is at times transgressive, at times gentle and tender, at times indignant – but always acknowledging the very human desire to find a place of solace, acceptance and love.’
Ellah Wakatama Allfrey

Escaping Wars and Waves
This is a compelling series of evocative drawings by reportage illustrator Olivier Kugler. This multi-award-winning book documents the experiences of Syrian refugees he met in Iraqi Kurdistan, Greece, France, Germany, Switzerland and England, mostly on assignment for the medical charity Médecins Sans Frontières.

‘This recreated sketchbook is artistically masterful. While he worked after the fact from photos he’d taken, each page has all the energy of an image drawn on the spot.’
New York Review of Books
Outreach, impact and recognition

In the past year we have been getting out there, engaging people with the core social-justice messages of New Internationalist.

We held over 145 book launches and events, nearly 50 per cent more than in 2017-18. Our acclaimed book New Daughters of Africa appeared at festivals including Women of the World, Cambridge Literary festival, Hay Festival, BOCAS Literary festival in Trinidad, Africa Writes and Edinburgh Festival. The 200-plus contributors waived their fees and these funds have been used to launch the Margaret Busby New Daughters of Africa Award. It will be offered to a female black African student to pursue a Masters in either African Studies, Comparative Literature or Translation (from and into African languages) at SOAS, University of London.

September saw the launch of our new magazine format at 71a Gallery, London. We were joined by over 200 people, including our supporters, and long-time contributors as well as campaigners and journalists. And we held our first annual general meeting since becoming a multi-stakeholder co-op in 2017.

Our long-standing network of 30 campaigners who sell the magazine continued to visit universities and communities across Britain. This year, the team reached over 6,000 people. We delivered 10 workshops on a range of global-justice issues - inequality, housing, climate change, conflict.

Meanwhile, our roving contributing editor Jamie Kelsey Fry kept up the New Internationalist presence as a key speaker at six festivals over the summer of 2018, appearing on panels around the country and shared the magazine with influential people - such as rapper Lowkey, journalist Carole Cadwalladr and playwright Bonnie Greer.

Co-editors were invited to present or attend over 23 workshops, meetings and seminars covering journalism, global-justice topics, politics and the co-operative movement. Some highlights feature opposite.

I’m new to New Internationalist and I deeply appreciate your work! As a young activist it’s really important to me that honest, independent media & news is available.

Ash

Shaping journalism

Co-editors fed into key conversations over the future of independent, high-quality journalism and continued to represent New Internationalist as active members of independent press regulator IMPRESS.

We were invited to join the Journalism Advisory Board for the Oxford International Centre for Publishing at Oxford Brookes University, alongside journalists and broadcasters from Channel 4, The Times, Gal Dem magazine and others.

And co-editor Hazel Healy gave a seminar at the Centre for Development and Emergency Practice at Oxford Brookes University, on Peacebuilding, Feminism & Forgiveness in northeast Nigeria.

Shaping political debates

We ran a panel on ‘Internationalism and the Labour Party’ at The World Transformed in Liverpool, where we also live-streamed and blogged events.

We spoke on a panel at the Queen Mary University of London on the topic of US intervention in Venezuela in March. And dissected neoliberalism on a panel for The ISIS, Oxford University’s student magazine.

New Internationalist in the media

Features about our magazine appeared in the Columbia Journalism Review, Journalism.co.uk, Magculture and in a podcast for Stack Magazine while our books were reviewed in the New York Review of Books, The Guardian, The Financial Times and on the BBC.
Awards and prizes

Magazine

Making Peace in a World at War

Hazel Healy’s article ‘Can peacebuilders end the war with Boko Haram’ was longlisted for a One World Media award, which commend stories that break down stereotypes, change the narrative and connect people from different cultures. The front cover was shortlisted for the prestigious Stack design award.

Books

Escaping Wars and Waves (opposite page) won Jury Prize of the European Design Awards, Prix du Carnet de Voyage International and Coup de Coeur (Médecins Sans Frontières).

What We Talk About When We Talk About Rape was awarded Publishers Weekly Best Book of 2018.
Our Ethical Shop

This year New Internationalist’s Ethical Shop partnered with over 100 suppliers and producers, supporting fair trade, ethical working practices, social ventures and environmental causes. This year we handled a record 33,750 orders with sales of over £1.3 million.

In the shop we manage for Amnesty International UK we introduced plastic-free Christmas cards and packaging for the first time. In our own Ethical Shop we partnered with gebana in Switzerland to enable our customers to buy organically grown and fairly traded oranges and dates directly from farmers in Greece and Tunisia.

Over 95 per cent of customers rated our service as excellent or good and we helped those wishing to avoid Amazon with a discount of 20 per cent on all New Internationalist books. As usual the One World Calendar topped the sales charts but second was our amazing food book, The Immigrant Cookbook.

We are grateful to all our customers, suppliers and partners who helped us achieve these record sales and we look forward to continuing growth in the year ahead.

Supplier: ARTHOUSE Unlimited

We are proud to stock a range of soaps and tea towels from ARTHOUSE Unlimited in the Ethical Shop. They are a collective of artists living in Surrey, England, with complex epilepsy and learning disabilities, all of whom require varying levels of support. They work alongside instructors to create artworks which are developed into designer products for sale. All artwork derives from the skills each artist brings to the enterprise and every contribution holds real value.

Offering a sense of purpose lies at the heart of ARTHOUSE Unlimited’s philosophy in line with their belief that feeling truly respected improves health and well-being. They strive to challenge perceptions and to create better acceptance and inclusion for all people living with disabilities.

100 per cent of sales revenue is reinvested in the enterprise, enabling it to expand and evolve. As they grow they hope to offer more opportunities to people in other towns across the UK.

Want to join a global movement to reduce waste as well as ensuring that suppliers are treated well and paid fairly?

YOU CAN SHOP HERE: ethicalshop.org
New Internationalist has a hybrid business model that relies on diverse income streams from our journalism, publications and Ethical Shop.

**Total income £2,258,000**

- Ethical Shop: Product sales for NI and partners 58%
- Magazine + Digital Journalism: 26%
- Magazine sales: 23%
- Advertising: 2%
- Donations: 1%
- Books Publishing: Publications sales: 14%

**Total expenditure £2,606,000**

- Administration: 8%
- Fundraising: 2%
- Contracts work: 1%
- Ethical Shop: 48%
- Magazine + Digital Journalism: 27%
- Books Publishing: 14%

**Statement of Assets and Liabilities**

**Assets '000**
- Fixed assets: £2
- Investments: £10
- Bank and Cash: £237
- Other assets: £392
- Stock and Work In Progress: £257
- Accounts receivable: £143

**Liabilities '000**
- NIC Investments: £605*
- Deferred Income: £267
- Accounts Payable: £146
- Other current liabilities: £47

**Total assets £1,041**
**Total liabilities £1,065**
**Net assets (Deficit) £(24)**

*Note to balance sheet as at 31 March 2019*

The liabilities in the balance sheet include £605,000, which represents the investment in 2017 by readers in the New Internationalist Co-operative (NIC) in order to fund the work of New Internationalist Publications (NIP).

It shows up as a liability because when New Internationalist opened up for investment, we set up a parent co-operative society NIC to receive the funds. When these are transferred to our publications business, in accounting terms they show up as a loan.

As NIP is wholly owned by NIC, the financial statements should be looked at on a consolidated basis, which would show a net asset value of £581,000.

**Journalism spend breakdown**

- Editorial staff: 40%
- Commissioning budget: 15%
- Magazine printing and shipping: 27%
- Business operations and admin: 8%
- Magazine marketing: 11%

New Internationalist has a hybrid business model that relies on diverse income streams from our journalism, publications and Ethical Shop.
Our partners

We collaborate with many media outlets, funders and social-change organizations in order to take our global-justice message to the widest possible audience. Here are just some of the partners we have worked with this year:
Meet the New Internationalist Team

Staff Team 2018-19

Directors 2018-2019

All permanent staff at New Internationalist are directors of New Internationalist Publications (NIP) which is run as a workers’ co-operative. NIP is a wholly owned subsidiary of New Internationalist Co-operative Society, which is co-owned by our readers.

Accounts
Samuel Gormley
Accountant

Administration
Katalin Szombati
Office manager

Design Team
Andy Kokotka
Designer
Ian Nixon
Designer
Juha Sorsa
Designer

Editorial
Vanessa Baird
Co-editor
Kelsi Farrington
Production editor
Dinyar Godrej
Co-editor
Hazel Healy
Co-editor
Jamie Kelsey-Fry
Contributing editor
Yohann Koshy
Co-editor
Thomas Kilroy
Multimedia intern
Nick Dowson
Editorial intern
Husna Rizvi
Editorial intern
Chris Spannos
Digital editor

Marketing and Advertising
Rob Norman
Magazine marketing manager
Michael York
Advertising manager
Holly Buck
Magazine marketing intern
Laith Whitham
Campaign co-ordinator

Publications
Chris Brazier
Publications editor
Dan Raymond-Barker
Publications marketing manager
Candida Lacey
Publishing director (Myriad)
Corinne Pearman
Creative director (Myriad)
Flavia Marocci
Publishing intern

Ethical Shop
Emma Blunt
Merchandising and stock manager
Bev Dawes
Client services manager
Fran Harvey
Production manager
James Rowland
Mail-order advisor

Web and IT
Charlie Harvey
IT manager
Thank you, to all our supporters

Your support is critical to keep the New Internationalist media co-operative thriving – and publishing the stories that matter.

Over 200 Patreons and Friends donate regularly to New Internationalist. We would like to extend our thanks to all of you, and to our co-owners who invested to become part of the organization in 2017.

To all those who subscribe or buy our books or ethical produce, also, we are grateful for your continuing faith in New Internationalist and our mission to build a more equal world.

We couldn’t do any of this without your support and generosity!

How you can help

Your support is critical to keeping New Internationalist a flourishing, independent media co-operative. Here are some of the ways you can ensure a vibrant future for progressive publishing:

Make a gift

Friends
We have 170 supporters who make monthly donations from $2.50 to $31 to New Internationalist. Their support helps us to commission stories on ground-breaking topics across the world. Our Friends receive an exclusive Christmas letter from the co-editors every year. For more, contact friends-of-ni@newint.org

Legacy givers
Legacy supporters make provision for New Internationalist in their wills. By including New Internationalist in your estate plan, you’ll help keep public dialogue focused on critical issues and ensure New Internationalist’s existence for future generations. Gifts of all types and sizes are appreciated. For more information, contact laura.veitch@newint.org.

Patreons
Our online readers give between $3 to $16 every month to boost and sustain our digital presence. In return they receive a fortnightly cultural digest and one-off gifts such as tote bags or digital books. Find out more at patreon.com/newint

Co-owners
Over 3,600 readers and supporters joined us as co-owners during our community share offer in 2017. Their investment funded our three-year business plan to help us extend the reach of our journalism and return to sustainability. Co-owners receive a quarterly newsletter, the opportunity to vote on key decisions, early-bird invites to our events and discounts for our Ethical Shop and books. Our community share offer is currently closed but if you are interested in either increasing your number of shares, or in joining us in the advent of a future offer, please do get in touch and we will register your interest. Email factsandheart@newint.org.

I’m happy to support independent and balanced journalism which is so essential to freedom, rights and understanding in our present, dangerous world.

Lesley Conran, Co-owner
Contact details

Website: newint.org
Facebook: New Internationalist
Twitter: @newint
Tel: +44 (0)1865 413 304
Email: ni@newint.org

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New Internationalist,
The Old Music Hall,
106 – 108 Cowley Road,
Oxford, OX4 1JE, UK.

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Nourdine Diouane/Unsplash;
Doug Linstedt/Unsplash.