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LET'S WORK TOGETHER

New Internationalist
Design, Editorial, Marketing & Web Services

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A Partnership Approach

New Internationalist is an independent, not-for-profit workers’ co-operative. These core founding principles define how we work with other organizations. Our approach is collaborative, listening and being flexible to your needs, offering products and services tailored to your mission, and sharing our many years of experience with you.

We have almost 40 years’ experience of providing high quality, distinctive and affordable services to NGOs, UN agencies and other organizations, including:

- Amnesty International (UK)
- Oxfam (UK)
- Plan International (UK)
- ICRC and Red Cross Federation (Switzerland)
- UNFPA
- Greenpeace International (Netherlands)
- Ford Foundation (US)
- Traidcraft (UK)

A broad understanding of global issues, combined with an ethical and progressive approach to business, ensures an integrity and transparency that you can rely on.
What we can offer you

Our team offers the following services, tailored to your needs:

- Design and production: magazines, journals, reports, guides, marketing materials, brochures
- Editorial: research (including photo research), commissioning, writing, editing and proofing
- Project Management
- Contract and Co-Publishing
- Mail Order, Merchandising & E-commerce
- Consultancy work, for example on design and marketing
Editorial & Project Management

Our team of editors has a wide-ranging knowledge of human rights, environmental and global justice issues. We produce the monthly *New Internationalist* magazine and an impressive list of books and other publications each year.

Over the last 30 years we have completed editorial-based contracts and produced press packs for UN agencies including **UNFPA**, **UNICEF** and **UNEP**. We have also carried out a publications audit for the ICRC in Geneva. Current work includes collaboration with Plan International UK on their *Because I am a Girl* annual reports, providing editorial, project management, design and production services.

“I have worked with New Internationalist on 5 major projects in the last 5 years and some minor ones. They have edited, designed and made print ready our annual State of the World’s Girls Report and I could not recommend them more highly. The finished report looks great and their commitment and attention to detail is wonderful.”

Sharon Goulds, Plan International

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Design & Production

We have a highly skilled and well-organized design team who are available for standalone projects or on-going design contracts.

Our creative team designs and produces the flagship *Red Cross Red Crescent*, the magazine of the International Red Cross and Red Crescent Movement, published in six languages.

Print production is managed in-house, only using printers with the highest environmental management standards, and recycled or FSC papers. We aim to find you the best combination of low environmental impact and high quality.

“*Red Cross Red Crescent* magazine enjoys a long and rewarding relationship with New Internationalist. Their team of designers – supported by an administrative staff second to none – delivers cutting-edge, industry-standard-setting layouts on time, every time, all at a super competitive price. From magazines to postcard books to photographic volumes to business cards, New Internationalist has done it all for us. New Internationalist is a key member of our production team.”

Paul Lemerise, Production officer, *Red Cross Red Crescent* magazine
Contract & Co-Publishing

Combining all the services outlined on the previous pages, we can take your book or magazine all the way from inception to publication – and beyond if required, with international marketing and distribution.

Our experience covers a broad range of publications (current affairs, photography, reference, fiction, non-fiction, cookery, as well as calendars and diaries) and languages (Arabic, Dutch, French, German, Italian, Russian, Spanish and Swedish).

Most recently we have published books in collaboration with Friends of the Earth, Greenpeace, the International Committee of the Red Cross (ICRC) and People Tree.

“I find the New Internationalist team extremely professional and an absolute pleasure to work with. People Tree has worked with New Internationalist for over 20 years, as we share values and approach – but it is always a wonderful surprise to turn around something of high quality quickly. ‘Naked Fashion – The New Sustainable Fashion Revolution’ was produced in six months only and with the minimum of stress. I’d be very happy to work with New Internationalist on other projects and recommend them most highly.”

Safia Minney, CEO and Founder, People Tree
Mail Order, Merchandising and E-Commerce

For over 20 years New Internationalist has operated its own successful mail order business. Based on this experience Amnesty International UK asked us to take over the management of their mail order catalogue in 1999. Within five years we trebled order numbers and continue to successfully run the operation. We opened a new online shop for Friends of the Earth (UK) in February 2012.

We can handle all aspects of mail order: product selection, catalogue and webshop design, marketing and order processing. We source a wide variety of ethical products (e.g. fair trade and organic) and many of these can be branded.

“Amnesty International have now worked with New Internationalist Publications for over a decade. They provide a very important service for us and we work closely together. The mail order catalogue and web-shop raise significant funds for us every year and we are grateful for the work they do with great energy, professionalism and attention to detail.”

Lara Woolston, Amnesty UK