

THE NEW
FEMINIST

Media Kit
2024

THE NEW FEMINIST

STATEMENT & AUDIENCE

The New Feminist is an online and digital intersectional feminist magazine that thrives on asking the right questions. We aim to empower women while eradicating the stigma that surrounds the feminist movement.

Our motto is “anyone can be a feminist” and we uphold that motto by sharing helpful and informative content, ranging from sex to politics; aiming to both entertain and spark important conversations about equality.

For years, women have grown up with magazines filled with internalised misogyny and toxic ideals. We have taken it into our own hands to finally create what a woman’s magazine should look like.

7K

UNIQUE DIGITAL VISITORS

400

EMAIL SUBSCRIBERS

3K

INSTAGRAM FOLLOWERS

CONTACT

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THE NEW FEMINIST

BRAND HIGHLIGHTS

CONSUMER PROFILE

- Sex:
 - Women: 93%
 - Men: 7%
- Age:
 - 18-24: 52.1%
 - 25-34: 28.7%
 - 35-44: 13.8%
- Location:
 - UK: 65%
 - USA: 16.4%
 - India: 8.4%

INTEREST

- Media & Entertainment / Movie Lovers
- Lifestyle & Hobbies / Fashionistas
- Green Living Enthusiasts
- Shoppers
- Beauty & Wellness / Beauty Mavens
- News & Politics / Avid News Readers

PREVIOUS COLLABORATORS

- Polette
- DAME
- GreetHer
- SafeUp
- SuperBotanic
- IMAN Cosmetics
- FrolicMe
- Hannah Morgan Designs
- AceBeaut



WHY ADVERTISE WITH US?

- Affordable large-format advertising
- Reach a Gen-Z and Millennial audience
- Discounted rates for continued advertising
- A fast-growing audience with huge growth potential
- Be part of a community that stands for equality, gives women a platform and openly supports minority groups
- For online and digital advertising, you can have direct links to your business
- Environmentally friendly

DIGITAL & WEB RATE CARD

ROS UNITS

HPU (300 X 600 PIXELS) - £72 CPM

MOBILE BANNER (320 X 50 PIXELS) - £28 CPM

MPU (300 X 250 PIXELS) - £42 CPM

PREMIUM ROADBLOCK

MEGABANNER (1110 X 210 PIXELS) - £82 CPM

LEADERBOARD (728 X 90 PIXELS) - £37 CPM

HPU (300 X 600 PIXELS) - £72 CPM

MOBILE BANNER (320 X 50 PIXELS) - £28 CPM

MPU (300 X 250 PIXELS) - £42 CPM

PREMIUM TAKEOVER

BESPOKE HEADER UNIT (2000 X 1000 PIXELS) - £110 CPM

PARALLAX UNIT (2560 X 1600, 768 X 1024, 414 X 736 PIXELS) - £110 CPM

SUPERBILLBOARD (1110 X 400 PIXELS) - £82 CPM

HPU (300 X 600 PIXELS) - £72 CPM

MOBILE BANNER (320 X 50 PIXELS) - £28 CPM

MPU - (300 X 250 PIXELS) - £42 CPM

ARTICLES

IN-ARTICLE HPU (300 X 600 PIXELS) - £37 CPM

IN-ARTICLE MPU (300 X 250 PIXELS) - £28 CPM

IN-ARTICLE TAKEOVER - £90 CPM

NATIVE ARTICLE: £850

NEWSLETTER BANNER: £110 CPM

SOCIAL MEDIA

INSTAGRAM POST - £450

INSTAGRAM CAROUSEL - £600

INSTAGRAM STORY - £110