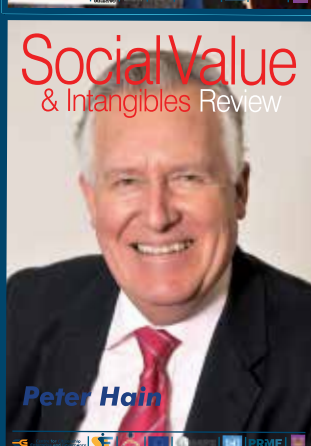
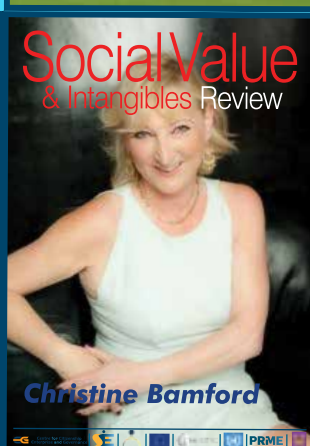
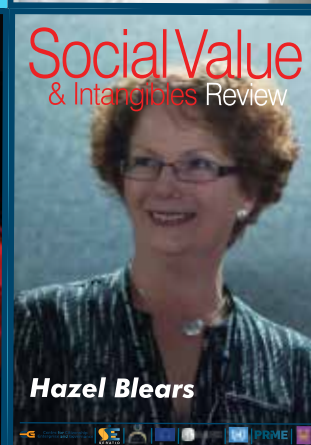
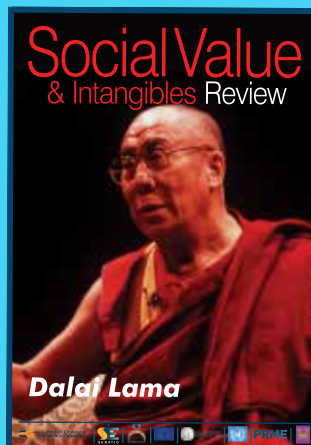


# Social Value & Intangibles Review

MEDIA KIT 2016





## Reasons to align your brand with Social Value & Intangibles Review

- 1. Communicate your social and environmental impact success stories to those who care the most.** In its first year, SVIR has a subscriber base of **41,000** of leaders and influencers who are highly engaged in the pursuit and measurement of social value.
- 2. Learn from other innovators.** SVIR profiles thought leaders and keeps readers abreast of innovation in metrics and best practices.
- 3. Connect with leaders.** SVIR's membership across **164** countries consists of a community of **4,000** Corporate Social Responsibility managers, **27,000** Chief Executive Officers, **2,000** politicians, **2,500** Non-governmental Organisations, **600** journalists, and over **90** universities.

## Advertising with SVIR

This high-quality publication is available internationally in print and on the ISSUU platform in 10 languages so far, and growing.

Advertising in the Social Value & Intangibles Review will instantly gain you the attention of this highly refined readership globally, including CEOs, procurement managers, and Corporate Social Responsibility (CSR) directors at some of the largest world corporations.

Our readership has self-selected for their interest in social value, making SVIR among the most efficient media channels to reach this market. And because our readership is so engaged in the topic, advertisers can achieve more effective engagement.

## About

Social Value & Intangibles Review (SVIR) is a leading global publication specialising in the measurement and analysis of social and intangible value and impact. The journal connects the public, private and third sectors by sharing their best practices, case studies, interviews, debates, research, and the rapidly growing Seratio® metrics.



SVIR is sponsored by The Centre for Citizenship, Enterprise & Governance (CCEG), an applied research centre at the University of Northampton in the United Kingdom.

The CCEG developed the Social Earnings Ratio® which is “the most rapidly adopted social impact analysis metric in the world.” (Vatican Press, January 2015)

The Social Earnings Ratio® is a ground-breaking financial metric to measure non-financial and intangible value borrowed from the Price Earnings (P/E) ratio.

To learn more about reaching one of the fastest growing networks in the world contact Raisa Ambros, Editor of SVIR on email [raisa.ambros@seratio.com](mailto:raisa.ambros@seratio.com)



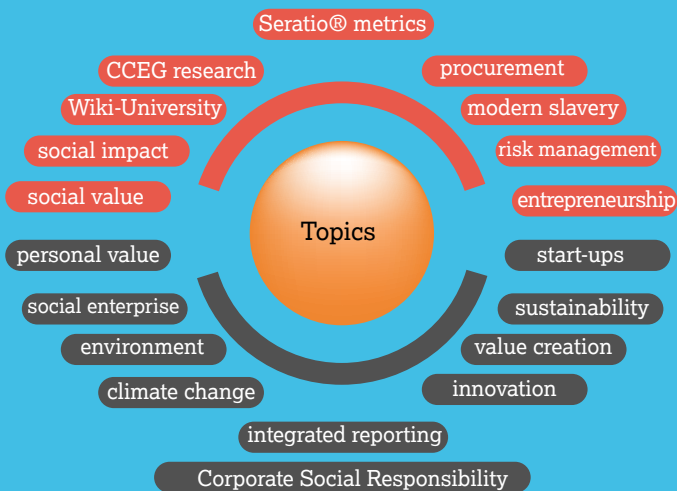




## 2015 Events

The SVIR was presented during 2015 at the following events:

- London (UK) – SOCIAL VALUE & PROCUREMENT: Transparency in Supply Chains (Modern Slavery)
- Brussels (Belgium) – SEiSMiC Forum: Social Value Transnational group
- London (UK) – ‘Procurious’ inaugural Big Ideas Summit
- Antigua (Guatemala) – The Latin American business leaders’ forum - “INCAE Presidents’ Club”
- Cardiff (UK) – The 4th FAPPE meeting
- Prague (Czech Republic) – EU SEiSMiC Czech – UK National Network Workshop: Social Value Group
- Norrköping (Sweden) – Social Services Days Conference



## Distribution

The publication is distributed in hard copy



The ISSUU digital publication is available globally.

Read SVIR on



## Our audience and readership

Our subscription and distribution demographic is as follows:

### Gender

Female	45%
Male	55%

### Age

15 – 25	5%
25 – 34	20%
35 – 44	27%
45 – 54	28%
55 – 64	17%
65 – 85	3%
Average Age	45



### Marital Status

Married	50%
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### Household Income

€200K+	23%
€150K – €200K	13%
€100K – €150K	16%
€75K – €100K	13%

### Home Ownership

Own A Home	51%
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### Education

Some College	15%
College Graduate	42%
Postgraduate Work/Degree	56%

### Professional Profile

Senior Management	38%
Other Management	29%
Professional	33%

### Professional Field

Non-Profit	4%
Public Sector/Government	6%
World's leading corporates	8%
Procurement/CSR/Environment	11%
Education	5%
Professional Services	17%
Other	24%



### In a Typical Week, Time Spent Using the Internet

20+ Hours	37%
11 – 20 Hours	21%
6 – 10 Hours	21%
3 – 5 Hours	15%

### On Average, How Much Time Spent on SVIR

Less Than 5 Mins	23%
5 – 10 Mins	36%
11 – 20 Mins	27%
21+ Mins	15%



## Advertising and publication rates

### Advertising

Full Page:	£2,100
½ page horizontal:	£1,300
½ page vertical:	£1,300
¼ page horizontal:	£700
¼ page vertical:	£700
Inside front cover:	£2,500
Inside back cover:	£2,400
Back cover:	£2,500

### Published articles

Three-page article, including pictures:	£750
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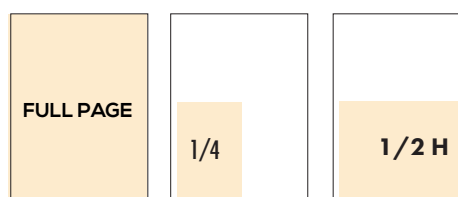
### Discounts

Discounts are available for multiple edition advertisers as follows (ex VAT):

Two editions:	10%
Three editions:	20%
Four editions:	25%
Six editions:	30%
Eight editions:	35%

### Specs

AD	BLEED SIZE	TRIM SIZE
Full Page	8.625" x 11.125"	8.375" x 10.875"
Half Page	5.625" x 8.625"	5.5" x 8.375"
Quarter Page	4.25" x 5.625"	4.25" x 5.5"



### Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only.

The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

Please keep cropmark outside of bleed area.

### Contact:

Charlie Helps  
 Mail: [charlie.helps@seratio.com](mailto:charlie.helps@seratio.com)  
 Bureau 112 | UN Innovation | Green Street |  
 Northampton | NN1 1SY | UK

## Our eminent partners include:



Centre for Citizenship  
Enterprise and Governance



**PRME**



THE UNIVERSITY OF  
NORTHAMPTON



**CIPS**  
Chartered Institute of  
Procurement & Supply

**"Very professional journal. Thank you, it's really a very beautiful interview".**

Gianluigi Buffon  
Keepgoalers, world champion, Italy

**"Impressive review. The Cherie Blair's article looks great! Thank you!"**

Katharine Tengio  
Communications Officer, Cherie Blair  
Foundation for Women, UK

**"Very good publication! I shall certainly circulate it".**

Lauren Keeler  
Head of Public Sector Partnerships (National),  
The Prince's Trust, Prince's Trust House, UK

**"The SVIR looks fantastic! Bravo to the team for producing such a high impact publication. I have some nice weekend reading ahead of me".**

Isobel O'connell  
Stakeholder Engagement Leader at Qatar  
Petroleum Doha, Qatar

**"I found SVIR very interesting. Keep up the good work".**

Oleg Volkonsky  
Russian Prince

**"SVIR appears to be an impressive novelty in the international and qualified media panorama".**

Gianfrancesco Rizzuti  
Head of Communications  
Italian Banking Insurance and Finance Federation

**"Well done on the November edition".**

Clive Conway  
Chairman of the Tutu Foundation UK

**"I can't thank you enough for this article! and the first one I ever write and get published".**

Aya Al Blouchi  
Qatari film producer

**"Just Tweeted it out. I'll be at three conferences this month so will try to spread the word!"**

Mary Adams  
Founder smarter-companies.com  
Boston MA USA

**"SVIR is an elegant review. Too much elegant".**

Renato Brunetta  
Italian politician