

newconsumer

THE UK'S FAIR TRADE AND ETHICAL LIFESTYLE MAGAZINE



(left) Fairtrade Guides from 2006.

FAIRTRADE GUIDES 2006/7

newconsumer are pleased to announce that for the third year running, they will be offering the Fairtrade Foundation endorsed **TOWN AND CITY GUIDES**. Packed with the best features on Fairtrade news, product information as well as your own **local listings**.



FLEXIBILITY ON SIZE

For the first time **newconsumer** can offer flexible options on size to cater for smaller towns and villages as well as major cities and are encouraging feedback from you as to what you would specifically like for your town/city/village/zone.

FLEXIBILITY ON PAYMENT

We are also able to offer payment options of installments to smaller organisations to ensure that everyone can take part in the **newconsumer** revolution of **Fairtrade Guides!**

To order the Fairtrade Guides, please quote the Option Type and letter corresponding to the quantity you wish to receive by filling in the enclosed form.

If you would like more information about these options, please contact **Jen Marsden on 0131 561 1780** or email jen@newconsumer.org

OPTION # 1

This guide is more suitable for the smaller Fairtrade Villages, Islands or Zones. As smaller, affordable 12 page guide, it will feature 4 pages on your local community, as well topical and juicy Fairtrade editorial.

QUANTITY	Guide format	CONTENT	COST
A 1, 000	- 12 page guide	4 pages of local listings, 8 pages of editorial	£ 650*
B 5, 000	- 12 page guide	4 pages of local listings, 8 pages of editorial	£ 1, 200
C 10, 000	- 12 page guide	4 pages of local listings, 8 pages of editorial	£ 1, 500

* Early bird option available of £550 if you book by 8th September
Contact jen@newconsumer.org or 0131 561 1780.

OPTION # 2

This option is suitable for both small and large scale Towns and smaller Boroughs to Fairtrade Villages, teaming together in the local area – and we can help you with this!

The larger quantities are suited to the larger Towns, Cities and Boroughs that wish to promote their Fairtrade status on a large-scale. Particularly suitable if you have just, or are in the process of launching your Fairtrade status!

QUANTITY	Guide format	CONTENT	COST
A 10, 000	- 24 page guide	4 pages of local listings, 18 pages of editorial	£ 1, 650
B 20, 000	- 24 page guide	4 pages of local listings, 18 pages of editorial	£ 2, 500
C 30, 000	- 24 page guide	4 pages of local listings, 18 pages of editorial	£ 3, 500
D 50, 000	- 24 page guide	4 pages of local listings, 18 pages of editorial	£4, 500

If you require a quantity in between the options offered, please give us a call to discuss prices: **0131 561 1780**

**FOR ALL BOOKINGS
CONTACT:**

JEN MARSDEN

0131 561 1780

jen@newconsumer.org

CALENDAR GUIDE

Please see the below dates for a timeline of the key dates when we will work with you:

September 2006

8th – ** Early Bird Discount **

Book in now for the Fairtrade Guide and pay only £550 for Option #1, A rather than the £650!

29th – FINAL ORDERS IN!

October 2006

27th – FINAL COPY IN OF YOUR LOCAL LISTINGS

NB

All local listings and information within the guides must follow the guidelines as approved by the Fairtrade Foundation, details to follow.

December 2006

4th – Receive the proof of your local listings to confirm

15th – New Consumer to receive the proofs of the local listings back from you

February 2007

12th – GUIDES DELIVERED TO YOU

26th – Fairtrade Fortnight begins

KEY CONTACTS

GENERAL GUIDE INFORMATION

Including payment options & distribution

Jen Marsden on 0131 561 1780 or email jen@newconsumer.org

EDITORIAL & LOCAL LISTINGS

Feedback on previous guides welcomed before 29th September to support editorial planning for this year's guides.

Wendy Martin on 0131 561 1780 or email editorial@newconsumer.org

FAIRTRADE GUIDES ORDER FORM

Please fill in the following details to order up your Fairtrade Guides.

CONTACT NAME			
ORGANISATION / COUNCIL / GROUP (inc. Dept.)			
TELEPHONE NUMBER (inc. area code)			
EMAIL ADDRESS			
LOCATION			
OPTION #		PAYMENT AMOUNT	
LETTER			
INVOICE ADDRESS TO			
DELIVERY ADDRESS (if different)			
NC OFFICE USE ONLY			

Please return by fax to 0131 553 6800 or email jen@newconsumer.org

Alternatively, post the order form to:

New Consumer Ltd.
 [Fairtrade Guides 06-07 Order]
 51 Timberbush
 Edinburgh
 EH6 6QH

NOTE: Terms and conditions available on request but will be provided with all bookings.