

Award-winning Solutions Journalism



For Social and Environmental Justice

X

UNITED PEOPLE OF CLIMATE ACTION

THE BEAM

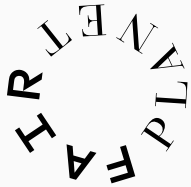


FairPlanet Media produces
environmental, social and economic
solutions journalism

THE BEAM

FairPlanet.org (online) + THE BEAM Magazine (print)





Our era calls for solution-driven, impactful media

THE BEAM

The issue with mainstream media

While coverage of world events has grown and become more accurate, mainstream media is failing to convey the gravity and urgency of the multitude of crises threatening all life on Earth.

The nexus of climate change, mass species extinction, environmental degradation and systemic inequality requires paradigmatic shifts in our discourse and actions.

Mainstream media does produce novel and nuanced conversations, let alone solutions or a positive outlook on global affairs.

FairPlanet.org and THE BEAM produce solutions journalism

Environmental, social and economic challenges warrant solutions that equally consider people and the planet.

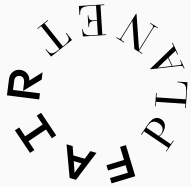
FairPlanet.org promotes social and environmental justice, whereas THE BEAM magazine focuses more specifically on the impact of climate change.

Together, we produce award-winning online and print solutions journalism.

Online and print advertising

Does your business, organisation or campaign have a social or environmental purpose you'd like to call attention to?

FairPlanet Media will embed your message into impact-driven online and print articles, social media posts and newsletters tailored to our global and engaged audience.



Our mission

THE BEAM

We inform independently, raise awareness and mobilise our global community to create positive change and always inspire change makers to:

READ, DEBATE: ENGAGE

AUTHENTIC

We cultivate a large, influential network of progressive correspondents, philanthropists, stakeholders, partners and analysts to ensure we produce authentic reporting.

Our team and our contributors are as diverse as our audience. Thereby, we apply a strict equal pay policy for our staff and journalists across the globe.

AUTHORITY

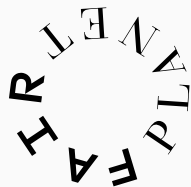
We're a global non-profit media organisation commissioning investigative and solution-driven journalists and contributors from every corner of the globe.

FairPlanet is united with its readership in supporting journalists who report locally about globally relevant issues.

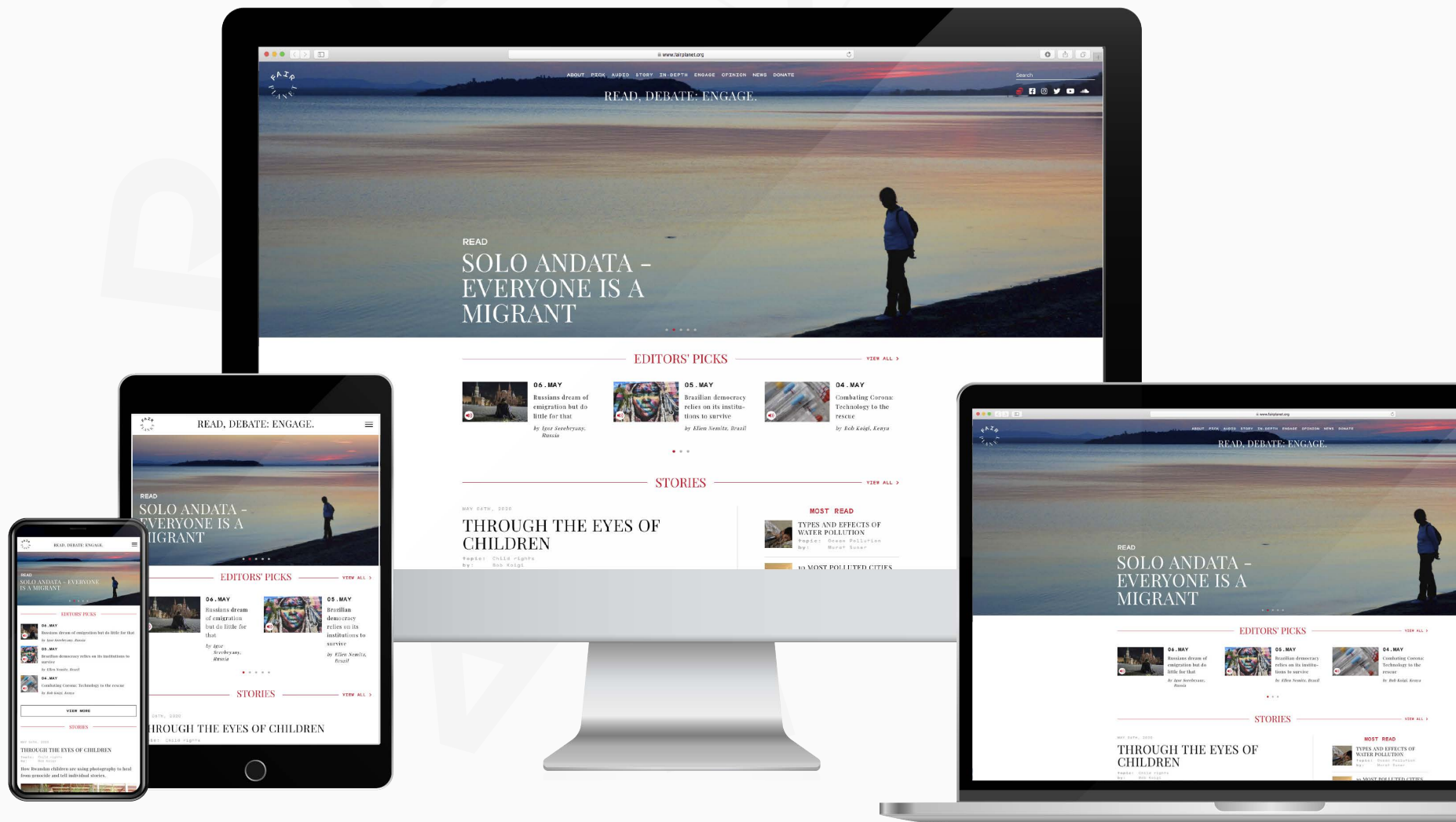
ATTITUDE

FairPlanet.org and THE BEAM employ unique design and storytelling techniques to inspire and engage a broad range of readers in their 20s, 30s and beyond.

In this era of avid activism and perpetual change, our focus on social and environmental solutions feeds our readers' desire to address the truly consequential issues for humanity and our planet.



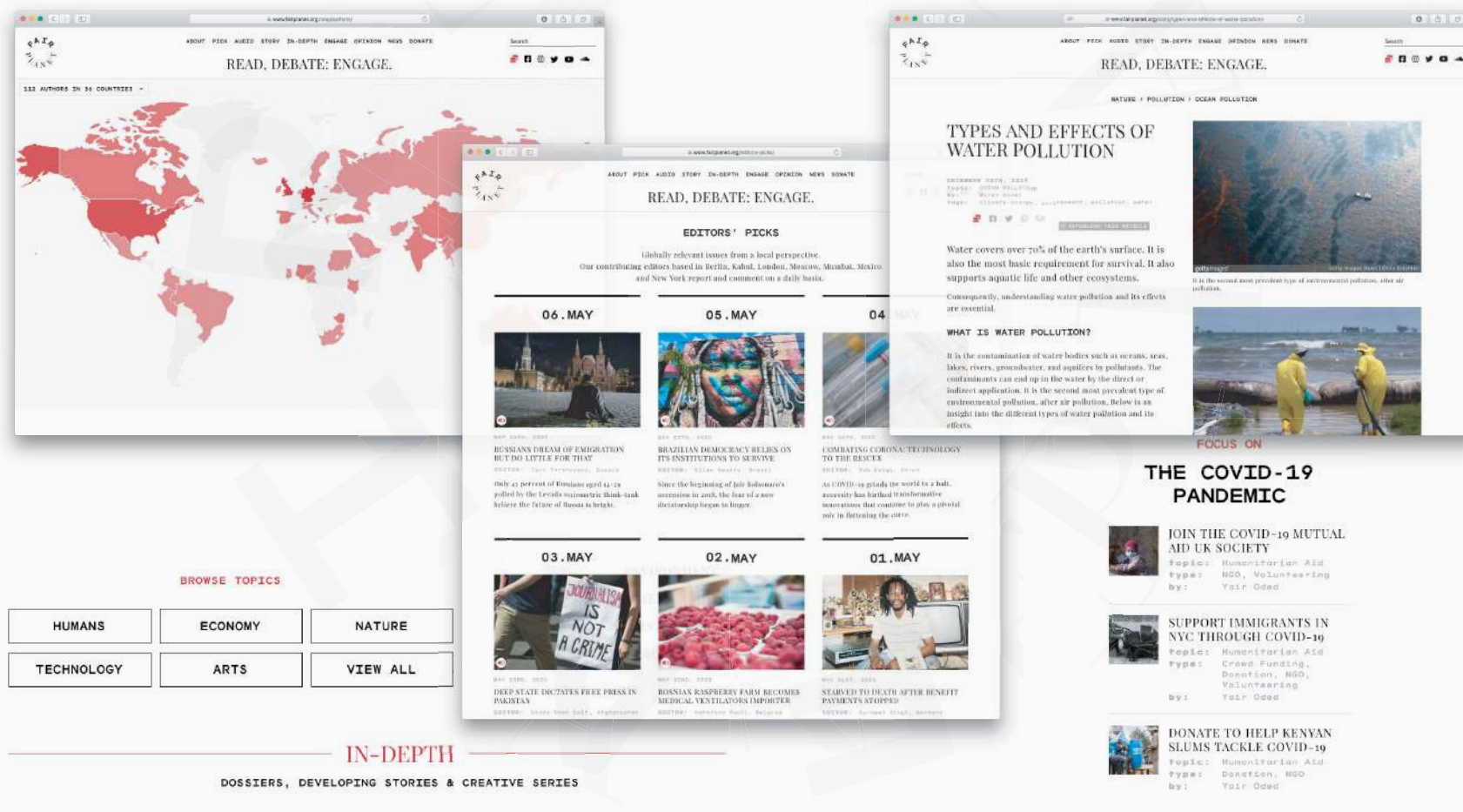
FairPlanet.org works to solve social, environmental and economic problems across the globe



We inform and engage individuals and organisations around the world on a daily basis

THE BEAM

Global stories covered from a local level through the reporting of our 150 specialised journalists in 50 countries.

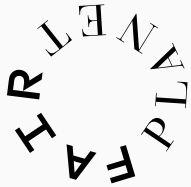


Our newsletters reach key decision makers

THE BEAM

Our topical newsletters deliver original content focusing on specific issues. They are particularly well received by decision makers, activists, NGO directors and company founders the world over.





Our content reaches millions every month across a variety of channels

THE BEAM

WEBSITE

FAIRPLANET.ORG

2.5+m

Impressions on Google Search p/m

Google News Publisher

+

Partner Google
Extended News Previews

SOCIALS

@FAIRPLANET



175+k

Followers



15+k

Followers



2+k

Subscribers



1,8+m

Listened podcasts

1,8+m

Impressions
p/m

150+k

Post engagements
p/m

750+k

Impressions
p/m

60+k

Post engagements
p/m

570+k

Views



NEWSLETTER

17,5%

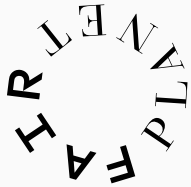
Open rate (x1,5 Industry standard)

25,000

Subscribers

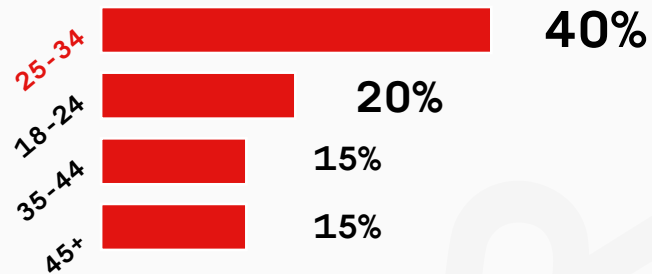
3,5%

Click rate (x1,5 Industry standard)



Our audience is global, educated and diverse

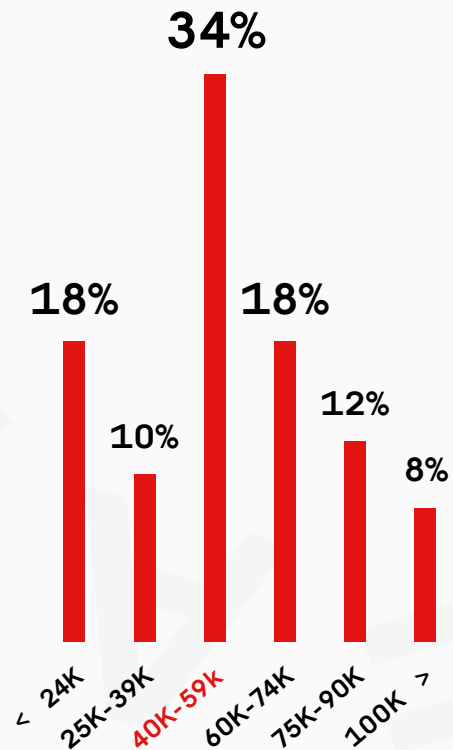
Age Brackets



Gender



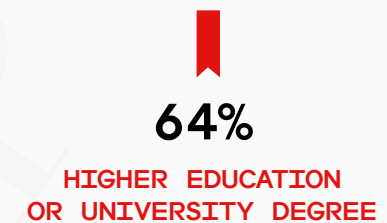
Annual Income



Top 5 Countries

1. **USA (24%)**
2. **UK (18%)**
3. **Germany (12%)**
4. **Nigeria (8%)**
5. **India & Brazil (7%)**

Education



Our audience cares about:

THE BEAM



Seeking Knowledge



Ethical consumption



Fighting for positive change



Paying for value



Representation of global societies



Supporting causes for good

Our community says a lot about us

THE BEAM

Some of our fans, followers and subscribers.



Change.org

@Change



1.6M

Followers



Barack Obama

@BarackObama



117M

Followers



Fridays for Future

@Fridays4future



132K

Followers



Citizens' Climate Lobby

@citizensclimate



37K

Followers



Survival International

@Survival



57K

Followers



Center for International
Environmental Law

@cieltweets



17K

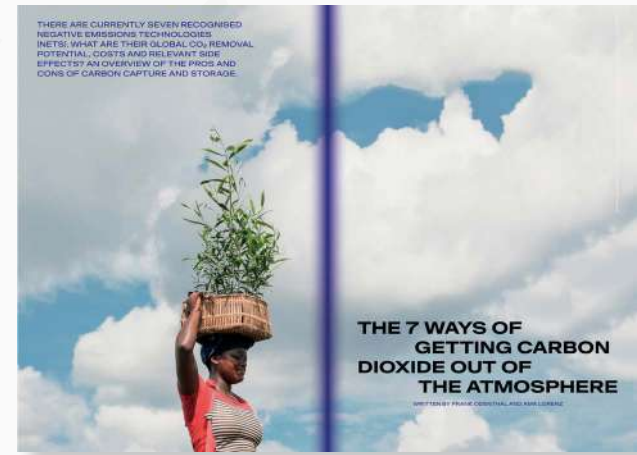
Followers

THE BEAM

United People of Climate Action

THE BEAM

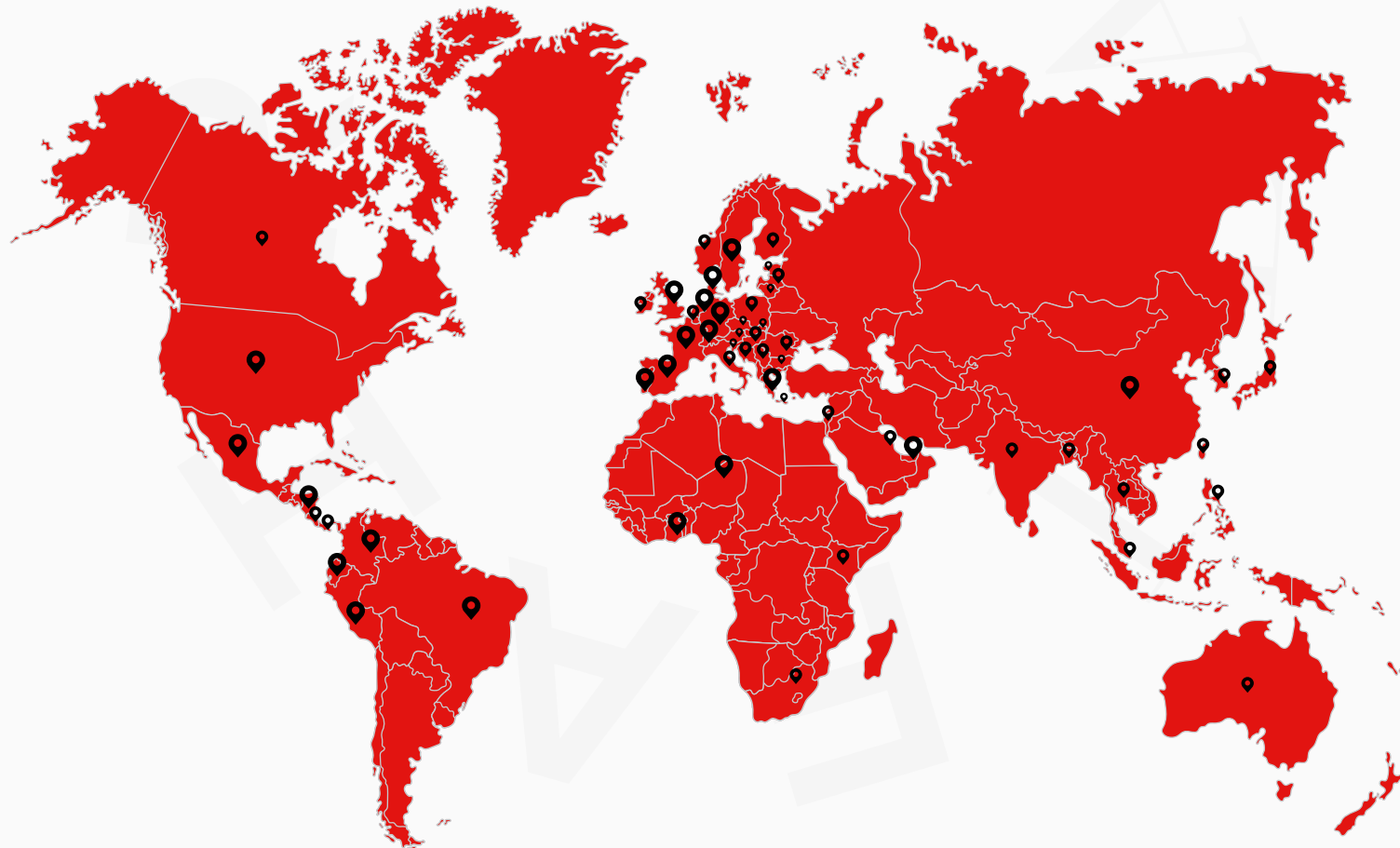
THE BEAM is a contemporary print magazine talking about the impacts of the climate crisis and solutions for a fast and just transformation to carbon zero.



THE BEAM Magazine global distribution for global challenges

THE BEAM

THE BEAM reaches 75,000+ readers in 50+ countries through our climate action networks:
In public spaces for citizens and consumers, and individually delivered to business leaders,
politicians and change makers across the globe.



Our advertising is unique

THE BEAM

Following the launch of FairPlanet.org in 2014 and the relaunch of THE BEAM in 2022, we are now introducing online and print advertising with a limited selection of advertisers.



SUPPORT KNOWLEDGE

Advertising on FairPlanet.org and in THE BEAM is an effective way to reach diverse and engaged audiences who are socially and environmentally conscious.



PROMOTE CHANGE

Your brand, event, company or charity will be organically embedded into our content and become an integral part of call for positive change.



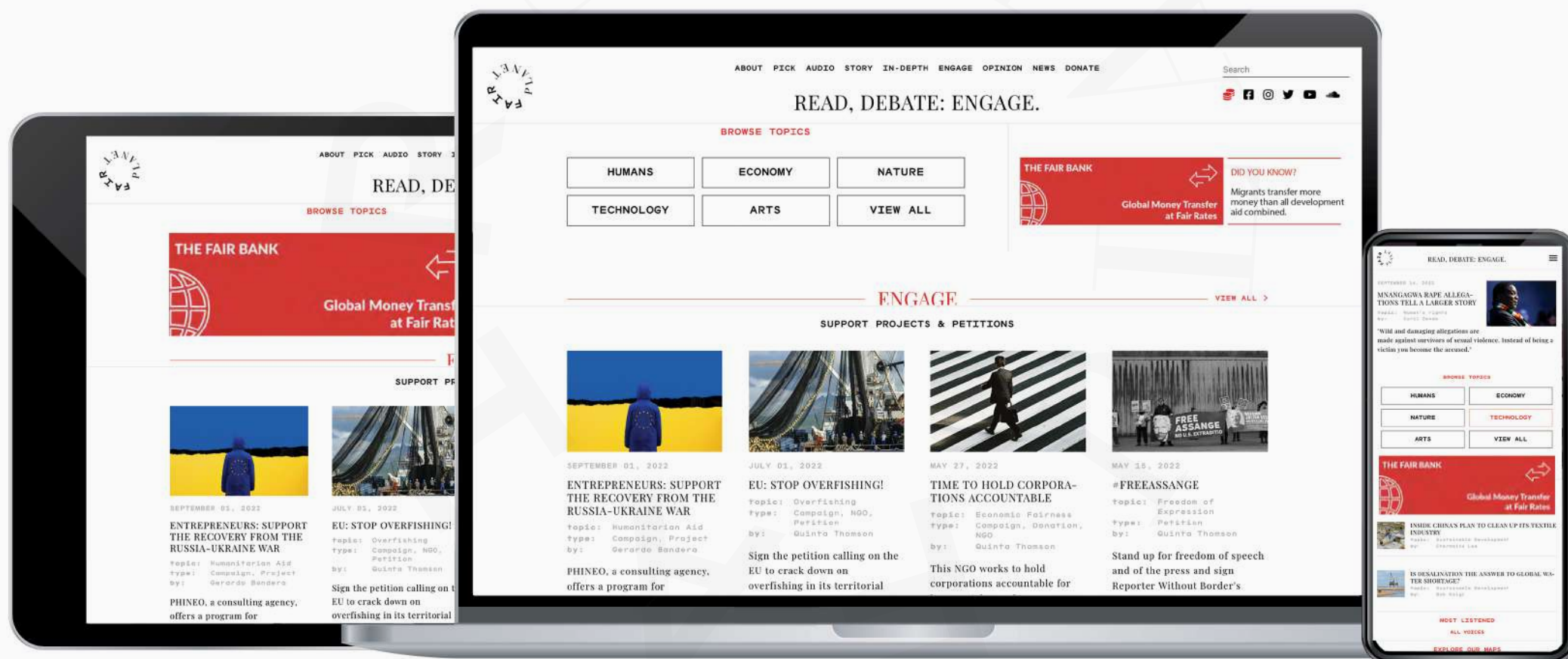
COMMUNICATE BETTER

Utilising our displays will allow your brand to communicate its social message to the right audience in the right way.

On site displays on FairPlanet.org

THE BEAM

Have your message seen by our readers every single month.
We will place your visually engaging display next to a related editorial message by FairPlanet.org
and support your AD on our front page and selected articles.



Newsletter integration

THE BEAM

Our engaging, high-impact newsletter will give you direct access to the right types of audiences and seamlessly associate your brand with our commitment to promote solution-driven action.

Archive

FAIR
PLANET

THE ROUNDUP



GLOBAL PEACE.
CAN YOU IMAGINE
IT?

Differences and diversity are what make us all unique, a quality that is so dearly celebrated in every single country and culture in the world. Yet in the same breath, these very differences in how we look, what languages we speak, what cultures we are part of and what religion we subscribe to are the cornerstone to the never-ending war that has plagued humanity.

International Day of Living Together in Peace on May 16 invites each and every country to promote tolerance, forgiveness and compassion among one another. This day encourages the stimulation toward peace and sustainable development through community work on a local level.

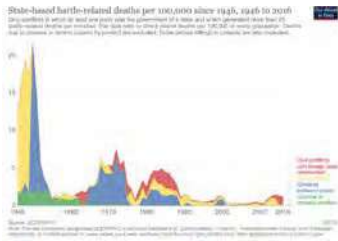
Welcome back to our newsletter. Read. Debate. Engage.

THE GOOD

PROGRESS FOR PEACE IS BEING CARVED

Our collective history as humanity has been far from peaceful. War inspired by religion, national resources, economic benefits, power thirst and racism has been inherent to our very history. And while a war-free planet Earth is far from being a reality, conflict, in general, can be seen to have reduced in large swathes of our globe, as shown by the graph below. It is indeed complex to map out.

While many of us are currently living through peace, we must not ignore the underlying rise of hate; of seeing our differences and diversity as something that tears us apart instead of the glue holding us all together.



THE BAD

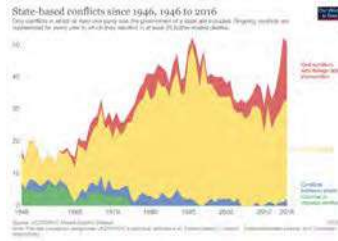
THE LONG JOURNEY TOWARD ENDING WAR

We are living in times of paradox. Of great wealth against immense poverty. Of ubiquitous talent, ideas and aspirations versus the lack of opportunity. Where identity politics has never been so advanced, and yet at the same time racism, sexism, xenophobia and

homophobia are dominating through political incentives, intersectional discrimination and fuelling hate crimes.

According to Our World in Data, since the founding of the United Nations and the birthing of this international day, state-based conflict has been on an upward-facing curve.


As we write this newsletter, there are major wars in eight countries, including Syria, Yemen, Somali, Mexico, Libya, Iraq, Saudi Arabia and Afghanistan.



SUPPORT SYRIA'S HEROIC CIVIL SOCIETY
by **Yair Oded**


Join The Syria Campaign in supporting Syria's civil society's struggle to survive the onslaught of war and disease.

THE FAIR BANK



DID YOU KNOW?
Migrants transfer more money than all development aid combined.


ABOUT PEACE AND WAR



AFGHANISTAN BACK AT HISTORIC CROSSROADS BETWEEN WAR AND PEACE
by **Shadi Khan Saif**

Afghanistan this week stood again at the historic crossroads between bloody chaos and orderly democracy.

READ




AFRICA'S HUMAN RIGHTS VIOLATION HOTSPOTS
by **Bob Koigi**

We are in a situation that calls for bold and daring interventions if the community of nations cares about global peace, stability and order.

READ

COUNTRY OF THE YEAR


SO A



The north-eastern coast country of Somalia has a population of 17 million, with four main languages spoken throughout the nation, Somali, Arabic, Italian, English, and Islam as its major religion.

Somalia gained independence from Italian colonisation and a British protectorate in 1960 and fell into anarchy following the overthrow of the military regime of President Siad Barre in 1991. Since then Somalia has been through tumultuous civil unrest, with rivaling warlords breaking the country apart. According to the BBC, Since 2011, when a new internationally-backed government was installed, Somalia has been inching towards stability, but the new authorities still face a challenge from Al-Qaeda-aligned Al-Shabab insurgents.

ALL STORIES ABOUT SOMALIA



Online pricing

THE BEAM

We currently offer an introductory rate for ads.
The rate includes your ad and our accompanying message, with no additional advertising next to it.

**Deliverable File Size:
1500x495 px**

(Appears on screen as 700x231 px)

TAILORED MESSAGE:

by our Editorial Team

WEBSITE

EUR 1,000

Display p/m
across the site

NEWSLETTER

EUR 1,500

Display in
one newsletter

BUNDLE

EUR 2,000

Display on website
and in one newsletter

We offer special discount for non-profit organisations and social purpose companies.

Print advertising in THE BEAM

THE BEAM

Worried about cutting through the noise of the digital landscape?
Print advertising in THE BEAM Magazine will allow you to engage with our readers calmly
and give them time to reflect on your brand's message.



Full Page Ads

1/1 starting from
EUR 4,000

2/1 starting from
EUR 6,000

Advertorials

Individual pricing

Zines/Special Editions

A special magazine edition edited
and published in
cooperation with you

Sponsored Editions

Individual partnerships with
your brand

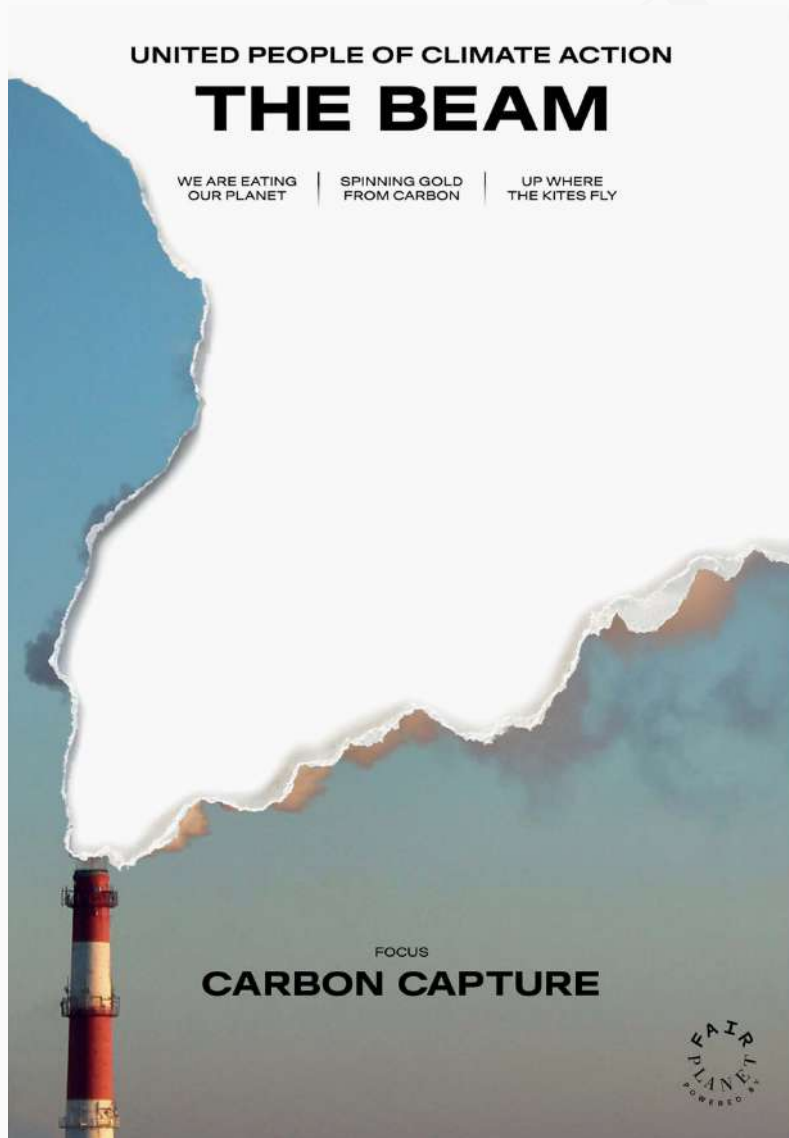
Special distribution to your audience

Talk to us about pricing tailored to
your needs

Upcoming print editions 2022/23

THE BEAM

Each edition focuses on a crucial aspect of the transition to carbon zero.



Edition #14 (Q4 2022)
IMPACT INVESTING IN CLIMATE SOLUTIONS

Special Edition #15 (Q1 2023)
THE FUTURE – IMAGINING A POSSIBLE PLANET

Edition #16 (Q2 2023)
THE POWER OF CLIMATE ACTION

Special Edition #17 (Q4 2023)
FOOD – EAT OR FEED OUR PLANET?

Apart from advertising, we offer comprehensive partnerships for tailored content and distribution in accordance with your goals.

Advertising in FairPlanet.org & THE BEAM

THE BEAM

Combine online and print advertising tailored to your needs.

ONLINE



PRINT



Print & Online Packages

- Page Ads
- Online Ads
- Newsletters
- Social Campaigns
- Advertorials
- Zines
- Sponsoring Packages

Tailored to Your Needs

We offer packages in various combinations.

Contact us for individual options and pricing.

advertising@fairplanet.org

Award-winning Solutions Journalism



For Social and Environmental Justice

X

UNITED PEOPLE OF CLIMATE ACTION

THE BEAM

Contact: Dimitris Gkikas
advertising@fairplanet.org