

Alliance magazine

Media kit 2022

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Alliance magazine is the definitive resource for philanthropy and social investment worldwide. In 2021, Alliance marked its 25th anniversary and the publication of its milestone 100th issue. The longevity of Alliance's mission has led to significant trust and establishment within the global philanthropic community, as it continues to be a platform for expert debate and new insights from thought leaders and influential decision-makers in the sector.

Our reach

76%

of Alliance readers are senior managers

29,000,000

readership

33,000+

unique website visits every month

50%

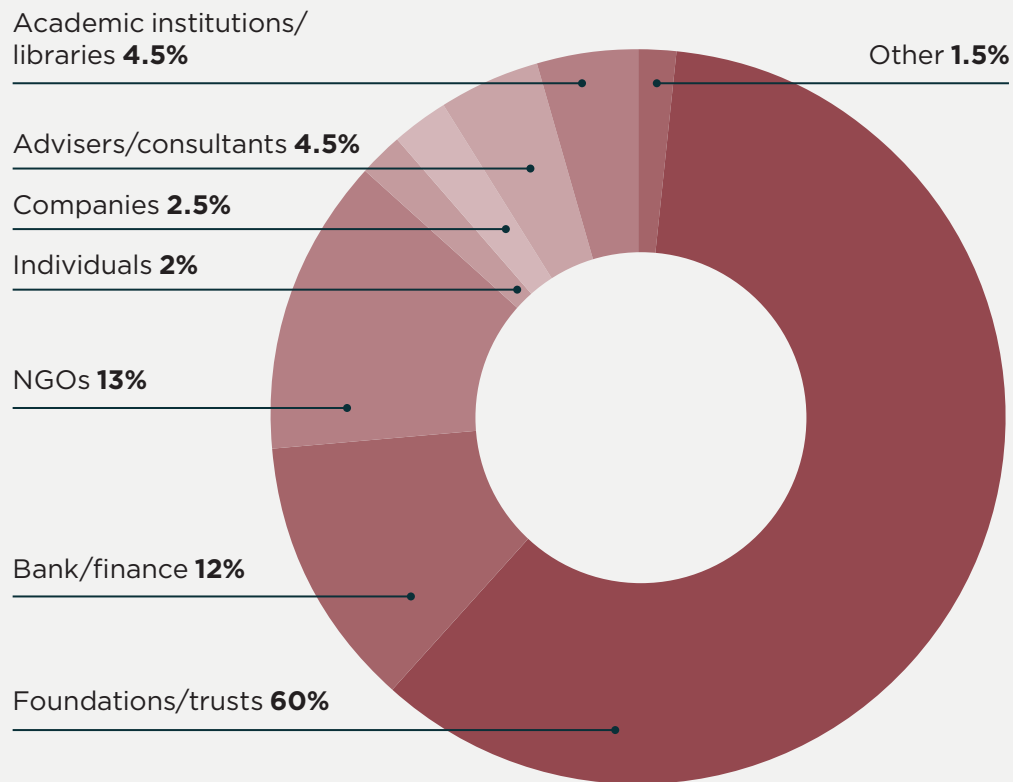
of Alliance readers are CEOs, directors or board members

Our readers are leaders

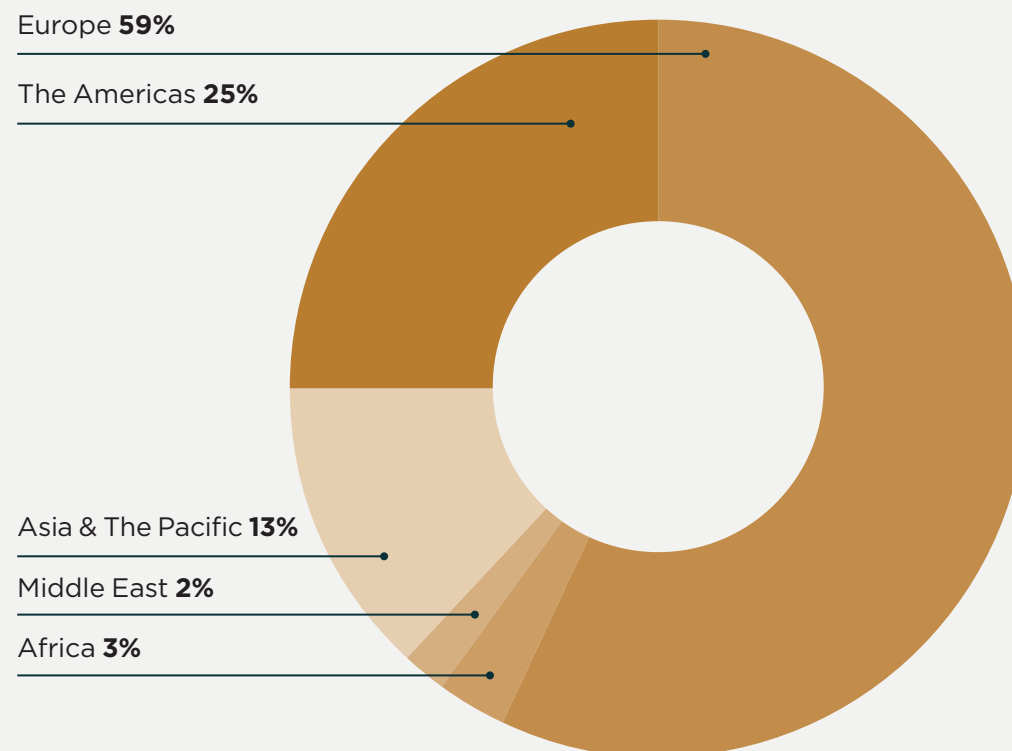
Since 1996, *Alliance* has built up an audience of over 29,000 philanthropy sector practitioners worldwide. We're read by philanthropists, foundation directors, philanthropy advisors, intermediaries and non-profits. These are the people who shape the policies, strategies and spending of their organisations worldwide.

To reach funding organisations and significant holders of philanthropic assets in both emerging and economically developed markets across the globe - advertise with *Alliance*.

They are made up of:



And are based worldwide:



Print advertising



Stunning magazine, published quarterly.

Alliance works with over 100 organisations and global philanthropic events each year, distributing our magazine at key sector conferences. This includes the WINGS Forum, the AVPN Summit and Philea conferences.

Make an impression by getting your brand in the hands of senior decision-makers in the sector.



Editorial Calendar

Issue	Special feature	Material deadline	Publication date
March 2022	Mental Health philanthropy	10 February	1 March
June 2022	Learning from failure	10 May	31 May
Sept 2022	Decolonising philanthropy	9 August	30 August
Dec 2022	TBC	7 November	29 November

Print specifications

Beyond diplomacy with government

There is a belief that beyond simply working with government to help achieve national goals, what philanthropy could take a stronger stance on government accountability. Nadia Mahmood noted in an earlier issue of Alliance that more critical analysis of certain policies and pieces of legislation was needed. Organisations such as the East African Sexual Health and Rights Initiative (EASHRI), an indigenous network fund in Kenya, adopts such a stance. UKAI EASHRI supports organisations working with sex workers and on sexual rights in seven African countries where lesbian, gay, bisexual, transgender, intersex, queer/questioning, asexual/GSQTBIAN+ rights are not always upheld. UKAI EASHRI supports interventions that challenge the effectiveness and constitutionality of policies and legislation by funding research and mobilisation with other activists and leading thinking activities. For example, UKAI EASHRI is supporting a bid to determine whether sections of Kenya's Penal Code, known as the morality clause, are unconstitutional.

It is decidedly encouraging to see a move afoot to slow one, towards greater support for policy work on the continent. Interventions with a more service-delivery slant certainly fill some critical gaps for select communities. However, considering philanthropy's track record in building a more efficient, policy and legislative framework is one way to ensure governments fulfil their obligations to meet the social needs of all. ■

Contributed by the Africa Development Centre Africa, available at www.africadevelopmentcentre.org/. All items require their own permission to feature in Alliance.

Abbie Liu Chen
Philanthropy community leader and entrepreneur

Full Page
246mm (h) x 180mm (w)

Brick wall initially when I tried to talk to the World Bank. When I first looked at the data on the world's population in more glasses and yet they couldn't figure out why this thing is not the right thing for the people they're supposed to be helping. Because the evidence base wasn't there. What we're doing with Clearly is the world's largest research programme on the power of glasses. But more importantly, it's about linking the fact that by correcting vision, you improve productivity and educational outcomes. The Lancet article on teachers in Assam was the first fruit of that, and the result was amazing, and because of that success, we're launching the largest research study yet. That was based on productivity of agricultural workers, we've got to do it on productivity for factory workers and schools and driver safety.

So, again, like your grandmother at Christmas, don't forget to mention, you're increasing domestic capacity. You're gaining the domain expertise and then helping limited resources where they make the biggest difference. There are lots of great NGOs working on these issues like Sight Savers, Orla, Fred Holloway, and so forth. But none of them can run this campaign.

Have these charities in the night since got together behind Clearly?

At the Commonwealth Heads of Government Meeting in London earlier this year, together with five other UK charities, we formed a Vision for the Commonwealth to push through the change, and that was successful. Since then, we've worked with a number of UK ministers to launch Friends of Vision on World Sight Day to get the UK to understand the issue.

What's coming up in 2022?

We've got two big things. We're holding a conference, Sightlines, in London on 28 March which is to showcase the amazing things that are happening in this sector around the world (but the bigger picture is that, through this research, we're trying to get vision correction, the power of glasses and other vision on the Sustainable Development Goals. Vision is the golden thread and unless you correct vision, you're not going to achieve those goals. That's what our study of eye pickers shows. People in the prime of their working lives in terms of experience and industry start to lose acuity in their twilight and they can't do their job as well. You give them a couple of glasses which costs less than two dollars, their productivity goes up 22 per cent. That's mind-blowing and that's what's driving us.

Quarter Page
120mm (h) x 88 (w)

Quarter Page
120mm (h) x 88 (w)

Half Page
122mm (h) x 180mm (w)

- Materials**
- Print ads to be submitted in full CMYK
 - File format should be in Illustrator/ InDesign eps or PDF with crop marks
 - All texts should be converted to paths/ outlines
 - Photographs should be at least 300dpi

Digital advertising

Alliance is the only media platform bringing a truly global focus to our readers, featuring **300+ contributors** each year from all over the world. Through our weekly long form digital content and newsletters, website and daily blog, we're a trusted source for fresh insight and debate. Align yourself with content from the top thought leaders in the philanthropy sector.

Want *Alliance* to create your ad for you? Get in touch and we will provide you with rates.



Website

Advertise on our website, which attracts 33,000+ unique visits every month. Alliance online features the latest news, articles, interviews and conference reports, as well as Alliance's entire back catalogue. Advertising through our leaderboard or skyscraper options will mean you appear on every page of our website.



Newsletter

Advertising in our weekly newsletters means directly reaching 15,000+ philanthropy practitioners. Our email newsletters link to new articles and interviews online, keeping our readers informed with regular philanthropy updates. Slots for skyscraper adverts are available on Tuesdays and Thursdays.

Digital specifications Email

Published:
Tuesdays and Thursdays

Deadline:
1 week prior

Skyscraper ad
340px (H) x
160px (W)

Digital specifications Website



Skyscraper ad
340px (H) x
160px (W)

Leaderboard ad
88px (H) x 726px (W)



Email blast

Introduce your brand directly to Alliance readers with an email blast. You create the content, and we send it out to our list of 15,000+ opt-in registered contacts worldwide. Maximise engagement for your event, report, software solutions, and beyond. Standard email blasts are available on Wednesdays, and deluxe email blasts are available any day of the week.



Advertorial

Establish your thought leadership in the sector by writing a sponsored blog post for our free-to-read daily blog, one of Alliance's most read features. Run your piece alongside the latest philanthropic global news, analysis and much more.

Want Alliance to create your ad for you? Get in touch and we will provide you with rates.

Rates

Options

	Price	
Print (Price per issue)	Full page/Advertorial	£995
	Inside front cover	£1,145
	Two page spread	£1,600
	Half page	£600
	Quarter page	£350
	Bellyband	£1,295
	Inserts	£450
Online (Price per month)	Skyscraper ad	£395
	Leaderboard	£550
	Advertorial blog	£500
Emails	Skyscraper newsletter	£395
	Guaranteed top slot	£450
	Standard eblast	£1,300
	Geo-targeted eblast	£1,400
	Deluxe eblast	£2,000



Packages

	Price
Digital package 4 weeks leaderboard online, 4 email ads and 1 eblast	£2,400 (30% discount)
Print package 4 weeks leaderboard online, 4 full page adverts or advertorials	£2,500 (40% discount)
Bronze (includes 1 x quarter page, 4 weeks online and 2 email adverts)	£800
Silver (includes 1 x half page, 8 weeks online and 3 email adverts)	£1,450
Gold (includes 1 x full page, 12 weeks online and 6 email adverts)	£2,700
6 month package (2 x full page; 8 weeks skyscraper online; 6 email ads)	£3,500 (40% discount)
12 month package (4 x full page; 16 weeks skyscraper online; 12 email ads)	£6,000 (45% discount)
3 standard eblast package	£3,300
6 standard eblast package	£6,000

Pricing available in USD and EUR upon request.

Contact

✉ annmarie@alliancemagazine.org
☎ +44 (0) 207 062 8918

Alliance event sponsorship

£1,500

“Excellent, thought-provoking contributions from panellists. Great for us to consider as a secular funder”

Each month, *Alliance* brings together leading philanthropy practitioners, non-profit leaders, academics and others from around the world to discuss vital, current topics in the sector. The discussion is led by a panel of leading experts on the topic, and facilitated by an Alliance editor. Our in-person events are held in London and livestreamed globally. Each event attracts 500+ registrants.

Sponsoring an event gives you an excellent opportunity to reach this audience while supporting us to facilitate lively discussions about philanthropy that help the sector advance.

As an event sponsor you will receive the following:

In advance of the event

- 1 Credit and logo on our website for up to 3 months at alliancemagazine.org/events
- 2 Credit and logo on all email invitations (minimum of two) and all other event promotion



On the day of the event

- 3 Credit and logo on all event marketing materials, including printed and digital materials
- 4 Credit and logo on any event slides
- 5 A two minute time slot at the start of the event to speak about your organisation

After the event

- 6 Credit and logo on the written report and recording of the event
- 7 Contact details provided of all registered attendees (GDPR compliant)
- 8 20% discount on all *Alliance* advertising. Order must be placed within 3 months, ad must run within a year. Not applicable to package or bundle deals.

Please contact **Annmarie McQueen** to discuss event sponsorship packages.

✉ annmarie@alliancemagazine.org

Upcoming events

March 2022
Mental health philanthropy:
still in the shadows

April 2022
BOOKED

May 2022
BOOKED

June 2022
Learning from failure

July 2022
Climate philanthropy

August 2022
BOOKED

September 2022
Decolonising philanthropy

October 2022
TBC

November 2022
TBC

December 2022
Year in philanthropy

Alliance event organisation service

Starting from £2500

Do you have an idea for a live or virtual event? Alliance can help turn your idea into a reality and showcase it in front a global, senior audience of philanthropy practitioners.

We'll work closely with you to develop the content for your event, source expert panellists, invite a high-level audience and make sure everything runs smoothly on the day. With this service, you can leverage our expertise and audience base to bring your topic to the forefront of philanthropic debate.

As part of our event organisation service we will

- 1** Work with you to develop the content of the event based on a topic of your choosing
- 2** Provide an experienced moderator for the event
- 3** Suggest and invite relevant speakers for the panel
- 4** Organise and manage all technical and logistical processes before, during and after the event
- 5** Provide the virtual events platform and software
- 6** Provide the registration page and manage sign up for the event
- 7** Create event marketing materials featuring your branding
- 8** Invite our 15,000+ audience of philanthropy practitioners to attend the event
- 9** Ensure the event runs smoothly on the day
- 10** Provide a write up and recording after the event to be published on the Alliance website
- 11** Provide you with the contact details for all registrants (GDPR compliant)



Contact **Annmarie McQueen** at annmarie@alliancemagazine.org to start the conversation today.

Alliance event coverage

Bespoke coverage from philanthropy's own media

Alliance brings a 25-year proven track record in covering global philanthropy and has provided conference coverage to some of the sectors flagship events.

'Alliance covered the Asian Venture Philanthropy Network's annual conferences in 2017 and 2018 held in Bangkok and Singapore attracting 750 and 1048 attendees respectively. I found the Alliance team's coverage to be comprehensive and insightful. They added real value to AVPN and our members by showcasing major developments, trends, issues and news. They covered our conference in a reliable, rigorous and professional way and I would very much recommend their work.'

Doug Miller, founder and chairman (2010-2018), Asian Venture Philanthropy Network

Have an event important to the global philanthropic sector that you wish *Alliance* to cover? Options can include:

- 1** Alliance journalists attending the conference, either in person or virtually
- 2** A long form conference report (1,500 - 2,000 words) of your conference, published on our homepage without paywall. This will then be disseminated throughout our network and become permanently available on our archive
- 3** Write-ups of plenary sessions, individual sessions and daily round ups
- 4** Dedicated social media coverage of the conference
- 5** Poll run in advance to engage our audience and find out which session people would most like to see covered
- 6** News pieces on any initiatives or announcements, published online during or shortly after the conference
- 7** Interviews with key speakers from the conference for publication

'We have relied on Alliance magazine's team to ensure media coverage and reporting of our flagship event WINGSForum since 2014. We have been fully satisfied with their work. The high standards on the content - unique knowledge and understanding about the field of philanthropy - and expertise of senior journalists makes great added value. The collaboration works smoothly, and reports were delivered in a timely manner. The value for money is excellent.'

Benjamin Bellego,
executive director of WINGS

Interested in having *Alliance* cover your conference?

Contact **Annamarie McQueen** to find out more and discuss a bespoke package that's right for you.

✉ annmarie@alliancemagazine.org

Join this trusted list of *Alliance* advertisers

Ariadne Aydin Dogan Foundation **British Asian Trust** Buzzacott **Cambridge University, Judge Business School** Candid **Cass Business School** CCLA **Center for Effective Philanthropy** Center for Philanthropy Studies **Confident Philanthropy** Coutts **Deloitte** Donor Perfect **Ethical Corp** European Foundation Centre **EVPA** FairPlanet **Fieldworks** Fondation de France **GeoFunders** Gilead Sciences, Inc. **Global Dialogue** Global Fund for Community Foundations **Good Pitch** Grand Valley State University **Guidestar** Healing Solidarity **H+S Davidson Trust** Index on Censorship **International Funders for Indigenous Peoples** IUPUI **Leonard Cheshire Disability** Lightful **Max Impact** Mercer **Moore Philanthropy** Network for Good **Next Philanthropy** New Philanthropy Capital **Optimy** Oxford HR **Paul Hamlyn Foundation** Philanthropy Australia **Ragan Communications** Raising IT **Red Sea Search** Synergos **Reuters Events** Rockefeller Archive Center **Rockefeller Philanthropy Advisors** Sabanci Foundation **Saïd Business School** Salesforce **Silicon Valley Community Foundation** SmartSimple **STEP** SurveyMonkey **The Hong Kong Jockey Club Trust** Thousand Currents Academy **Transform Foundation** Troostwijk Auctions **TUSEV** UBS **UNICEF** University of Basel **University of Kent** University of Pennsylvania **Western Union** Wits Business School **Women Deliver** WINGS