

The Social Impact Files is a unique new media platform dedicated to turning the spotlight on social innovators and change-makers.

It has been created to amplify innovative advances that transform lives through better health, agriculture, housing, education, energy, equity and opportunity.

We reach and engage a substantial world-wide audience with an interest in social innovation, civil society, and international development.

We already have 30,000 followers on one social media platform alone and video views reaching over 50,000 per weekly post.

What makes us irresistible is our media spread across multiple formats including:

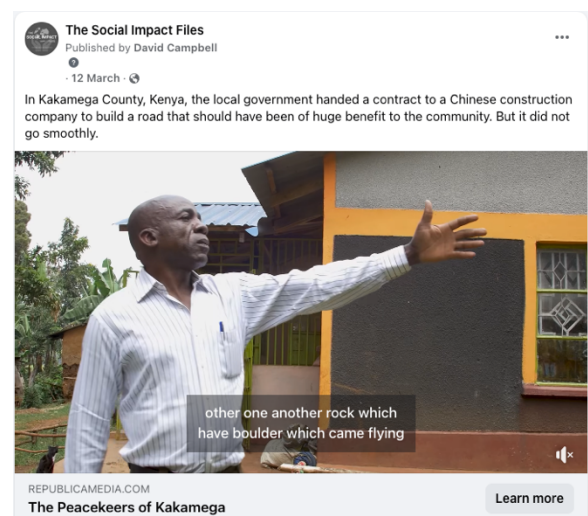
- Facebook
- YouTube
- Vimeo
- Linked In
- Print & digital magazine
- Magazine web site
- Newsletter
- Feature Documentaries

Coming soon:

- Podcast
- TikTok
- Instagram
- Video/TV App

MEDIA PACK

Early supporters who partner with us will enjoy founder rates and guaranteed results.



This seven-minute video reached over 40,000 people in just five days on Facebook.

Print/Digital Magazine

Display Ad size/position	Height (mm)	Width (mm)	Rate (£)
Outside Back Cover	297	210	1050
Inside covers	297	210	995
Full Page	297	210	775
Half page (horizontal only)	130	178	395
Quarter page	130	90	195

Trim sizes given. Add 3mm bleed where appropriate. Artwork to be supplied in hi-res PDF format only. Initial print run is 5,000 for free distribution + unlimited digital copies

Social Media Promotions

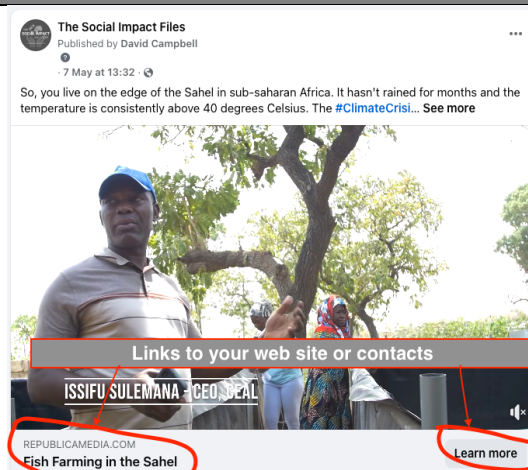
Video post sponsorship

Video sponsorship is one of the most effective ways to reach and engage our audience.

Each sponsored video includes a 3s pre-roll brand logo/marketing message.

A contact or 'learn more' button links to an asset of your choice. (eg. web site, landing page, contact page etc.)

Price per 1,000 impressions is £30 with a minimum impressions guarantee agreed with you.



Documentary & Virtual Toolkit Branding

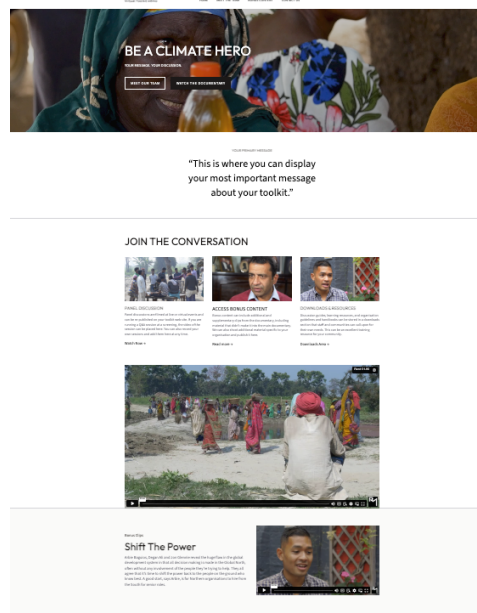
Screenings & online discussion resources

We aim to publish between one and two feature-length documentaries per year. These films reach audiences via online and in-person screenings, in addition to distribution on online streaming platforms and TV channels.

Our latest documentary was featured at the World Economic forum at Davos.

Branding opportunities include:

- Pre-roll titles with your logo (eg: 'presented by...')
- Participation on discussion panels
- Branding on our Virtual Tool Kits (online learning/discussion resources)
- Inclusion of bespoke PDF/Video resources in Toolkits and discussion documents specified by you



Example Virtual Tool Kit

Podcast

Coming Soon

Our monthly podcast will feature interviews with leading figures in the world of social entrepreneurship and social innovation. We'll also talk to civil society leaders and humanitarian activists just as the tectonic plates of international development are shifting in the face of wars and cutbacks.

We're aiming for a minimum of 20,000 streams per show with an average CPM rate of £20 per 30 seconds partner slots available as follows:

Pre-roll, host-read (15-30s)

Mid-roll (30 – 60s)

Post-roll (15- 30s)

Minimum tenancy is 6 months.

Founder Advertiser cross-platform offer

Taking the risk out of advertising with The Social Impact Files

We recognise that this a new and developing platform so we're offering to remove any uncertainty with a guaranteed offer for founder partners on The Social Impact Files platform.

A single rate of £2050.00 per month across all available properties for six months.

This includes:

- A **full-page** in the print and digital issues of the magazine (2 issues).
- One video post sponsorship slot per month on Facebook with link and CTA button and pre-roll branding – with a **guaranteed 50,000 impressions** (and no extras if we get more views!)
- Pre-roll branding for the video on YouTube, Vimeo, LinkedIn, Instagram, and web site
- One Pre-roll host-read Ad on each **Podcast show**.
- A free text ad of up to 75 words + link in the **monthly newsletter**

Although many of the elements of our platform are new, we do have an established social media audience and a great track record in producing high quality media products including feature length documentaries, short-form videos, and quality journalism.

If you'd like to partner with us, please give David Campbell a call on +44 07881 387572 or email david@republicamedia.com and he'll be happy to build a package that suits your objectives.