

**FACT SHEET**

**Description**

NEED magazine creates exposure for humanitarian aid via an informative, artistic, visual narrative of human stories, both around the world and domestically. This exposure offers an innovative and dynamic approach to building awareness and increasing support for relief organizations and humanitarian aid. It is essential to note that NEED magazine does not have a political agenda. Its only objective is to convey human stories directly from the individuals involved, in their own words.

**Goals**

**RESPECT AND DIGNITY** | To represent people who are in a crisis situation in a respectful, dignified manner.

**EXPOSURE** | To produce effective, high-quality exposure for current, ongoing and future human needs in the mainstream media. This exposure facilitates:

- Awareness of human needs and humanitarian efforts around the world in the public-at-large
- Increased funding from readers for humanitarian aid organizations
- Connection between aid organizations on the ground with potential volunteers and specialists
- Opportunity for the corporate community to become more strategically involved with humanitarian causes

**CONTACTS** | NEED magazine offers reliable contacts for aid organizations in each department, allowing readers to contact them directly.

## DEPARTMENTS

Each issue of NEED contains nine constant departments with a balance between triumph, tragedy and hope

ONE	Many people say “I am only one person, what can I do?” We want to show them. The department “One” highlights the many things that one person has accomplished.
HOME	The “Home” department draws attention to situations revolving around the home, such as: slums, refugee camps, availability of clean water and sanitation, stories of displaced people due to war or natural disasters and the programs that are improving these situations.
KIDS	The “Kids” department looks at issues affecting children, such as: child prostitution, street kids, education issues, child soldiers, orphans and the organizations that are helping children to succeed.
WORK	“Work” focuses on situations and organizations creating innovative solutions dealing with working life. These include: child labor, slavery, changes in working life after natural disasters, lack of work and so on.
HEALTH	“Health” focuses on projects that improve the physical well-being of individuals in need.
GENEROSITY	“Generosity” shares stories of the philanthropic activities of individuals, corporations and non-profits as well as the impact that giving has on people receiving aid. These stories will inspire and encourage ongoing support to make lasting change a reality for those in need.
FUTURE	“Future” highlights projects that are an investment in the future, including: sustainable development projects, post war or disaster reconstruction, child soldier reintegration programs and more.
COOPERATION	“Cooperation” highlights projects or situations in which multiple parties are working together to solve a problem or create a sustainable solution.
DIALOGUE	“Dialogue” documents a conversation with someone associated with humanitarian issues, such as: an aid worker in the field, or a high-profile person directly involved in relief efforts.

- more -

**SPECIFICS**

Demographics

**GENDER**

- Female
- Male



**AGE**

- under 25
- 25 - 35
- 36 - 45
- 46 - 55
- 55 +



**INCOME**

- Up to \$50,000
- \$50,000 - \$100,000
- \$100,000 +
- no reply



77% of respondents have a college degree, of those 41% have a graduate degree or higher.

73% of respondents stated that a company's involvement in socially responsible programs is 'very important' when making purchasing decisions. 23% said it was 'somewhat important,' 3% said it was 'not important' and 1% did not reply.

Distribution

NEED magazine's distribution channels include; National Distributor, National Wholesaler, National Wholesale Groups, Regional Wholesalers and numerous Online Agents. Distribution covers North America and parts of Europe through both conventional and specialty outlets including:

**MAJOR BOOK RETAILERS, NEWSSTANDS, INDEPENDENT BOOK SELLERS, SELECT SUPERMARKETS, CO-OPS, LIBRARIES, SCHOOLS, COFFEE SHOPS, SPECIALTY GIFT SHOPS AND ART GALLERIES**

Beyond the Demographics

Celebrities, major individual and corporate donors, media executives and dignitaries receive NEED magazine through participation in numerous charity events nationwide.

**MINNESOTA ADVOCATES FOR HUMAN RIGHTS, DIRECT RELIEF INTERNATIONAL, INTERNATIONAL YOUTH VOLUNTEERISM SUMMIT, AMERICAN REFUGEE COMMITTEE, STUDENT NATIONAL MEDICAL FORUM, FILMAID INTERNATIONAL, UNIVERSITY OF MINNESOTA MEDICAL SCHOOL, BREAKTHROUGH, THE NASH GALLERY, NEW YORK UNIVERSITY ... AMONG OTHERS**

In addition, 1,500 copies of issue 2 have been purchased to be given to the top donors of the USA for UNHCR (the UN Refugee Agency)

Publication

<b>PUBLICATION NAME:</b>	NEED	<b>COVER COLOR:</b>	4CP + Aqua
<b>FREQUENCY:</b>	Quarterly	<b>DIMENSIONS:</b>	9" x 10.8125"
<b>COVER PRICE:</b>	\$9.00 us \$11.00 CANADA	<b>INSIDE COLOR:</b>	4CP
<b>SUBSCRIPTION RATE:</b>	\$27.00 us \$40.00 CANADA \$54.00 INTERNATIONAL	<b>PAGES PER ISSUE:</b>	128 + Cover
		<b>COVER STOCK:</b>	100# Porcelain Ultra Silk
		<b>TEXT PAGES STOCK:</b>	77.7# Finesse Silk
		<b>BINDING:</b>	Perfect

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