



GOING GREEN ONLINE: AMAZON AND UNIVERSAL NEWS NOW FEATURE MAGAZINES USING RECYCLED PAPER

“Better Paper for People and Planet” promotion extended to online sites by Green America’s Better Paper Project and Next Steps Marketing

Washington, D.C. – April 23rd, 2009 – Amazon and Universal News will run ongoing online promotions highlighting magazines that use recycled paper, under a major push by Green America’s Better Paper Project and Next Steps Marketing.

The “Better Paper for People and Planet” promotion will feature a diverse range of magazines that print on post-consumer recycled paper. Both Amazon and Universal News have extended premium placement and unique pages on their sites to highlight and promote these magazines, in conjunction with Earth Day.

Twenty eight magazines that use recycled paper – including, *Shape*, *Mother Jones*, *ReadyMade*, *Body + Soul*, *Nickelodeon*, *Make*, *Natural Home* and *Everyday with Rachel Ray* – now are also featured on a special “Recycled Paper Magazines” section on Amazon. In addition, Amazon asks their consumers to make their “commitment to the Earth a year-round affair, and support magazines printed on recycled paper”. Please view special page here --

http://www.amazon.com/b/ref=amb_link_84026811_38?ie=UTF8&node=1283929011&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=browse&pf_rd_r=1WB4WBRJH7Y6DTQDFKQN&pf_rd_t=101&pf_rd_p=475101651&pf_rd_i=599858

Twenty-six titles are featured on www.universalnewsondemand.com, a site owned by Universal News in New York City, dedicated to selling online single copy sales. Moving forward Universal News will host an ongoing green page to help build awareness and sale of these magazines.

“Everyday is Earth Day for these publishers. In tough economic times, they continue to show leadership by printing on recycled paper. We are thrilled that we able to continue to reward them for their efforts by partnering with Amazon, the biggest online retailer. Through this partnership we have greatly expanded their reach and awareness among consumers,” says Máire Walsh, Director of Client Services at Next Steps Marketing.

“With a circulation of 1.7 million, we are the largest user of recycled paper by a major North American women’s lifestyle magazine,” says Valerie Latona, editor-in-chief of *Shape*. “The average issue of *Shape* uses approximately 305,000 pounds of post-

consumer waste, primarily composed of used magazines and newspapers. Annually, that equals more than 3.5 million pounds of recycled content—enough to fill 87 semitrucks—and saves an estimated 17,723 trees per year.”

“This step by the biggest online retailer is a crucial component of rewarding those magazines that are taking very real steps to reduce climate change and deforestation by using recycled paper,” says Frank Locantore, Director of the Better Paper Project at Green America”.

"A tip of the solar hat to the Better Paper Project for recognizing *Mother Jones* and the other magazines who are leading the industry to environmentally better paper. And special thanks for helping us find Amazon readers who care about the environmental footprint of their reading habits!" stated, Jay Harris, President & Publisher, *Mother Jones*.

In addition, to these online retailers Barnes and Noble, Hastings Books and Music and Universal News continue to demonstrate their leadership with in-store promotions that highlight members of the Better Paper Project. These retailers are running special in-store promotions in April, in conjunction with Earth Day to celebrate these magazines.

For a more comprehensive list of magazines using recycled paper and sustainable production processes, visit Green America’s Better Paper Project website:
<http://www.BetterPaper.org/>.

The Better Paper Project and Next Steps Marketing are working to expand this promotion to other online and retail properties in order to recognize and promote the achievements of magazines committed to environmental leadership.

ABOUT THE GROUPS

Green America's mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society. Green America’s Better Paper Project (<http://www.BetterPaper.org/>) provides assistance and resources to magazines in order to help them become more sustainable and alleviate the pressures placed on forests by printing on recycled paper and using sustainable production processes.

Next Steps Marketing (www.nextstepsmarketing.com) builds and engages audiences online, in print, and at retail. From direct mail to email marketing to retail and social marketing, Next Steps Marketing connects audiences to your products.

CONTACT: Frank Locantore, 202.872.5308 and frank@GreenAmericaToday.org; or Máire Walsh, 415.773.2044 and maire@nextstepsmarketing.com.