

Saving Forests

More than 95% of all magazines are printed on virgin tree fiber

Printing magazines on recycled paper can save millions of trees each year.



Helping to keep this...



...from looking like this.

ENVIRONMENTAL FACTS

Deforestation: Every year, the magazine industry in the US deforests an area the size of the Rocky Mountain National Park for the production of 12 billion magazine copies—that's one tree per second.

Energy: The U.S. pulp and paper industry is the second largest industrial consumer of energy.

Climate Change: The production of magazine paper creates nearly seven million tons of greenhouse gasses each year.

Solid Waste: Each year, three billion magazines never reach a reader's hands. Placed end to end, those magazines would circle the Earth 20 times.

Toxics: The pulp and paper industry uses dozens of chlorine-based chemicals, which along with their by-products are harmful to human health and the environment.

Sources: *Turning the Page: Environmental Impacts of the Magazine Industry and Recommendations for Improvement*, and Reach for Unbleached!

RECYCLED PAPER FACTS

Current Use: Many small and mid sized magazine publishers currently use high post-consumer recycled content paper.

Proven Technology: Beautiful color magazines, such as *Audubon* and *Outside*, are currently printed on post-consumer recycled content magazine paper.

Availability: Nearly all types of paper are widely available with recycled content.

MYTH BUSTER: PRICE

Price varies depending on volume purchased, but many mills making high-quality papers sell their recycled papers at the **same price** as their virgin papers.

BENEFITS OF USING RECYCLED PAPER IN MAGAZINES

- * Reduce deforestation, greenhouse gas emissions, landfilling, and air and water pollution
- * Save energy, helping to reduce dependence on fossil fuels
- * Attain recognition for demonstrating environmental responsibility and helping lead the entire paper industry toward sustainability



MAGAZINE PAPER PRINCIPLES

The Magazine PAPER Project is urging magazine publishers to adopt the following principles, demonstrating their commitment to environmental stewardship:

1. Begin using recycled paper and continually increase post-consumer content.
2. Eliminate endangered forest fiber use by using sustainably harvested fiber.
3. Utilize paper produced in chlorine-free processes.
4. Reduce magazine overproduction.

The Magazine PAPER Project offers assistance to publishers in adopting these principles.

SAMPLE LETTER

Dear Publisher,

I enjoy reading your magazine, but I am concerned about its impact on the environment. Printing on post-consumer recycled paper uses fewer trees, less water, and less energy than virgin fiber paper. Recycled paper has the same quality, and its prices are competitive with those of virgin paper.

The following principles are key to ensuring responsible environmental production [Insert Magazine Paper Principles, see above right]. Adopting these principles can position your company as an environmental leader. Environmental sustainability is important to me because [use a personal example].

I am urging you to begin printing your magazine on post-consumer recycled content processed chlorine-free paper. Further, commit to continually improve your paper's environmental characteristics, by adopting sustainable paper use principles.

Signed,
[Your name]

ACTIONS

- ✓ Request "USE RECYCLED PAPER" stickers free from Co-op America to put on your magazine's postage-paid subscription cards to let the publisher know you'd like to read magazines printed on eco-paper.
- ✓ Call or write a letter to the publishers of the magazines you subscribe to and ask them to print on recycled paper. (See sample at left.)
- ✓ Use the PAPER Project Tool Kit to organize a project in your community. (www.woodwise.org)

CONTACT

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JOIN CO-OP AMERICA

The Magazine PAPER Project is a campaign of Co-op America, a membership-based nonprofit organization. Co-op America uses market-based strategies to create a socially just and environmentally sustainable society. Along with reforming the magazine industry, Co-op America also works to end sweatshops, bring the solar industry to scale, promote fair trade, and much more! Join today at the student discount rate of \$15, and you'll receive the *National Green Pages*™, our *Financial Planning Handbook*, the *Co-op America Quarterly*, and a subscription to *Real Money* - our popular green living newsletter.

**Reclaim your future!
Join Co-op America
today.**

www.coopamerica.org
1-800-58-GREEN

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