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### At a glance:

- March 2013 marks the 40th Anniversary of the **New Internationalist** magazine.
- Celebrating four decades of straight-talking, independent journalism.
- A remarkable achievement - subscriber-supported journalism on issues of global justice.
- **New Internationalist** Australia is celebrating with the launch of their new second generation digital subscription app.
- *"...read you cover to cover..."* - Phillip Adams - Australian broadcaster and public intellectual.

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***"Progress that leaves the poorest behind is not to be considered progress at all."***

- Peter Adamson, founding editor of the New Internationalist magazine.

To mark the 40th anniversary of the first issue of the New Internationalist magazine, the award-winning independent publisher is launching its new second generation web subscription app <http://digital.newint.com.au>

Spokesperson for the Adelaide-based co-operative, Brian Loffler, said: "Like most print publishers, we launched a digital offering a few years ago, but we needed something that better reflected our independent fresh view of the world, so we built our next generation app in-house. The launch coinciding with the 40th anniversary of the magazine is perfect because, in the March anniversary issue, founding editor Peter Adamson returns to write the main story.

"He is uniquely placed to review the progress that has been made in these past four decades. His lead story in the magazine is a must-read, as he assesses the advances made in global health and welfare. Importantly he also looks forward and makes a prediction of what will be the great challenge of the next 40 years: the struggle for equality.

### Key facts:

- **Publication Date:** March edition out now
- **Guest Pass to Peter Adamson's lead article:** <http://bit.ly/WldsQI>
- **Available for interview / op-ed: Chris Brazier** - has been a New Internationalist co-editor since 1984. He is the author of four books and countless articles for the New Internationalist magazine: <http://newint.org/contributors/chris-brazier/>
- **New web subscription app address:** <http://digital.newint.com.au/>
- **Audio Podcast (Chris Brazier):** <http://bit.ly/13pBMT3>
- **Contact details for Chris Brazier:** New Internationalist office, Oxford, UK  
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"I first met Peter Adamson in 1978. He was in Australia to inspire people with a vision of progress towards human development, and to promote the magazine which had been launched five years earlier. I'd heard his stirring speech on ABC radio, and was excited at the prospect of meeting the man. I was not disappointed. His towering intellect and his ability to weave a spell-binding story combined to make his visit one of the most memorable of my life", said Mr Loffler.

The New Internationalist is a remarkable not-for-profit media organization. Who would have predicted that a magazine on human rights and global equity would survive four decades of subscriber-supported independent journalism? Who would have thought a magazine - managed as a co-operative, and with a flat salary structure - would be a beacon of global justice for 40 years, shining a light onto the hidden agendas of politicians and corporations alike?

The new digital subscription service will make another important contribution to breaking down the myth that the notion of global equality is only for dreamers.