

Research Information

Publishing and online information for industrial, commercial, and academic research

**MEDIA
INFO
2012**

Research Information

Publishing and online information for industrial, commercial, and academic research

APRIL/MAY 2011 • ISSUE 53

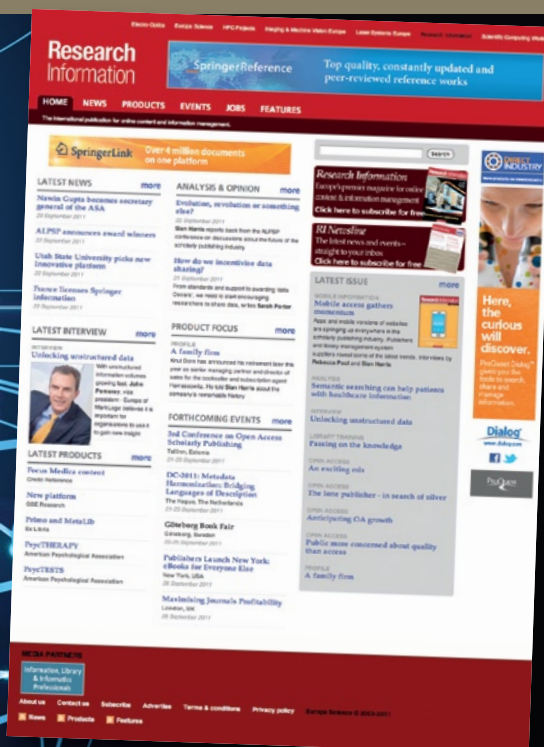


**Discovery tools sift through wealth
of different expert resources**

Bringing e-books together

Opening library data

www.researchinformation.info



Research Information is the only global publication for research librarians, information professionals, and scholarly publishers

Comprehensive coverage of:

- Library management
- E-publishing
- Scholarly publishing
- Patent information
- Information searching

www.researchinformation.info

TEN YEARS OF PUBLICATION

Your multi-media route to the STM information marketplace

If you have any of these products to promote – or you want to reach these markets – you need to advertise in *Research Information*:

- E-books
- E-journals
- Library management systems
- STM and scholarly publications
- Research libraries
- Patent information
- Subscription services
- Information searching
- Databases
- Search and discovery tools
- Publishing services
- Open-access publishing
- Electronic archiving
- Online resources
- Digital preservation
- Social networking tools
- Semantic web
- Text and data mining
- International standards
- Mobile platforms and apps
- Data mining
- Text mining

- Innovative marketing opportunities across print, digital, web, and email.
- Use our multi-media approach for a co-ordinated campaign.
- Webcasts and whitepapers – new option for this year.
- Low-cost combinations available to try out marketing opportunities without breaking your budget
- Boost your profile with alternative marketing options, such as inserts, outserts, exclusive advertising opportunities on e-newsletters, and more.
- We will work with you to get the best from your budget.

Research Information covers every aspect of the digital provision of science, technology and medicine-related information and other scholarly resources for industrial, commercial, and academic research.

PRINT AND DIGITAL



- Ten years of publication
- Loyal readership
- Respected editorial coverage
- Interactive digital magazine available to readers world-wide

ONLINE



- Regularly updated website
- Exclusive analysis and features
- Visitor numbers growing year on year

EMAIL



- Regular email newsletter with more than 8,000 opt-in recipients
- Exclusive sponsorship available

Reach everyone in the STM information marketplace

Issue	Editorial deadline	Advertising deadline	Editorial calendar	Show distribution
Feb/Mar	16 December 2011	13 January 2012	Evolving libraries Patents Special supplement: Publishing in Asia	ASA - Association of Subscription Agents IPI-ConfEx Online Information Asia-Pacific
April/May	17 February 2012	09 March 2012	E-books Data	UKSG Annual Conference London Book Fair STM Spring Conference E Publishing Forum Fiesole Collection Development
June/July	20 April 2012	11 May 2012	Web 2.0 Open access	SLA Annual Conference
Aug/Sep	22 June 2012	13 July 2012	Mobile information Archives	IFLA/WLIC COASP ALPSP
Oct/Nov	17 August 2012	7 September 2012	E-publishing tools Databases	Frankfurt Book Fair Internet Librarian International Annual ICIC Meeting and Exhibition Pharma-Bio-Med 2011 Charleston Conference
Dec/Jan	19 October 2012	9 November 2012	Search tools Library management systems	Online Information Show

Other show presence will be arranged in the course of the year.

Please send editorial suggestions, press releases, new product information and editorial enquiries to Dr Siân Harris at sian.harris@europascience.com

Readership

Research Information is distributed to readers in the following disciplines

- Information Manager
- Library Manager
- Librarian/Information Professional
- Information Scientist
- Database/IT Professional
- Consultant
- Scientist/Scientific Researcher
- Lecturer/Professor
- Publishing
- Subscription Agent



THE GLOBAL MULTIMEDIA MARKET LEADER

More than 25,000 regular readers across all media

Publisher's statement based on monthly unique web visitors, opt-in email recipients and 4:1 pass-on readership of print magazine

BUILD AN INTEGRATED PACKAGE TO SUIT YOUR BUDGET

PRINT

Established title with longstanding loyal readership worldwide



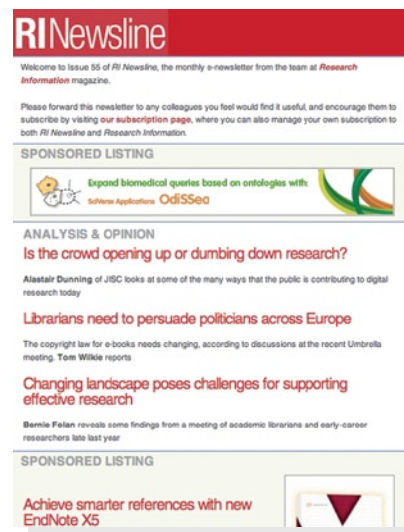
WEBSITE

www.researchinformation.info



EMAIL

RINewsline



	Full Page	Half Page	Third Page	Quarter Page
1x	£3,500	£2,200	£1,850	£1,230
3x	£3,200	£2,100	£1,700	£1,100
6x	£2,800	£1,750	£1,500	£950

Other sizes available on request

Special (cover) positions: **+25 per cent**

Solus Positions: **+10 per cent**

Top banner (728 x 90)

£1,200 per month

Leaderboard (468 x 60)

£900 per month

Right button banner (120 x 60)

£500 per month

Box Ad (300 x 250)

£1,000 per month

Right Skyscraper (120 x 600)

£1,100 per month

Right-hand top banner (120 x 60)

£750

Newsline banner

£660 (x2 per month)

£450 (x1 per month)

(468 x 60 pixel image and url; or headline and 30 words of text plus 120 x 60 pixel logo/image and url)

All images must be jpeg or gif format. File size may not exceed 20k.

THE MARKETPLACE

For companies on a limited budget who want to be seen in the market – take a one-eighth page advertisement in the print issue for just **£500 each issue**.

NEW WEBCASTS

Research Information will be hosting three webcasts during 2012 during which invited speakers will be asked to present their thoughts on topical issues. These 5-minute presentations will be followed by a short discussion moderated by Dr Siân Harris, the editor of Research Information. Joint sponsorship of the webcast costs just **£2,500**, with exclusive sponsorship at **£10,000**. We will provide you with contact details of all those registering to download.

NEW WHITEPAPERS

We will host your White Paper on our website and provide you with contact details of all those registering to download. This exciting, new, cross-media promotional puts your point of view in front of visitors to our website, with promotion in RINewsline and in print and digital editions of Research Information magazine. Prices start at **£1,000**.

NEW RECRUITMENT

Use our dedicated recruitment sections in the magazine, website, and newsletter to target the right candidates for your company needs.

To discuss how we can make your budget go further, call our recruitment specialist

Sarah Ellis-Miller on +44 (0) 01223 211289 or email sarah.ellis.miller@europascience.com

Rates effective October 2011. All advertising carried subject to Europa Science Ltd Terms and Conditions

To discuss your fully integrated multimedia campaign – and for advice on how to get the best from your budget, contact:

Alistair Gray, Advertising Sales Executive | alistair.gray@europascience.com | Tel: +44 (0)1223 211 152 | Fax: +44 (0)1223 211 107