



The power of information online

Research Information

THE MAGAZINE FOR SCIENTISTS AND LIBRARIANS

WHO BUY SCIENTIFIC, TECHNICAL

AND MEDICAL INFORMATION PRODUCTS

2006

MEDIA INFORMATION

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Who can we help you reach?

Research Information is read by more than 25,000 qualified professionals, all of whom are major consumers of web and desktop-based information products and electronic learned journals.



More specifically, they comprise known buyers, specifiers and decision makers in the following areas:

- Scientific, technical and medical librarians, and information professionals, who also purchase or influence the purchase of research information products and services.
- Senior managers and directors at European publishers of online STM journals and books
- Senior researchers and department managers who either purchase or influence the purchase of research information products and services.

What does Research Information cover?

Research Information provides a comprehensive and unbiased view of the current state-of-the-art and future developments in the provision of online information in science, technology, and medicine, including:

- electronic journals
- online services and databases
- library management
- preservation and archiving
- publication and access models
- case studies and product news

Will Research Information help you?

Research Information offers unparalleled access to named information professionals in the scientific, technical and medical (STM) sectors. Keen to make the right purchasing choices in a rapidly changing industry, these professionals already turn to *Research Information* in order to make sense of current options and developments.

Research Information's unique advertising opportunities are especially suited to the following:

- Information and intellectual property providers
- Electronic journal publishers
- Electronic book publishers
- Library automation, bibliography and library software solution providers
- E-learning organisations
- Science and technology database providers
- Science and technology information providers
- Providers of publishing services

So if you fit into the above categories, why don't we see if *Research Information* can help you?

Research
Information
Editorial
Calendar
2006

ISSUE	SUBJECT FOCUS	TECHNOLOGY FOCUS	HOT TOPIC
Dec/Jan	Biology	Library management	Looking ahead
Feb/Mar	Engineering	Patent information	Industry trends
Apr/May	Chemistry	Databases	Archiving
Jun/July	Medicine	Search tools	Open access
Aug/Sep	Social science	Library automation	Market overview
Oct/Nov	Physics	Publishing services	Institutional repositories

“*Research Information* is an effective publication for keeping up to date with news in the STM industry. A great read!’

Sorrel Hidding, *Marketing & European Sales Manager, Bentham Science Publishers Ltd.*

“I've always found *Research Information* to be a useful tool for keeping up to date with the major issues in electronic STM publishing. The articles are informative, comprehensive and, above all, clear and concise.’

Jonathan Roscoe, *Director of Marketing, Taylor & Francis Ltd*

“Driven by the continued excellent coverage of topical news and events, and the introduction of the website, the promotional opportunities with *Research Information* have grown over the years that we have advertised.

Therefore the magazine continues to form part of our key strategy for the promotion of the Oxford Journals brand to the STM information industry.’

Amy Williams, *Library Marketing Manager, Oxford Journals*

“I have found *Research Information* to be the most topical trade magazine available for the issues regarding electronic content dissemination for the professional publishing community.’

The issues discussed are of global significance, the articles are succinct, and the format of the publication is professional.

Michael J. Margotta *Director of Sales and Marketing, MetaPress*

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