

# Research Information

[www.researchinformation.info](http://www.researchinformation.info)

Your key to the  
information market



## 2009 MEDIA INFORMATION

The premier publication for online content and information management

# Your key to the information market

Every issue of the print magazine *Research Information* is eagerly awaited by more than 25,000\* professionals who work in publishing, in information management, or in libraries.

Through the magazine, the website [www.researchinformation.info](http://www.researchinformation.info), and the electronic newsletter *RINewsline*, our readers keep up to date with how all sectors – and especially scientific, technical and medical – are facing up to the growing demands for electronically published journals, books, and other information sources.

*Research Information* covers every aspect of electronic publishing and the digital provision of information – especially the effect on publishing, libraries, and information professionals.

*Research Information* publishes penetrating and revealing reports on people and events in:

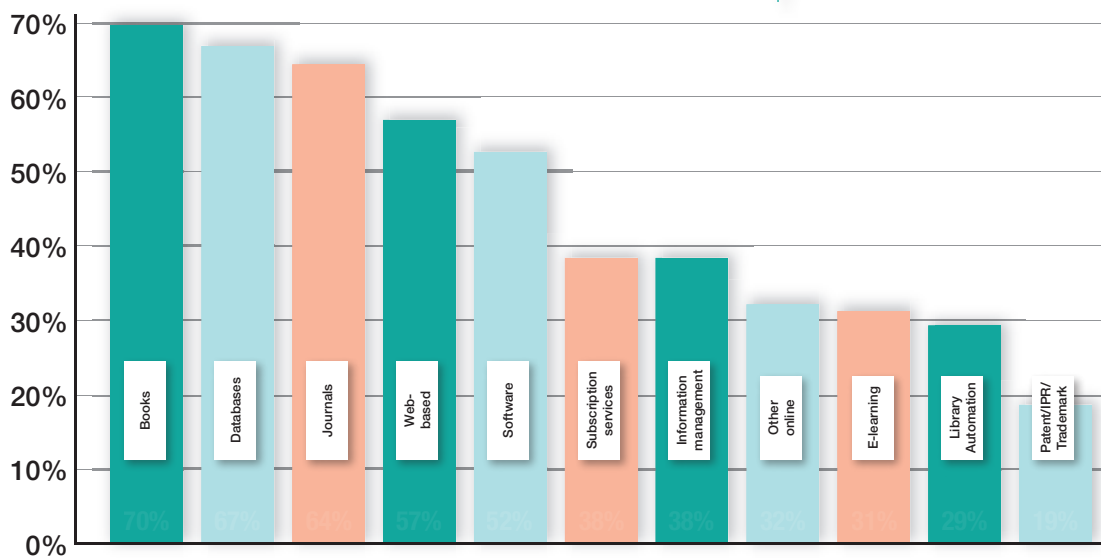
- E-books
- E-journals
- Library management systems
- STM and scholarly publishing
- Patent information
- Subscription services
- Digital preservation
- Information searching
- Databases
- Search tools
- Publishing services
- Repositories
- Online resources
- Digitisation
- Open access
- Standards efforts in these areas

“ I need to keep up to date with what is happening in the information management world, and I’m becoming increasingly dependent on *Research Information* for its coverage of news, events and new products, as well as for its informed content on topics of interest. I look forward to every issue.”

**Roderick MacLeod**, Senior Engineering Faculty Librarian, Heriot-Watt University, Scotland

“ *Research Information* provides a kaleidoscope of information on activities that are going on in major research libraries in Europe. With a clear design and a style of writing that is to the point, *Research Information* is a good source to get a quick update on the latest issues.”

**Ingeborg Verheul**, IFLA, on secondment from the Koninklijke Bibliotheek, (the National Library of the Netherlands)



## PRODUCTS USED, PURCHASED, OR SPECIFIED

Total is more than 100 per cent as readers use, purchase or specify more than one type of product

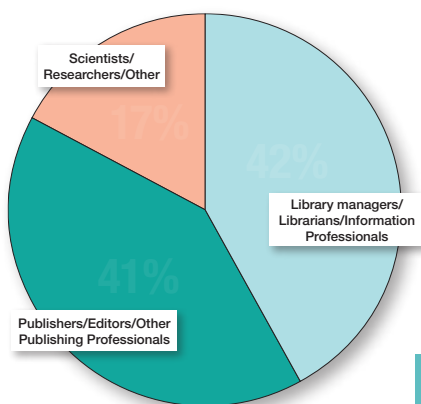
Under the editorship of Dr Siân Harris, the print, web and e-newsletter publications enjoy a reputation for editorial excellence with their reader-driven approach. Dr Harris has been editor of *Research Information* for the past five years and has built up extensive contacts in the industry. She has a PhD in chemistry, as well as experience of working for scholarly publishers and in an academic library.

\*Based on the publisher’s own analysis and pass-on readership of four per copy.

“ The magazine offers a well balanced mix of news on what researchers and information professionals really need: discussion about ongoing scientific publishing strategies and description of commercial products and services.”

**Dottoressa Elisabetta Poltronieri**, Publishing Activities, Istituto Superiore di Sanità, Italy

## JOB FUNCTION



[www.researchinformation.info](http://www.researchinformation.info)

# Editorial & Advertising Calendar

ISSUE	SUBJECT FOCUS	TECHNOLOGY FOCUS	HOT TOPIC	BONUS DISTRIBUTION 2009/2010
<b>Feb/Mar 2009</b> Ad copy: 9 Jan	Engineering	Patent Information	Industry Trends	<a href="#">IPI-ConfEx 2009</a> , Venice, Italy, 1-4 March
<b>Apr/May 2009</b> Ad copy: 13 Mar	Biology & Life Sciences	E-Books	Digitisation	<a href="#">London Book Fair 2009</a> UK, London, UK, 20-22 April
<b>Jun/Jul 2009</b> Ad copy: 1 May	Medicine	Databases	Open Access	<a href="#">I-Expo</a> , Paris, France, 27-28 May <a href="#">Library and Information Show</a> , Birmingham, UK, 10-11 June
<b>Aug/Sep 2009</b> Ad copy: 3 July	Social Sciences and Humanities	Archives	Market Overview	<a href="#">WLIC 2009</a> , Milan, Italy, August, 23-27 August
<b>Oct/Nov 2009</b> Ad copy: 4 Sept	Physics	Publishing Services	Web 2.0	<a href="#">Frankfurt Book Fair</a> , Germany, 14-18 October <a href="#">Pharma-Bio-Med 2009</a> , November
<b>Dec '09/Jan '10</b> Ad copy: 30 Oct	Chemistry	Library Management	Rights Management	<a href="#">Online Information 2009</a> , London, UK, December <a href="#">ALA Midwinter meeting</a> , Boston, MA, USA, 15-20 January 2010
<b>Feb/Mar 2010</b> Ad copy: 8 Jan	Engineering	Patent Information	Industry Trends	<a href="#">IPI-ConfEx 2010</a> , March
<b>Apr/May 2010</b> Ad copy: 12 Mar	Medicine	E-Books	Information Access	<a href="#">London Book Fair 2010</a> , UK
<b>Jun/Jul 2010</b> Ad copy: 30 April	Physics	Search Tools	Preservation	<a href="#">I-Expo</a> , Paris, France <a href="#">Library and Information Show</a> , Birmingham, UK

Press releases should be sent to [editor.ri@europascience.com](mailto:editor.ri@europascience.com)

## Advertising rates

<b>DOUBLE PAGE</b>	£7,000 (1x)	£6,300 (3x)	£5,600 (6x)
<b>FULL PAGE</b>	£3,750 (1x)	£3,180 (3x)	£3,000 (6x)
<b>HALF PAGE</b>	£2,350 (1x)	£1,990 (3x)	£1,880 (6x)
<b>QUARTER PAGE</b>	£1,325 (1x)	£1,120 (3x)	£1,060 (6x)

Other advertising positions available, please contact [sales.ri@europascience.com](mailto:sales.ri@europascience.com)

All prices in £ sterling and exclusive of VAT, where applicable  
Recognised agencies: 10 per cent discount.

Special positions: +25 per cent.

Inserts, reprints & direct mailings: Prices available on request

All advertising carried subject to Europa Science Ltd Terms and Conditions ([www.researchinformation.info/esl\\_terms.txt](http://www.researchinformation.info/esl_terms.txt))

Mechanical specifications can be found on our website  
[www.researchinformation.info](http://www.researchinformation.info)

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# Online advertising

## Banner advertising:

The classic option is still the most effective for many advertisers, and we have a range of sizes, positions and prices to suit your budget. [www.research-information.info](http://www.research-information.info) averages more than 22,000 page views per month and delivers more than 7,000 unique visitors. We offer a choice of banners on our homepage, including run-of-site pages, linked directly to your website.

### Banner/Leaderboard

Top of page

468 x 60

£500 per month

### Right Button Banner

120 x 60

£300 per month

### Box Ad Page-specific

300 x 250

£450 per month

### Right skyscraper

120 x 600

£450 per month



**RINewsline:** Working in partnership with our website, our monthly e-newsletter provides an ideal method of promoting your messages directly to the inbox of more than 7,000 opt-in recipients, reaching the desktops of information professionals, scholarly publishers and researchers. Advertising on RINewsline reinforces your print message, conveys immediacy and provides easy access for interested buyers to go directly to your company's website for more information on specific products and services. RINewsline opportunities include: top right hand banner and advertising slots for either banner ads or text plus image promotional messages.

### Right hand banner

Top of page

120 x 60 £500

### Newsline banner

468 x 60 or 120 x 60 logo/product image plus company name and 30 word lead in, linked direct to your website.

£650

**Web specs and guidelines:** All images must be jpg or gif format. Animated gifs are not permitted on Newsline. File size may not exceed 20K  
Supply URL to use for link to banner. Send files to [gemma.church@europascience.com](mailto:gemma.church@europascience.com)

Other electronic advertising options: White papers ●  
Jobs ● Webcasts/webinars and downloads

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