

# Research Information

Follow us on Twitter  
@researchinfo 

The essential link between publishers, librarians and researchers



Editorial and Advertising calendar 2016

ISSUE DATE	FEATURES	SHOW DISTRIBUTION
Dec 2015/Jan 2016	<b>Databases</b> <b>Library analytics</b> <b>User experience</b>	<ul style="list-style-type: none"> <li>ALA Mid-Winter Conference</li> <li>APE 2016</li> </ul>
Feb/Mar 2016	<b>Peer review</b> <b>Preservation</b> <b>Subscription agents</b>	<ul style="list-style-type: none"> <li>Researcher to Reader (formerly ASA Annual Conference)</li> <li>IPI ConfEx</li> </ul>
Apr/May 2016	<b>Data management</b> <b>E-books</b> <b>E-book aggregation</b>	<ul style="list-style-type: none"> <li>UKSG</li> <li>London Book Fair</li> <li>STM USA Conference</li> </ul>
Jun/Jul 2016	<b>Discovery</b> <b>Metrics</b> <b>Education resources</b>	<ul style="list-style-type: none"> <li>SSP Annual Meeting</li> <li>SLA Annual Conference</li> <li>ALA Summer Conference</li> </ul>
Aug/Sep 2016	<b>Repositories</b> <b>OA funding</b> <b>Semantic enrichment</b>	<ul style="list-style-type: none"> <li>IFLA World Library &amp; Information Congress</li> <li>ALPSP</li> <li>Altmetric/1AM Conference</li> </ul>
Oct/Nov 2016	<b>Altmetrics</b> <b>Libraries and the Cloud</b> <b>Publishing Platforms</b>	<ul style="list-style-type: none"> <li>Pharma Bio-Med</li> <li>STM USA Conference</li> <li>Frankfurt Conference</li> <li>Frankfurt Book Fair</li> <li>European Information Industry Network Conference</li> <li>Internet Librarian International</li> <li>Charleston Conference</li> </ul>

Show distribution subject to change as not all dates confirmed at time of going to press.

Every issue will also include news-driven content and coverage of discussions at industry events. Topics include: open-access mandates, the influence of national policies, library budgets, initiatives to store research data, standards relating to file formats, journal hijacking, integration with the wider research ecosystem, and the effects of consolidation and other business changes on the tools and services on offer to libraries and researchers

Please send all editorial material for consideration to Tim Gillett, editor, at [editor.ri@europascience.com](mailto:editor.ri@europascience.com) or call him on +44 (0)1223 221040.

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



Recent advertisers

## The essential link between publishers, librarians and researchers

### In print/digital

More than 8,000 readers

- Independent, highly respected features, analysis, and industry insight from experienced editorial team
- Established for more than a decade, with long-standing, global readership
- Range of advertising opportunities

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

### Online

Average 15,000 impressions per month (Source: Google DFP)

- Web-exclusive editorial content
- More than 5,000 Twitter followers
- Multiple banner options for all budgets

<b>Leaderboard</b> (728 x 90)	<b>£1,200 per month</b>
<b>Top banner</b> (468 x 60)	<b>£900 per month</b>
<b>Right button banner</b> (120 x 60)	<b>£500 per month</b>
<b>Box Ad</b> (300 x 250)	<b>£1,000 per month</b>
<b>Right Skyscraper</b> (120 x 600)	<b>£1,100 per month</b>

### Email

Average 8,000 opt-in recipients

- Monthly newsletter (RINewline) – premium product featuring high quality, exclusive editorial content
- Average 21 per cent open rate
- Show preview emails – exhibitor profiles prior to major events, such as Frankfurt Book Fair, London Book Fair, SLA

<b>Newsline banner</b> £700 per insertion (468 x 60 image; or headline plus 30 words of text plus 120 x 120 image)
<b>Show preview entry</b> £325 per insertion (company name, logo, 40 words, URL)

### Content marketing

Place your content in among ours

- Viewpoint – online option to promote expertise, thought leadership, case studies etc
- Cross-promoted online, in print, via email, and Twitter
- Product Spotlight – in print, to accompany editorial features overleaf, comprising headline, 250 words, logo and contact details

<b>Viewpoint</b> £795
<b>Product Spotlight</b> £600

### Webcasts

Demonstrate expertise and gain named leads

- Editorially-led, multi-presenter webcasts, promoted to our global readership
- Generate named leads
- Exclusive sponsorship available

Joint sponsorship <b>£2,500</b>
Exclusive sponsorship at <b>£10,000</b>

## The global multimedia market leader

Reaching more than 40,000 regular readers across all media\*

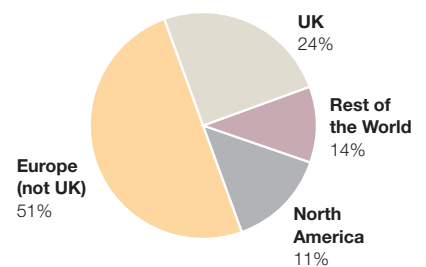
a rise of more than 50% in two years

UP  
50%

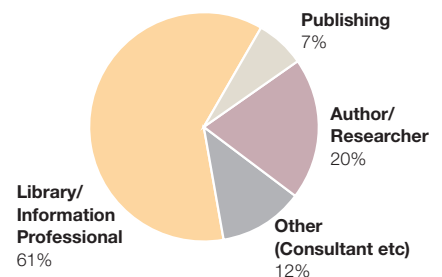
\*Publisher's statement based on monthly web impressions, successfully-delivered opt-in email recipients, Twitter followers, and individual registered readers of print magazine.

## Circulation and reader demographics

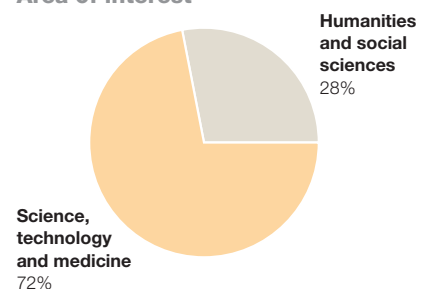
### Geographical distribution



### Job function



### Area of interest



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

**Mike Nelson**, Advertising sales Manager  
[mike.nelson@europascience.com](mailto:mike.nelson@europascience.com)  
+44 1223 221039