

“Can I connect to  
the people **I really**  
**want to reach?”**

Research Information  
is published by

**EUROPA  
SCIENCE**  
● ● ●

Research  
information

Media information 2021

The essential link between publishers, librarians and researchers

# Research Information - the essential link between publishers, librarians and researchers



Tim Gillett  
Editor

**Research Information is a global publication for the scholarly publishing community – publishers, librarians, authors and researchers.**

The ever-shifting sands of scholarly publishing – the process by which academic research is submitted, reviewed, published and accessed – provides a rich source of informed opinion and highly-sought-after content within the pages of *Research Information*. As we move into 2021 – still in the depths of the global pandemic – the industry continues to adopt new models and processes, and we will continue to cover all the relevant issues of the day from a wide variety of standpoints.

Publishers will learn how to enhance their offerings via case studies on the latest publishing platforms or discovery tools; information professionals can hear about the latest methods employed by subscription agents and library management service providers; and authors and researchers can follow the latest trends in topics such as open access and user experience. Attracting an ever-

growing audience – both on- and offline – *Research Information* has grown into a must-have resource for anyone involved in scholarly publishing, and therefore provides a perfect marketing platform for publishing service providers, publishers, library service suppliers, and more.

*Research Information* partners with global events and organisations, such as the Frankfurt Book Fair, London Book Fair, UKSG, the Society for Scholarly Publishing (SSP), Charleston Library Conference, and many more – whether these events are in-person or online.

The magazine is published six times a year, and is free to qualifying individuals. Marketing options include display advertising, outserts, and inserts, as well as enhancements to the digital version, such as video overlay.

As well as showcasing all the magazine content, [www.researchinformation.info](http://www.researchinformation.info) features pages of web-exclusive news, products, viewpoints, analysis and opinion, interviews, event previews and webcasts.

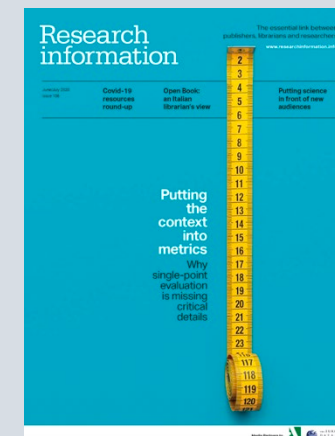
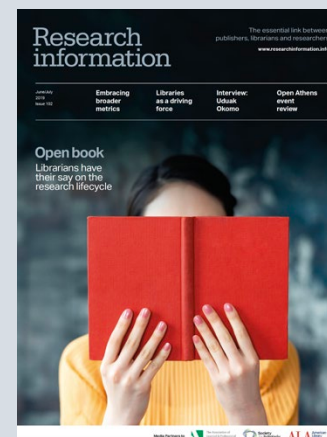
Alongside traditional banner advertising, marketing options include sponsored content, as well as lead generation options.

There is a regular email newsletter: *RINewsline*, a monthly round-up of the latest news, event previews and more; and occasional show preview emails for major events. Marketing options include banner advertising, sponsored content, and product showcases.

We have a number of products, in keeping with our high-quality editorial content. These include the Tech Focus, Product Focus, and Feature Case Study options. For the third year, we'll be publishing a yearbook that will be available free to all our readers and distributed at events around the world through 2021.

I'm privileged to be part of this industry and have enjoyed meeting many of you at events around the world over the last few years. I hope you will continue to keep in touch and let me know about the issues that matter to you, and what you want to see in our magazine in 2021 and beyond.

## “Research Information has grown into a ‘must-have’ resource for anyone involved in scholarly publishing”



# “Can I get to the people I really want to reach?”

## Who are we?

*Research Information* enjoys an unrivalled position as a global publication dedicated to the scholarly communications industry – with more than 16,000 readers. Our independently-written feature content provides unrivalled insight into the shifting sands of academic publishing.

We exist for our audience. Our content is delivered across multiple channels and platforms, with each product designed to invite the reader to engage in the way that suits them.

We have many, exciting opportunities for your organisation to harness the power of *Research Information* and reach our on-target readership.

# Demographic and numbers

## Who could you reach?

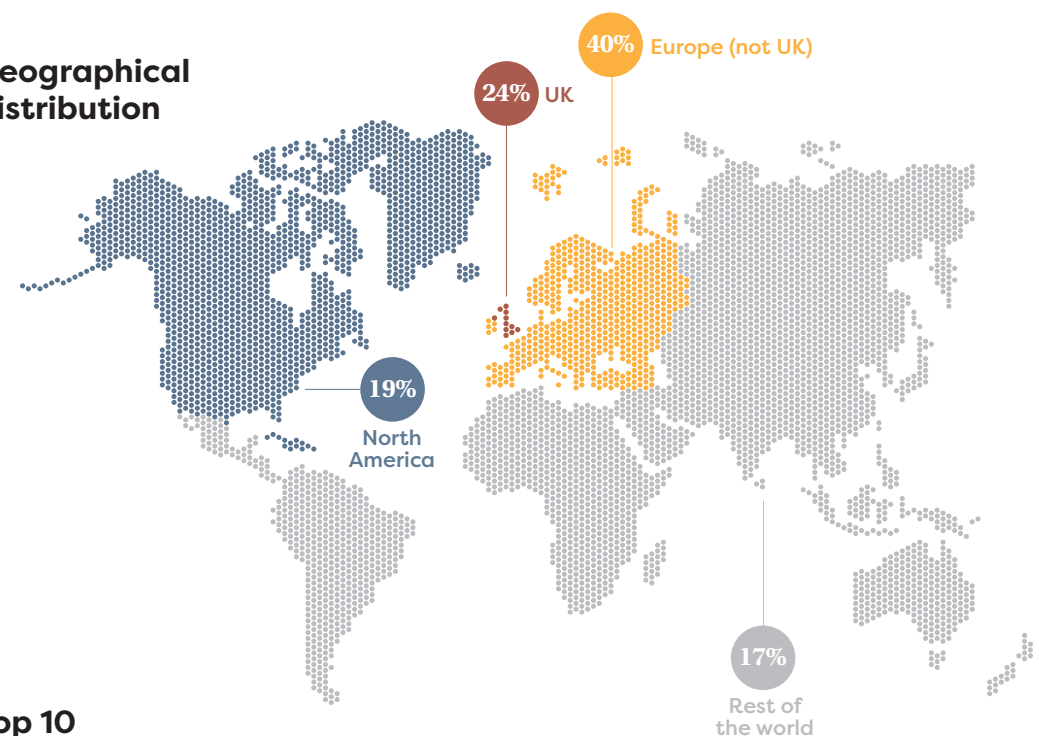
- Librarians
- Information professionals
- Researchers
- Data specialists
- Publishers
- Other commercial operators

# 57%

*of our readers are library professionals*

## Where are they and what do they do?

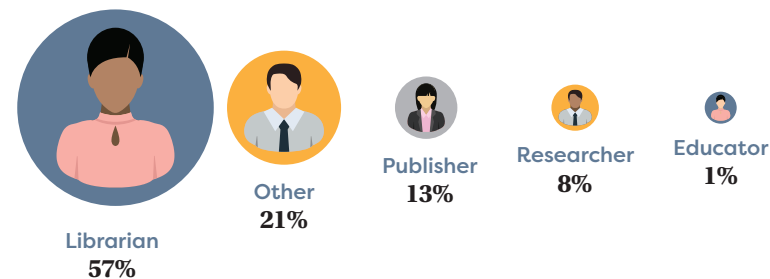
### Geographical distribution



### Top 10 countries

United Kingdom  
United States  
Germany  
France  
Spain  
Italy  
India  
Netherlands  
Australia  
Sweden

### Job function



Build  
your  
brand



We all know that ensuring positive brand presence is the non-negotiable foundation for any serious business. It supports the direction of your organisation and facilitates the success of everything you do throughout the year.



**In theory, brand visibility is simple. Make sure you put your message in front of the right people, as often as possible.**

In reality, there are pitfalls at every turn. Everything is 'the next big thing', and it becomes very easy to be positioned in the wrong place and end up throwing good money after bad.

*Research Information* has brand-supporting options available across all platforms, so let us be your partner as you build your presence. Our suite of 'brand visibility' products place you alongside relevant, consistent and trusted third party content.

The goal is often to generate new engagements and attain high quality leads, but it all starts with a base of trust in your brand.



# Build your brand Magazine

**Research Information started as a print magazine. Over the years we have introduced a digital version for those who prefer a digital format, and increased the places where it is distributed – at heart though, the magazine is the foundation of everything.**

Work with our advertising team to start your campaign here. You could focus on relevant features and events that you are attending, or perhaps you feel that you would like to be visible all year around.

## Editorial calendar 2021

Issue	Content	Major show distribution
Dec/Jan	Using video Library services Data sharing <b>Tech focus</b> Video content	CISPC20 APE Contech ALA Midwinter Conference
Feb/Mar	Peer Review Preservation New business models	Research to Reader Open Athens London Book Fair
Apr/May	Data Management Ebooks Author Platforms <b>Tech focus</b> User experience	UKSG STM Annual Conference
Jun/July	Discovery Metrics Education resources	SSP Conference ALA SLA AAUP Annual Conference
Aug/Sep	Repositories Open research funding Semantic enrichment <b>Tech focus</b> Publishing platforms	ALPSP IFLA SLA Europe Conference Altmetrics Conference
Oct/Nov	Altmetrics Libraries and the cloud Publishing platforms	Frankfurt Book Fair STM Frankfurt Charleston Conference Internet Librarian Conference Taxonomy Boot Camp, London
Dec 2021 Research Information Yearbook	CISPC Yearbook	ALPSP IFLA SLA Europe Conference Altmetrics Conference



## Print

### Key facts



Available in print and digital formats



1000s of bonus copies distributed at industry events



Global reach



Trusted, independent content

### Magazine print advertising prices

	x1	x4
Full page	£3,750	£3,000
Half page	£2,350	£1,997
Third page	£1,990	£1,690
Quarter page	£1,325	£1,126

Premium positions +20%

## Bonus distribution

Make your exhibition work harder for you! By focusing on the events you attend, you can stop worrying about whether you get value from three days hard work and instead make sure your message is driven home before, during and after the show.

Of course the uncertainty around the impact of Covid-19 has made physical events less reliable. Our events team work with each organiser to make sure we distribute to those audiences whether the event is virtual or physical.



### Media partner events

APE

ALA Midwinter Meeting

Researcher to Reader

London Book Fair

Open Athens

UKSG

STM USA Annual Conference

SSP Annual Conference

SLA Annual Conference

ALA Annual Conference

ALPSP

IFLA Congress

STM Conference Europe

Frankfurt Book Fair

Internet Librarian International  
Taxonomy Boot Camp

Charleston Library Conference

ConTech and CISPC20

Altmetrics Conference

“I know digital platforms are important, **but how do I know I am being seen by the right people?**”

## **Build your brand online and via email**

Reaching the digital *Research Information* audience has never been easier. The website is a hub of analysis, feature content, technical videos and news, while our regular email newsletter, *Newsline*, is an opt-in news and feature service delivered to inboxes every month.

Both the website and *Newsline* are presented in a traditional desktop format and via a responsive mobile version.

## Why use the *Research Information* digital brand-building suite?

### *Relevance*

You will be seen by an audience of optical communications professionals

### *Credibility*

Our content is independent. Being alongside this content, means you are associated with this third-party credibility

### *Platform*

Being seen in a digital environment is increasingly important. Being seen by an opt-in audience on these platforms is perfect

researchinformation.info

### *Key facts*



Average dwell time: 2m 5s per page



Monthly page views: approx 5,400



Desktop and mobile presence

### Online advertising prices

(Includes desktop and mobile sites)

**Dropdown banner £1,495 per month**

(opens for four seconds as a large advert, then drops back to a smaller version)

**Leaderboard £1,295 per month**

**Top banner £1,195 per month**

**Right button banner £495 per month**

**Skyscraper £1,150 per month**

**Box ad £1,150 per month**

**Supplier directory £500 per year**

Newsline

### *Key facts*



Database of 9,800 opt-in recipients



Available via desktop and mobile



Packed with news, analysis and opinion

### Newsline prices

**Newsline banner £850**

(supply 468 x 60 and 300x150)

**Solo sponsorship £2,000**

# Using content



‘Using content’ is a broad term. We hear about it all of the time, and there is no doubt that the production and delivery of content is a complex area. You produce lots of marketing content and here at *Research Information* the delivery of quality content is our lifeblood.

How do we join forces to harness the value of what we collectively produce and deliver a better all-round experience for our audience?

**With *Research Information*,  
‘using content’ means:**

- Delivering your content to our audience
- Associating your organisation directly with our content
- Combining your expertise and our platforms to do a bit of both!

**Our ‘Using content’ suite  
provides intelligent hosting  
and distribution of your:**

- Technical explanations;
- Visual demonstrations;
- Application case studies;
- Thought-leadership/opinion influence

**That’s not all, though!**

*Research Information* is always looking for ways to improve our audience experience. We have some super-cool, exclusive opportunities for native advertising. This puts you directly into the main stream of *Research Information*’ editorial. Prime real estate!

“Sure, I have some solid branding in place, **but how can I use the content I have worked so hard to produce?**”

## Content Sponsorship

The first way we can use content is for you to associate yourself with the regular *Research Information* offerings. We have two great ways for you to do this.

## A&O section sponsor

The Analysis and Opinion (A&O) section of our magazine and website is a collection of exclusive editorial columns written just for us by leading experts from throughout the world of optical communications and distributed across a multitude of platforms.

Sponsoring this section is about being part of the conversation. We could be talking about political change, environmental issues, vocational development – who knows! The topics may vary, but the value for you remains – make being part of the conversation one of your core brand-values.

**A&O is delivered in-print, hosted online and via a stand-alone email. You will receive:**

- Logo on (A&O) page of website;
- Logo on monthly A&O emails;
- Logo on A&O pages in magazine

**A&O section sponsor price**  
£995 per issue

## Webcasts

**Following the Covid-19 pandemic, webcasts have become increasingly important as people look to become positioned as an industry thought-leader.**

**Research Information has two ways that you can work with us on webcast delivery**

### Sponsor a Research Information Webcast

As the year goes on, our editorial team will produce webcasts that are completely editorially-led. This means that rather than a calendar of topics set out at the start of the year, the webcast will be focussed on timely industry discussion. You can sponsor these events!

**What do you get as a sponsor?**

- Branding on all pre-event, post-event and in-event activity and promotion (across all platforms)
- Leads – Since these webcasts are free-to-attend, delegates will have the opportunity to opt-in to your marketing lists at the point of registration.

**Webcast sponsorship**  
£2,495

### Sole sponsor

Here, you are in control of everything. The content is driven by you, and as sole-sponsor, you will receive all leads.

**As sole-sponsor of your webcast you get:**

- Research Information team as host, moderator and coach (we will offer pre-event run-throughs, format coaching, as well as helping with suggestions for topics and case studies)
- 3 x pre-event promotions to the Research Information database
- 1 x post-event promotion to the full database
- House ad in the magazine
- Hosting online
- Promotion via Research Information social media
- MP4 of the event for your own use
- List of questions asked during event
- All lead data – ‘lead data’ refers to a one-time follow up from you, with permission required as part of registration. Delegates will also have the opportunity to opt-in to your marketing lists at the point of registration

**Sole webcast sponsorship**  
£10,000



# Using Content – Hosting your content

These products have your offerings at heart.

You work hard on creating your own innovative content - so why not partner with us to present it to a wider audience than simply your own database?

*Research Information* has designed these products to focus on relevance, interactivity and ultimately the combination of your expertise and our platforms to provide our audience with a better experience.

## Tech Focus

Tech focus brings the focus onto a particular technology and delivers an editorial overview of this industry area, as well as the products available across that market.

Tech focus is multi-platform (print, online, email and socials), allowing you to place your content alongside our own in the full knowledge that the topic is on-point and the audience is engaged and relevant. There are two options here - look at the calendar for your area of expertise and choose either:

### Lead sponsor (One sponsor per topic)

- Exclusive branding on magazine and online version;
- Sole sponsor branding on the email version, including 468x60 banner;
- Top-spot 'enhanced product' in both magazine, email and online version
- 3x positions linking to your content on the Tech focus email - use your videos, app notes, and stories here

**Research Information tech focus  
lead sponsor**

**£2,950**

## Tech Focus Calendar

December/January: **Video content**

June/July: **User experience**

October/November: **Publishing platforms**

### Enhanced product entry

- 150 words plus hi-res image, highlighted and boxed-out within the magazine version
- Inclusion in email version (summary) and online (full text)

**Research Information tech focus  
product entry**

**£850**

## Productline

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use Productline as a targeted tool to back-up your high-visibility activity.

- Comprises headline, 190 x 190 image, 40 words plus web link
- Sent via email (9 products per email) to opt-in database of 9,000 industry professionals.

### Productline price

£500 per issue

### Featured productline price

£850 per issue

## White Papers

The *Research Information* reader is typically a high-level industry professional and as such they crave high-quality information. You should use this to your advantage.

By hosting your white paper with *Research Information*, you place yourself as a thought-leader, reach the right audience with very specific content and of course, generate leads.

### Our white paper package includes:

- Hosting online for a year (including front page promotion for minimum one month)
- Promoted via 'educational resources' email
- Highlighted via house advert in magazine
- Option to gate content and collect lead information

### White paper price

£1,250



# Using Content - Native Advertising

**The third way of using content in partnership with Research Information is through Native Advertising.**

Here we look for ways that your expertise and experience can enhance and complement what our audience already receives, then place it directly into the main-stream of editorial content. Our editorial integrity is paramount here so the focus is squarely on quality - when we work together on projects we consider it a partnership and will guide you as we go.

## Featured case study

A featured case study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online.

Comprising approximately 750 words, plus an image, a featured case study is a full page of content, designed to appear a part of the feature. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.

An excellent featured case study frames our existing topic in a way that the reader can personally relate to.

- One featured case study available per calendared feature
- PDF and copyright provided post-publication (for your ongoing marketing activity)

**Featured case study price**

**£2,950**

## Viewpoint

Viewpoint represents an opportunity for your company to demonstrate thought leadership or leading opinion. From your CEO to your technical director and beyond, you will have a broad range of experience in your company, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- Comprising approximately 750 words, plus an image, a viewpoint appears online only, but is promoted via the magazine (as part of our own house adverts), and via email.
- Can be written entirely by you, subject to our editorial standards, or with our help.

**Viewpoint price**

**£1,250**

(additional charges may apply if using our editing and writing services - see Content services)

## Product Spotlight

In print, to accompany editorial features – comprising a headline, 250 words, your logo and contact details; product spotlight allows you to present your product in a succinct and relevant way.

**Viewpoint price**  
£795

## Featured Technology + White Paper

**If you have a genuinely disruptive technology, we will create an article that uses the information detailed in your white paper as the catalyst.**

Considering whether your technology is 'disruptive' means asking "does my technology affect the industry in a new and exciting way?"

It could influence efficiency, cost, speed, environment, and so on.

Also, talk to us! We consider this a partnership and will work with you.

It is important to remember that the article is *Research Information* content so will be written by us and will have our audience in mind. You will not be asked to write the content, but may be invited to contribute in a similar way to our usual features. Your white paper will be advertised at the end of the article.

- Appears as two pages in the magazine, comprising a 1,200 word feature (written by us), plus a half-page house advert pointing towards your white paper.
- Also appears online as a feature, with a footer advert pointing towards your white paper.
- Featured on our educational resources page.
- Promoted via email campaign
- Highlighted via house advert in magazine
- Option to gate the white paper online and collect lead data

**Featured technology  
+ white paper price**  
£2,950



# Content services

**High quality writing is in short supply, and many marketing teams simply don't have the in-house resource to be able to turn out the right content frequently.**

Outsourcing to a freelancer or a PR company is always an option of course, but few will have the specialist expertise to rival our own editorial team, each of whom has many years' experience in writing about the optical communications industry.

We can also help improve your existing content so that it appeals to a wider audience.

Every project will be different so we will work with you to create a finished piece that enhances your brand image and places you at the forefront of your industry.

## Case Study/Viewpoint/White Paper writing service:

Well-written content can be a hugely effective way of framing your technology, so let's work together to tell the story within the story. A member of our team will work with you to create your content, providing you with a finished product written in our style, and fitting perfectly with the 'feel' of *Research Information*.

**£500 per 1,000 words**

## Editing and copy improvement service:

Where your content doesn't quite meet our own high editorial standards, we can help with copy improvement and editing. We will only charge you for the time it takes to satisfy our editors.

**£50 per hour standard rate**

## Creative artwork services

We have our own in-house design team, who have decades of experience in creating beautiful artwork and page layouts. Not only do they have the skills, but they are also used to working with clients like you and the sort of products and services you offer.

### Print advertising design service

- Adverts designed for use only with Europa Science publications £595 per advert;
- Adverts design, including copyrights £1,995 per advert;
- Advert amendments (as part of same campaign), £100 per amend.

### Digital advertising design service

- Adverts designed for use only with Europa Science publications £595 per advert;
- Animated digital (multiple pane) advert £895;
- Advert design, including copyrights £1995 per advert (single or multiple pane).
- Amends £100 each.



# Europa Market Intelligence Ltd



**Europa Market Intelligence (EMIL) is the sister company of Europa Science.**

Launched in 2018, EMIL was created to help companies gain insight, competitive intelligence and leads within the industries that Europa Science currently operates.

EMIL provides the next logical step for those companies for whom detailed, depth of knowledge is paramount.

We focus on the identification and delivery of niche audiences, the application of data science to existing data sets and the uncovering of quality insight by taking a bespoke and qualitative approach.

## Competitive Intelligence

Use EMIL to scope fresh markets, and research areas that you could be working in; or to help you understand why you should stay well away!

- “How can we find out if there is a market for our product?”
- “Is our database covering the whole market – or are we missing out on market share?”
- “We want to expand, but we don’t really know the size of the market in countries outside our territories”
- “Technology change means that our products are relevant to new sectors – but which ones?”

## Data Building

**Everybody worries about lead generation, and rightly so – today’s leads are tomorrow’s business. EMIL can start a lead generation project from scratch, and build you a bespoke data package.**

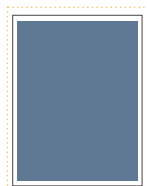
- “We need leads! A lot more than we’re getting now.”
- “How do we target a specific demographic?”
- “Bought-in lists are just not working. The data are too broad, they don’t have the specific information we need.”
- “How can we get leads for a brand new technology – there are no lists, no events and no publications covering this development”

## Data Science

**A database of names and addresses is not data – it’s a mailing list. As well as assessing the quality and accuracy of your lists, EMIL will use data science methods to analyse your current set and identify where you can detect weakness, logically build in improvements and make your data work harder for you.**

- “We’ve used the same database for years – how can we make it relevant for the technology changes that affect our markets?”
- “What can my existing customer base tell me about how to approach new markets?”
- “I worry that 80 per cent of our list seems to be focused on 20 per cent of our products. What can I do about this?”

# Print specifications



## FULL PAGE

**Trim** (Page size)  
213mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
219mm (W) x 288mm (H)

**Non bleed ad**  
189 (W) x 258mm (H)



## QUARTER PAGE

**Non bleed ad**  
92mm (W) x 129mm (H)

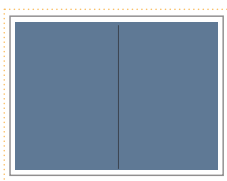
*Bleed ad not available*



## 1/2 PAGE ISLAND

**Non bleed ad**  
140mm (W) x 195mm (H)

*Bleed ad not available*

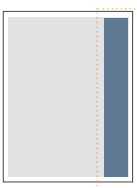


## DOUBLE PAGE SPREAD

**Trim** (Page size)  
426mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
432mm (W) x 288mm (H)

**Non bleed ad**  
402 (W) x 258mm (H)

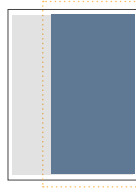


## QUARTER PAGE STRIP

**Trim**  
55mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
61mm (W) x 288mm (H)

**Non bleed ad**  
42mm (W) x 258mm (H)

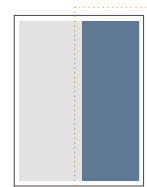


## 2/3 PAGE VERTICAL

**Trim**  
136mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
142mm (W) x 288mm (H)

**Non bleed ad**  
124mm (W) x 258mm (H)

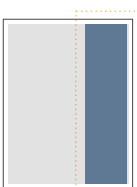


## HALF PAGE VERTICAL

**Trim**  
104mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
110mm (W) x 288mm (H)

**Non bleed ad**  
92 (W) x 258mm (H)



## 1/3 PAGE VERTICAL

**Trim**  
71mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
74mm (W) x 288mm (H)

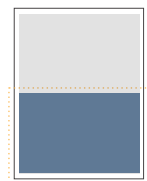
**Non bleed ad**  
59mm (W) x 258mm (H)



## 1/3 PAGE SQUARE

**Non bleed ad**  
125mm (W) x 125mm (H)

*Bleed ad not available*



## HALF PAGE HORIZONTAL

**Trim**  
213mm (W) x 141mm (H)

**Bleed** (+3mm all around)  
219mm (W) x 147mm (H)

**Non bleed ad**  
189 (W) x 129mm (H)



## 1/3 PAGE HORIZONTAL

**Trim**  
213 (W) x 94mm (H)

**Bleed** (+3mm all around)  
219mm (W) x 100mm (H)

**Non bleed ad**  
189mm (W) x 85mm

## Recommendation

If you are supplying a bleed ad we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed at the printers.

## Trim

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

## Bleed

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

## Non bleed ad

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

## Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.



# Digital specifications

LEADERBOARD

**Desktop**  
728px wide x 90px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



DROPDOWN

**Desktop – expanded**  
960px wide x 400px high

**Desktop – contracted**  
960px wide x 60 px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



SKYSCRAPER

**Desktop**  
120px wide x 600px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



BOX

**Desktop**  
300px wide x 250px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



TOP

**Desktop**  
468px wide x 60px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



MEDIA & BUTTON

**Desktop**  
120px wide x 120px high

**Mobile**  
120px wide x 120px high

**Plus**  
URL click-through link



**Mobile banners are on rotation**

**Please supply both desktop and mobile version**

**File type**

- .jpeg
  - .png
  - .gif
  - Google DFP tag
  - html 5
- Flash files are not accepted.

**Deadline date**

A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

**Send copy to**

production@europascience.com

## Meet the team

# Research information



**Tim Gillett**  
Editor

tim.gillett@europascience.com  
Tel: +44 (0)1223 221048



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