# Research information

## Media information 2020

For professionals in the scholarly communications industry

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

**Tim Gillett**
Editor

Research information

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

The ever-shifting sands of scholarly publishing – that is 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 2020, 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 major global events and organisations, such as the Frankfurt Book Fair, the London Book Fair, UK Serials Group (UKSG), the Society for Scholarly Publishing (SSP), Charleston Library Conference, and many more.

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.

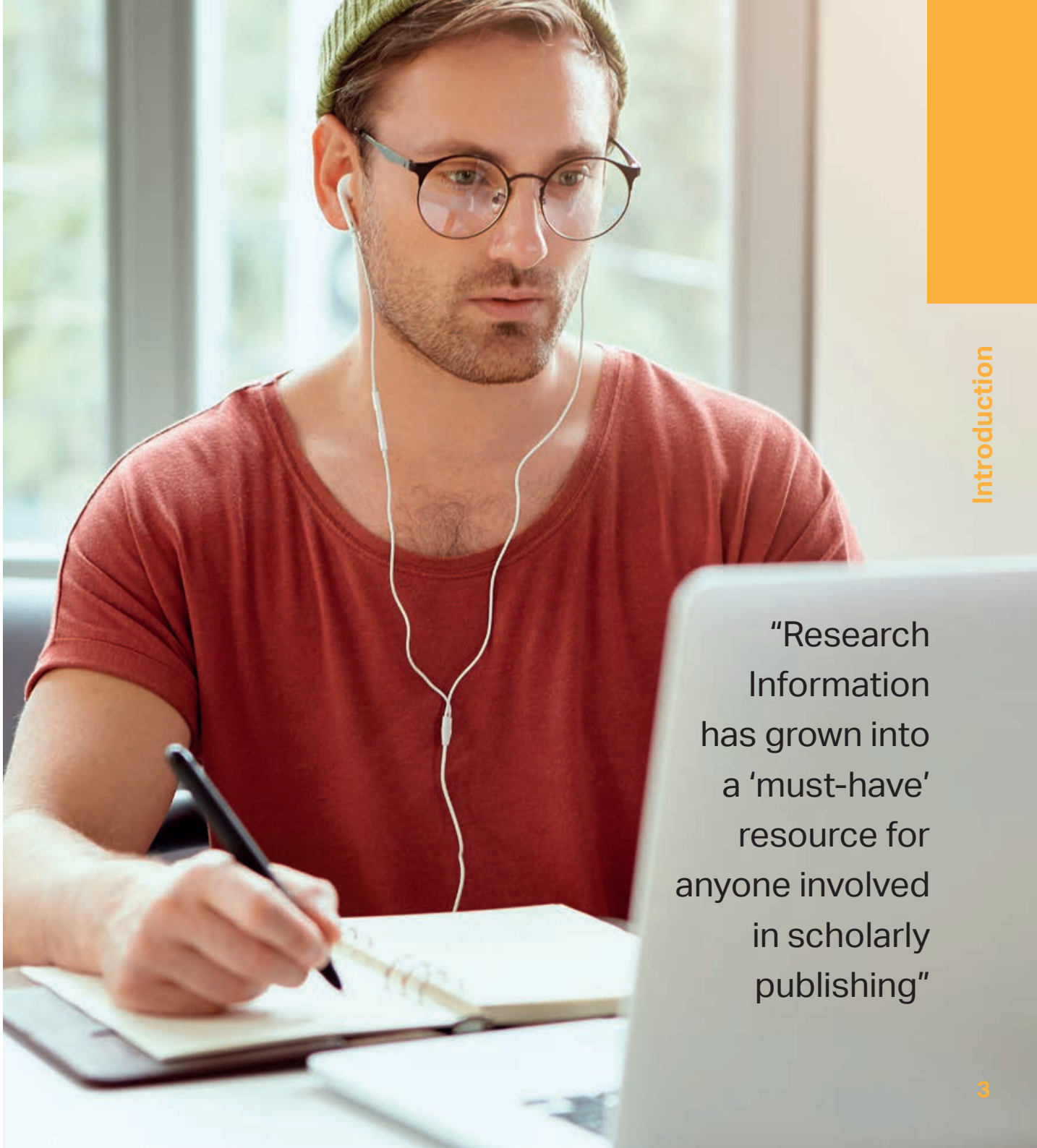
As well as showcasing all the magazine content, www.researchinformation.info features pages of web-exclusive news, products, viewpoints, analysis and opinion, interviews, event previews and webcasts.

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 first time, we'll be launching a yearbook that will be available free to all our readers and distributed at events around the world through 2020.

I'm delighted 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 2020 and beyond.



"Research Information has grown into a 'must-have' resource for anyone involved in scholarly publishing"

# Research Information profile and basic demographic information

**Research Information magazine is the only global title dedicated to scholarly communications.**

**Our independently-written feature, analysis and opinion, and interview content provides unrivalled insight into the industry.**

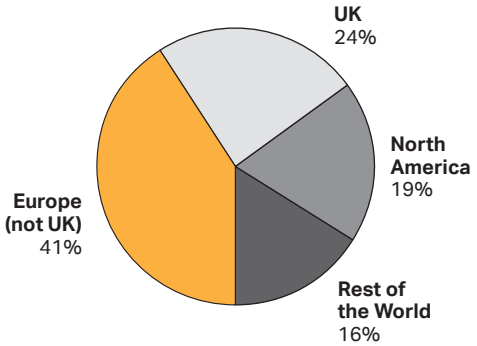
## Reader profile

- University librarians and other information professionals, researchers and academics, data specialists, publishers and suppliers to the academic publishing industry
- Some 72 per cent work in scientific, technical and medical fields; the remainder in humanities and social sciences.

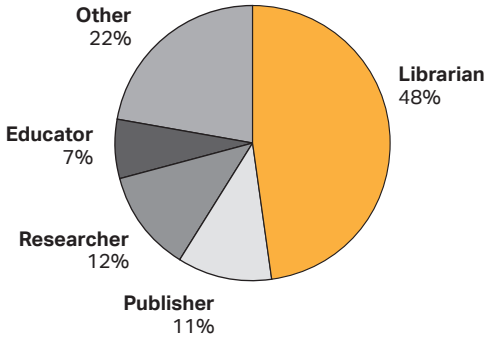
# Research Information in numbers

## Demographics

### Geographical distribution




### Job function




## GDPR (General Data Protection Regulation)

As any business that deals with data will know, new rules came into force in May 2018 governing the use of personal data.

At Research Information, our subscriber data capture and storage methods were already broadly compliant even before the legislation was announced, so we comfortably meet all the requirements of GDPR.

We have taken the opportunity to strengthen our commitment to our readers, so unlike certain other publications, all of our products are distributed on a 'consent' basis.

That means that every individual that receives content from us – whether that's a magazine in the post or an email to their inbox – has given us their personal consent to do so. They are in complete control of what they receive from us.

We do not buy in lists and we do not send out our content on the basis of 'legitimate interest'.

Everyone that receives our content does so because they want to learn about the industry, and trust us to deliver them content that is appropriate to their working lives.

We have also ensured that in circumstances where we pass personal data on to you, such as registrants for a webcast or a white paper, such data is collected in a GDPR-compliant manner. That means that when these personal details come to you, they have already given their consent for you to contact them.

All of this means that when you place advertising in our products, you can be sure that it will be seen by an opt-in, engaged audience.

# Our audience

**Simply put, Research Information's audience is made up of three main groups: librarians, researchers and publishers. All of these are key players in the scholarly publishing cycle, alongside those that provide services to publishers, such as software providers, data companies, and peer reviewers.**

**Librarians and information professionals make up the largest sector (60%) of our readership. In spite of major changes in the way institutional budgets are distributed, librarians remain responsible for providing support to researchers – and, in particular, governing access to research portals via subscription agreements.**

As a publisher, the librarian/information professional remains a key figure in any institution when it comes to encouraging subscriptions and use of your platforms.

Our librarian readership will also be critical for providers of library management systems and other platforms and services aimed at the information professional.

Researchers are a growing sector of our readership, largely because of the growing open access movement and the fact that researchers are now potential customers of the publishing companies. Whereas publishers used to derive their income largely from sales to libraries/institutions, some now charge researchers to publish in their books and journals. Researchers also represent a market for those providing data archiving services and authoring software. The research community is made up of professors and other academics as well as early-years researchers, while the library community also encompasses information professionals who may be involved in disseminating information outside of the traditional university library space.

Clearly, not every researcher in the world reads Research Information, but we do attract the influencers, opinion-formers and vocal advocates from the academic author community, since they value our platforms as an arena for debate and discussion.

Publishers looking to recruit authors, and providers of author tools and other researcher-focus platforms will be most interested in this section of our readership.

Publishing companies represent a significant sector of our readership, since they are clearly part of the scholarly research cycle. From CEOs to content managers, from business development managers to strategists and marketing teams, the publishing workforce keeps a close eye on Research Information to keep abreast of trends and ensure their products and services are moving with the market.

Suppliers of products and services to publishers, such as platform developers, hosting companies, peer review organisations, data search tools and so on, will find this part of our audience a perfect fit.

# Brand visibility

*"When trust is high, communication is easy"*

**As a marketer involved in scholarly communications, you live in a world of metrics, numbers and quantification. Of course, you have to justify every penny you spend, but by heading straight to the final numbers, is it possible to forget the factors that influence the results?**

For every click-through, every business card at a show and every name generated by a lead generation campaign, there has to be trust. The person passing on their details has to trust the brand with which they have chosen to interact, they have to trust that their information or time will not be used inappropriately and they have to believe that they will gain something by that interaction.

**But how do you influence that decision? How do you build the trust?**

At Research Information, we have spent many years building our reputation as a reliable, independent provider of high-quality, current content within the scholarly communications industry. The reason our subscriber database is so extensive is simply that our readers have learned to trust us.

By using the suite of brand visibility options available with Research Information, you become associated with that level of trust. There is then a knock-on effect; when you, as a company, give people the option to interact with you, the decision is much easier as there is already a base of trust.

# Bonus distribution

**Exhibiting at an industry trade show does not start on the first day or end as the last attendee leaves – an intelligent marketing strategy squeezes the maximum value out of each event, every time.**

Research Information has spent many years building relationships with organisers of key events around the world, working as partners with a common aim – to grow the industries in which we work and help the companies that supply that industry to prosper.

As an exhibitor you can harness these relationships and maximise your exposure before, during and after the event. Research Information exhibits at many of these shows and distributes thousands of bonus copies to delegates and attendees. Make sure your marketing and PR strategy aligns with this calendar and ensure that you gain a competitive advantage where other, slower competitors lose.

## Media partner events 2020

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

ConTech19 and CISPC19

Altmetrics Conference

LIBER

# Brand visibility options

## *Research Information magazine – the foundation on which it is all built.*

**The reason the Research Information universe exists is because of our magazine. The subscribers, the contribution and the reader loyalties all stem from here. The magazine is produced in print and digital versions.**

When building your campaign, you should always start here too. Assess the most relevant issues for you in terms of the editorial calendar, time of year and bonus event distribution (your sales manager will work through them with you) and apportion budget accordingly.

This year we are adding a yearbook, Challenges in the Scholarly Publishing Cycle. It will be released to coincide with our one-day event of the same name, and this year will be around the subject of Delivering the Open Research Agenda.

The yearbook will feature an overview of the moves towards open research, expert opinions from around the industry, and number of case studies from librarians around the world.

The yearbook will be free to subscribers and distributed at key events throughout the 2020 industry calendar.

## Editorial calendar 2020

| Issue/date | Features | Tech Focus | Event Distribution |
|---|---|---|---|
| **Dec 2019/Jan 2020**<br>*Ad deadline: 1 Nov* | Databases<br>Library Analytics<br>User Experience | | *CISPC19*<br>*APE*<br>*Contech*<br>*ALA Midwinter Conference* |
| **Feb/Mar 2020**<br>*Ad deadline: 10 Jan* | Peer Review<br>Preservation<br>New business models | Video content | *Research to Reader*<br>*Open Athens*<br>*London Book Fair* |
| **Apr/May 2020**<br>*Ad deadline: 28 Feb* | Data Management<br>Ebooks<br>Author Platforms | | *UKSG*<br>*STM Annual Conference* |
| **Jun/Jul 2020**<br>*Ad deadline: 1 May* | Discovery<br>Metrics<br>Education resources | User experience | *SSP Conference*<br>*ALA*<br>*SLA*<br>*AAUP Annual Conference*<br>*LIBER* |
| **Aug/Sep 2020**<br>*Ad deadline: 3 Jul* | Repositories<br>Open research funding<br>Semantic enrichment | | *ALPSP*<br>*IFLA*<br>*SLA Europe Conference*<br>*Altmetrics Conference* |
| **Oct/Nov 2020**<br>*Ad deadline: 4 Sep* | Altmetrics<br>Libraries and the cloud<br>Publishing platforms | Publishing platforms | *Frankfurt Book Fair*<br>*STM Frankfurt*<br>*Charleston Conference*<br>*Internet Librarian Conference*<br>*Taxonomy Boot Camp, London* |
| **Dec 2020/Jan 2021**<br>*Ad deadline: 30 Oct* | Using video<br>Library services<br>Data sharing | | *ConTech*<br>*CISPC 2020*<br>*ALA Mid-winter conference*<br>*APE 2020* |
| **Dec 2020 Research Information Yearbook**<br>*Ad deadline: 13 Nov* | CISPC Yearbook | | *All the above shows* |

## Key facts:

- **Magazine sent to readers' desks or the digital version to inboxes**
- **1000s of bonus issue distribution at key industry events**
- **Premium brand positioning**

## 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%*

# researchinformation.info

**The Research Information website has grown from a simple site, associated with the magazine, into a standalone product in its own right. It is a hub of analysis, feature content and news – all completely relevant and all in one place.**

We have also introduced a responsive, mobile version of the site. Your adverts are replicated on here; once again increasing the ways people can interact with you, and all available on the platforms with which people are most comfortable.

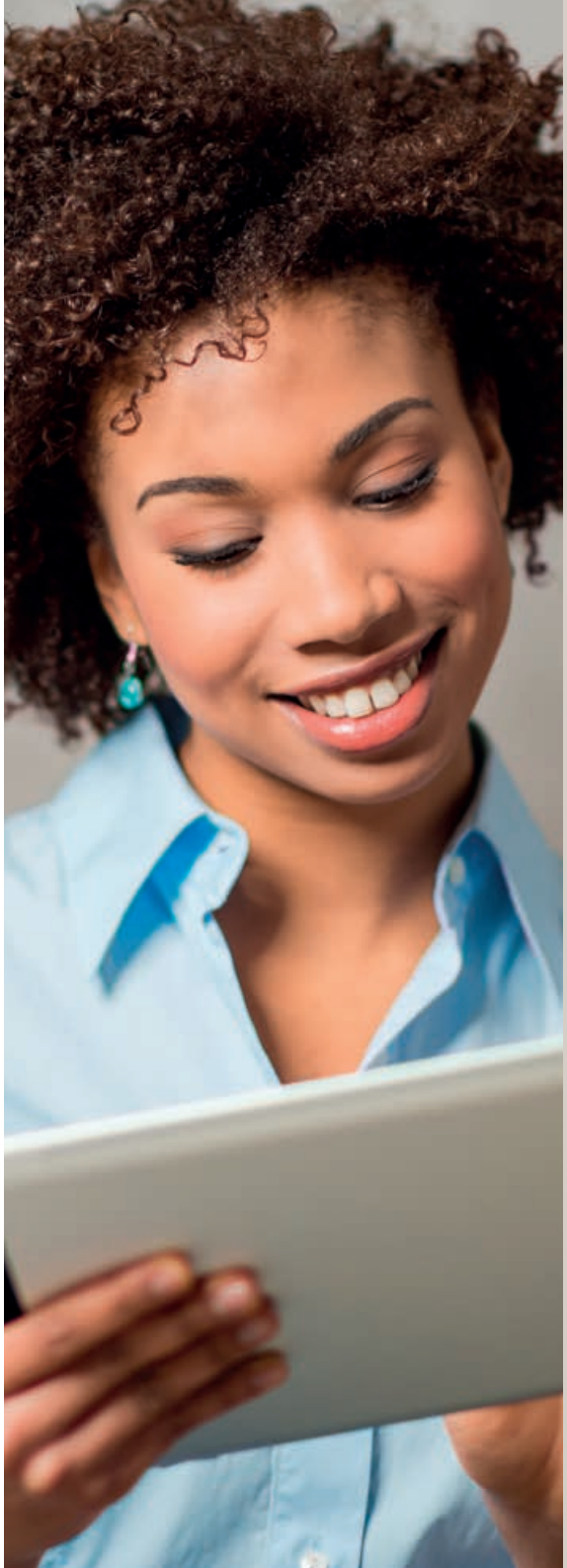
Taking one of the advert positions here places you among exactly the type of content with which you need to be associated; all within a multi-platform, digital space. If you are looking to enhance your digital presence, researchinformation.info is for you.

## Key facts:

- **Average dwell time: 1m 31s**
- **Monthly page views: approx 11,000**
- **Desktop and mobile presence**

## Online advertising prices
(Includes desktop and mobile sites)

| | |
|---|---|
| **Dropdown banner** *(opens for four seconds as a large advert, then drops back to a smaller version)* | **£1,495 per month** |
| **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

Our flagship monthly round-up email covering the scholarly communications industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Newsline offers a range of branding sites, to position your message in front of the latest Research Information content.

- **Your own brand message**
- **Huge opt-in distribution**
- **Only five banners per Newsline – don't get lost**

## Newsline prices

| | |
|---|---|
| **Newsline banner** (468 x 60) | **£850** |
| **Box banner** (300 x 250) | **£450** |
| **Skyscraper** (120 x 600) | **£750** |
| **Solo sponsor** | **£2,000** |

# Using content

As the world of magazine publishing evolves from traditional print magazines to a more multi-platform model, the type of content and methods of delivery that we are able to offer our readership has expanded considerably.

The same applies to our advertising clients – we can offer a fantastic range of options for maximising the potential of your existing content, and we can place that content in front of our audience in a number of ways.

## Research Information has three broad areas for you to use content:

- **Content sponsorship;**
- **Hosted content;**
- **Native advertising.**

Intelligent use of content puts you at a competitive advantage across a multitude of arenas and provides the next, logical step to ensure your brand campaign reaps even more rewards. Use the Research Information content options for:

- **Technical explanations;**
- **Visual demonstrations;**
- **Application case studies;**
- **Thought-leadership/opinion influence;**
- **Reviewing event activity.**

# Content sponsorship

**This is an option if you want to associate your name with our existing editorial.**

**Because Research Information has a reputation for high-quality editorial across many areas of the scholarly communications industry (often in exactly the same areas that you work), there is great prestige in associating your brand with this independent writing. Research Information has introduced a number of ways for you to do this in 2020.**

**Your branding will appear alongside our existing content, and best of all, you barely need to lift a finger, but you do get to bask in the reflected glory of being associated with our industry-respected content!**

## Sponsorship options

### 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 scholarly communications and distributed across a multitude of platforms.

Within the Reseach Information universe there are a huge array of ways that business can be done – ultimately though, the industry is the people within it.

The Research Information Analysis & Opinion section delves into the expertise and thoughts of key industry figures; framing for our readership, the important impact of technology innovation, the effect of political movement and the changes within important areas of our own industry.

Each issue, we will invite this type of comment and turn it into a complete article. This article is then printed in the pages of Research Information, distributed to our email subscription and placed on our website.

**As the sole sponsor of this section, you will receive:**

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

**Price: £995 per issue**

## Webcast Sponsorship

The Research Information webcasts are an editorially-driven web product, providing the industry with an interactive discussion platform.

**We produce these webcasts in two ways:**

**Co-sponsor**
With this option, we have a maximum of four sponsors associated with an in-house webcast, generally focused on a broad subject.

**Sole sponsor**
The sole sponsor option puts you in complete control. The subject and content is all yours, as are the leads generated.

All Research Information webcast sponsors benefit from our extensive distribution network, a gated sign-up system that generates leads and the association with Research Information' editorial prestige.

Whichever option you choose, Research Information does the hard work; as a co-sponsor, we will create the webcast, distribute to our network and provide you with a list of leads and as a sole sponsor you get all of the benefits of a co-sponsor, but you control the content. This means that we can work together to create a professional and polished finished product (without the input of those pesky competitors).

Webcasts are hosted live to allow attendee input, but will be made available as-live via our webcast section on the website.

**Co-sponsor** an existing webcast. Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- Topics announced regularly (or suggest one!)
- Promoted in magazine, online and via email.

**Price: £2,500**

**Sole sponsor:** Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

**Price: £10,000**

# Hosted content marketing options

**With hosted content marketing, you're in complete control of the content – all we do is market it for you through our various channels. It's likely you will already have created the content for your own website, blog, email campaign or event marketing materials, and simply want to spread that message as wide as you can.  Of course, if you're struggling to create something, we can lend our expertise there too.**

## Tech Focus

For three issues per year, Tech Focus allows us a platform to delve a little deeper into the technology involved in the accessing of scholarly reseach. We deliver an editorial overview of an area and then outline, in more depth, the available and relevant products.

Tech Focus will be distributed across all platforms (magazine, online and email). You are invited to contribute to Tech Focus and offer your technology information and expertise where you see fit – look through the Tech Focus calendar and see which suits you.

On top of simply submitting your Tech Focus product to our editorial team, we offer two hosted content options.

**Tech Focus Calendar**

| | |
|---|---|
| Feb/March | User experience |
| June/July | Video content |
| Oct/Nov | Publishing platforms |

## Lead sponsor

**As a lead sponsor of Tech Focus you will receive:**

- **Exclusive branding on magazine article;**
- **Exclusive branding on website;**
- **Sole sponsor branding on email version;**
- **An enhanced magazine entry;**
- **Top-line enhanced product on email version;**
- **Links to your three pieces of your own relevant content, within the email version – think relevant case studies, YouTube videos etc.**

**Lead Sponsor: £2,950**

## Enhanced product entry

When you supply your relevant content to the editorial team, an enhanced product entry will be highlighted within the design of the article, making it stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

- **150 words plus image in magazine**
- **Inclusion in email (summary) and online (full text)**

**Price: £850**

# Hosted content marketing options (continued)

## Productline

Productline is an 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 brand-building activity.

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

**Price: £500**

## Featured product

A premium Productline option, appears as a box-out on a Productline email and on our website.

- **Comprises headline, 300 x 300 image, 100-120 words plus web link**
- **Sent via email to opt-in database of 9,000 industry professionals.**

**Price: £750**

## White Papers

White Papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper succinctly frames a piece of research or new technology and delivers it in a way that holds the reader's interest, but does not miss out the important detail.

The Research Information reader is typically a high-quality industry professional and, as such, they crave high-quality information. You should use this to your advantage. You could use White Papers to explain a new publishing platform, elaborate on revelations detailed in new research or describe advances in semantic-enrichment methods.

Our White Papers are also a key lead generation tool. We can place the content behind a sign-in page and a reader will fill in some contact details in order to view the white paper. This lead data is then passed on to you (with the reader's permission).

If you already have a White Paper that you'd like to reach a wider audience, we can host and promote if for you, plus there's an option to collect leads from anyone that downloads it. We can also help you write it if you don't have the resource in-house.

- **Featured on our White Paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

**Price: £950**
(plus editing/writing costs if required – see Content Services)

# Native advertising

**Native advertising refers to the areas within the Research Information editorial where the content has value to the reader, and a price-tag for the author.**

**With native advertising, we work with you to create content that is equal in quality and style to our own high editorial standards. The content appears in the normal flow of our own independent content (but marked as 'sponsored'), and should have the same value to the reader as anything our own editorial teams would write themselves. Importantly, our editors have the final say about whether the content makes the grade, guaranteeing that the reader will equate your content with the trust they have developed in our own brand.**

**A piece of native advertising could be written entirely by you – as long as it meets our editorial standards and fits in with our brand. More often, you'll be working with our editorial teams, who'll either help you convert your existing content into something that fits our platform, or can work with you from scratch to create fresh content. Either way, you'll have the rights to that content at the end of the process to distribute yourselves.**

**The difference between 'content marketing' and 'native advertising'?**

These terms are often confused with each other. This is primarily due to the different places a single piece of content could be seen.

Let's take a case study as an example. You commission a piece of content explaining how Big Data can improve non-profit performance. This piece of content may be about the subject as a whole, but also talks about your relevance. You then take that finished article and distribute it via your own platforms (website, email newsletters, social media etc). This is not just a PR piece, a press release or an extract from your product brochure – it is content that you market; content marketing!

However, you might come to us and present the same article that you think could be interesting to our readers. We then look at it, assess its relevance and quality and we agree that it would be a perfect fit for one of our native advertising products.

What started as your own content marketing then becomes a piece of native advertising.

Most importantly, these platforms have been created with the Research Information reader at the forefront of our minds. Once you become involved in Research Information native advertising, think of yourself as a content ambassador. Regardless of where the content is placed, you need to be thinking: 'Can I enhance what the subscriber already receives from Research Information with my own expertise, experience or opinion?'

The decision on quality and relevance will be ours. We may host content as it is received from you, or we may suggest working with us to make improvements. This will be a consultative process, but because this type of content relates to surrounding editorial, our judgement is final.

"Can I enhance what the subscriber already receives from Research Information?"

# Native advertising options

## Feature Case Study

A Feature Case Study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online. This is a unique opportunity to align your content seamlessly with ours.

An excellent Feature Case Study will add context and expertise to an existing feature. It will draw on your experiences and relate them to the interests of our audience, as well as framing the content of a feature in a real-world environment.

- **Comprising approximately 750 words, plus an image, a Feature Case Study is a full page of content, designed and laid out by our expert production team. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.**
- **There is only one opportunity for a Feature Case Study for each planned editorial feature, so it's a highly-desirable and exclusive opportunity.**
- **Appears in the magazine as a full page, and online linked from the original editorial feature and as a standalone page. In all cases, the term 'sponsored content' will appear on the page.**
- **You will also receive a PDF of the feature for your own marketing.**

**Price: £3,500**
(additional charges may apply if using our editing and writing services – see Content Services)

## Featured Technology + White Paper

If you have a genuinely disruptive technology or piece of research, we can work with you to create a complementary editorial feature that will sit alongside (and point towards) your own White Paper.

We agree the topic of the feature together, our editorial team writes the feature independently, and when it appears, we highlight the existence of your White Paper that will delve into the topic of that feature in more depth – and from your point of view.

Again, our editorial teams have the final say on whether they feel the topic will be of interest to the readers – and whether they are able to write a suitable feature on it. For the White Paper, you can either write this yourselves, or we can help.

- **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 White Paper page.**
- **Promoted via email campaign.**
- **Highlighted via house advert in magazine.**
- **Option to include data capture form to collect leads.**

**Price: £2,000**
(plus white paper editing and writing charges if required)

## 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 more expertise in your company than you realise, 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.**

**Price: £995**
(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.

**£795**

# 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 scholarly 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.

*"It's not what you say, it's the way that you say it"*



### 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 £1,995 per advert (single or multiple pane).**
- **Amends £100 each.**

# Meet the team

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