

# Research information

The multi-platform resource sharing innovation and insight – for publishers, librarians and researchers

## Media information 2023



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# Why Research Information?

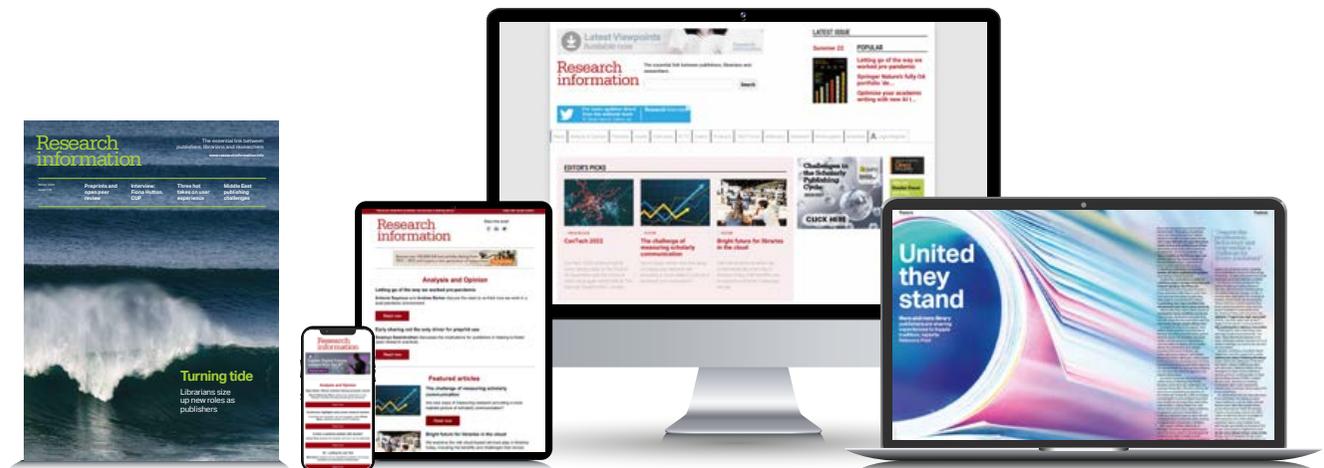
Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering this fast-growing market all the time, **making your brand stand out** and influencing change is a real challenge.

*Research Information* is a hub of analysis, feature content, lively debate, technical updates and industry news, making it an **essential platform to support your marketing campaigns**. Our profile in the industry – paired with our understanding of your current challenges and our expert knowledge – provides a strong foundation for success. Industry

professionals rely on our content to **share insights, identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach **librarians, content and editorial managers, acquisition leads and policy and process heads**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.

Research  
information



# Understanding the year ahead

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

Scholarly publishing – the process by which academic research is submitted, reviewed, published and accessed – provides a **rich source of informed opinion and sought-after content**, and *Research Information* is committed to providing in-depth coverage across the year of all the relevant issues from a wide variety of standpoints.

It is often said that the one constant within academic publishing is change – and **business models continue to evolve** at pace, still exacerbated and influenced by the global COVID-19 pandemic. The world of the academic library was shaken by the arrival of Covid-19, as institutions scrambled to implement practices reflecting the increasingly remote role of librarians. Moves towards **cloud-based services**

were already underway, but the past three years have seen a swifter uptake of cloud systems, which frees up staffing resources to achieve better value and more impact through benefits of scale, shared resources, increased discovery and more efficient delivery.

While many areas of the world – chiefly in the Global South – have lagged behind in the adoption of cloud services due to poor network infrastructures and financial constraints, there are increasing efforts from service providers to **strengthen digital libraries in poorer countries** in preparation for a move towards cloud-based systems.

Financial pressures on educational institutions, along with funder mandates that reflect the wider move towards open-access publishing and FAIR data requirements, continue to impact business models – not least those proposed by publishers. Key players including commercial operators,

**‘Making research findings available quickly has introduced researchers to a new way of working, enabling other scientists to efficiently build on these findings and allowing policymakers to use the latest findings to further develop policies’**

university presses and society publishers are increasingly signing institutions up to so-called **‘transformative’ or ‘read-and-publish’** deals, whereby payments for reading and publishing are bundled into a single contract.

The jury is still out on the success and effectiveness of transformative agreements; many institutions have signed such deals but there remains plenty of discussion as to whether they make publishing processes easier and more financially viable. While transformative agreements appear

to represent a positive move towards the **wider adoption of open-access publishing**, there are concerns they are putting society publishers and university presses under increasing pressure, while commercial operators are trying to protect the status quo.

The **increasing incidence and use of preprints** has been a notable feature of the past couple of years, and one that is likely to remain prominent through 2023. Preprints – versions of papers before they have been externally peer reviewed or edited – have become more central to the whole scholarly communication process, while recent public health crises have propelled the practice of preprint sharing into the mainstream across many critical disciplines.

Making research findings available quickly has introduced researchers to a new way of working, enabling other scientists to efficiently build on these findings and allowing policymakers

to use the findings to further develop policies. However, there are concerns that preprints will not be truly effective until there is a **global uptake of a genuinely inclusive system of information sharing**. There have been several high-profile cases where misinterpretation of preprints has led to the spread of misinformation, but operators are making huge efforts to provide extra scrutiny and to ensure that preprints form a reliable and valuable part of the scholarly record.

**Technology continues to be a key driver** for the industry, with strong developments in platforms aimed at disrupting research culture for the better. *Research Information* has recently reported on several technological efforts to provide better systems for researchers to more easily, openly and transparently disseminate their work, creating a more efficient workflow and allowing scientists to spend more time on the task that truly matters – carrying out more

and better research. It's a goal that the entire community can get behind.

The acceptance and increasing popularity of **the audio-visual format has not only changed the way research is consumed but also broadened target audiences** – and we are sure to see more of this in 2023. While it takes extra time to produce video abstracts or podcasts summarising published research, the impact these formats create is profound. Content in audio-visual formats can be consumed much faster and help disseminate science more effectively – with huge implications on the volume of research being assessed, the different audiences that use it and the resulting impact on science and society at large. We will be reporting on, and delving into, many of these crucial areas in the coming year – while keeping our audience abreast of the relevant news stories and industry developments online and in print. There seems little sign that the pace of change will diminish.

# A global audience

*Research Information* delivers quality content to a diverse audience across print, digital and social media. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused..



**16,000** monthly page views

**70%** increase in web traffic in 2021

A truly engaged subscriber base boasting an average session duration of **5 mins 55 secs** and average number of sessions per user of **2.89**

## Audiences we serve:

- Academia
- Scholarly communication bodies
- Platform providers
- Commercial publishers
- Researchers
- Policy makers
- Authors
- Librarians



Monthly reach of more than **18,900**

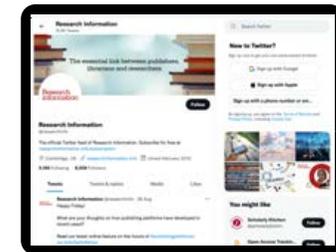
**8,500+** email subscribers

**20%** Average email open-rate

**13%** click-through rate

## Job titles represented include:

- Content Manager
- Digital Library Manager
- Acquisitions Librarian
- Head of Collections Services
- Legal Product Editor
- Director of Technical Services
- E-Resources Manager
- Head of Library Services
- Head of Content & Scholarly Communication



**10,000+** social media followers

**in** **4%** LinkedIn engagement rate

**🐦** **10%** Twitter engagement rate

# Editorial calendar 2023/24

Research  
information

Issue	Features	Tech Focus
Winter	<ul style="list-style-type: none"> <li>• Peer Review</li> <li>• FAIR data</li> </ul>	<ul style="list-style-type: none"> <li>• Author platforms</li> </ul>
Spring	<ul style="list-style-type: none"> <li>• Ebooks</li> <li>• Open-education resources</li> </ul>	<ul style="list-style-type: none"> <li>• Preservation</li> </ul>
Summer	<ul style="list-style-type: none"> <li>• Metrics</li> <li>• Semantic enrichment</li> </ul>	<ul style="list-style-type: none"> <li>• User experience</li> </ul>
Autumn	<ul style="list-style-type: none"> <li>• Video and new content types</li> <li>• Libraries and the cloud</li> </ul>	<ul style="list-style-type: none"> <li>• Publishing platforms</li> </ul>
Yearbook	<ul style="list-style-type: none"> <li>• Market analysis and predictions</li> <li>• Updates on the latest standards</li> <li>• Industry initiatives</li> </ul>	

## Event distribution

Recognised as a trusted publication in scholarly research and communications, *Research Information* is distributed at events attended by visitors representing subscriber services, funding bodies, research platforms, publishers and independent researchers.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

### Some of the global partners and events we work with include:

- ALA Midwinter Meeting
- ALPSP Conference
- APE
- The Charleston Conference
- CISPC20
- ConTech.Live
- Frankfurt Book Fair
- IFLA Congress
- London Book Fair
- Open Athens – Access Lab
- Researcher to Reader
- SSP Annual Meeting
- UKSG

# Product overview

In the search for innovative solutions and actionable insights, industry professionals turn to *Research Information* to help drive brand engagement, reach a wider audience and **grow their business**.

*Research Information* presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

## > Making your content work harder

**Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.**

## > Generate quality leads

**Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.**

## > Boost brand awareness

**Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.**

## > Present innovative solutions

**Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.**

## > Lead the discussion

**Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.**

Influence every stage of the marketing funnel through our five defined campaign pillars

# The magazine



## Key benefits

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highly-respected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Each issue of our magazine is seen by a global audience of more than 8,600 in both print and digital

## Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
Winter	17/02/2023
Spring	28/04/2023
Summer	23/06/2023
Autumn	01/09/2023
Yearbook	01/12/2023

See pages 22 & 23 for mechanical specifications

## Price

	x1	x4
<b>Full-page</b>	£4,125	£3,300
<b>Half-page</b>	£2,585	£2,197
<b>Third-page</b>	£2,189	£1,859
<b>Quarter-page</b>	£1,458	£1,239
Premium positions +20%		
<b>Outsert</b>	£4,945	
<b>Digital edition sponsorship</b>	£2,200	

SAVE when you book an advert in multiple issues

> Boost brand awareness

> Present innovative solutions

# The website

## Key benefits

We offer an extensive range of digital advertising formats and researchinformation.info is fully mobile-optimised.

Elevate your brand visibility alongside relevant and trusted content.

### All digital options, sizes and price for each as shown in this example

- 1 **Dropdown banner: £2,530 per month**  
(opens for four seconds as a large advert, then drops back to a smaller version)
- 2 **Leaderboard: £2,195 per month**  
Desktop size 728 x 90 Mobile 300 x 100
- 3 **Top banner: £1,925 per month**  
Desktop size 468 x 60 Mobile 300 x 100
- 4 **Skyscraper: £1,650 per month**  
Desktop size 120 x 600 Mobile 300 x 100
- 5 **Box ad: £1,430 per month**  
Desktop size 300 x 250 Mobile 300 x 100
- 6 **Right button banner: £545 per month**  
Desktop size 120 x 120 Mobile 120 x 120

All measurements in pixels

The screenshot shows the Research Information website homepage. At the top, there is a navigation bar with the logo and a search bar. Below the navigation bar, there are several content sections: a large dropdown banner (1), a leaderboard banner (2), a top banner (3), a section for Editor's Picks, a News section, and an Analysis & Opinion section. On the right side, there is a 'LATEST ISSUE' section and a 'POPULAR' section. At the bottom right, there is an 'EVENTS' section. The six numbered callouts (1-6) are placed over the website to indicate the positions of the advertising formats described in the text.

> Boost brand awareness

> Present innovative solutions

# Newsline

## Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 20%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

## Production details

- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

## Price

**£1,425**

Sent via email to our opt-in subscriber database of more than 8,500\*

\*limited to five banners per Newsline.

Discover what the scholarly community is talking about. View this email online

Share this email  
f in t

**Research information**

**Analysis and Opinion**

**Letting go of the way we worked pre-pandemic**  
Antonia Seymour and Andrew Barker discuss the need to re-think how we work in a post-pandemic environment  
[Read now](#)

**Early sharing not the only driver for preprint use**  
Sowmya Swaminathan discusses the implications for publishers in helping to foster open-research practices  
[Read now](#)

**Featured articles**

**The challenge of measuring scholarly communication**  
Are new ways of measuring research providing a more realistic picture of scholarly communication?  
[Read now](#)

**Bright future for libraries in the cloud**  
We examine the role cloud-based services play in libraries today, including the benefits and challenges that remain  
[Read now](#)

**Latest News**

**Optimise your academic writing with new AI tool for researchers**  
A new Microsoft Word add-in from Paperpal provides real-time writing assistance for researchers  
[Read now](#)

**IOP Publishing extends open access-publishing with three transformative agreements**  
These will accelerate open-access publishing, extending access to high quality research in the United States  
[Read now](#)

> Boost brand awareness

> Present innovative solutions

# Product Spotlight

## Key benefits

Product Spotlight has evolved

Designed to support your launches, drip-feed product news to a defined audience, or strategically supplement your wider campaign; Product Spotlight now does this across multiple digital Research Information channels.

Product Spotlight is a trusted, multi-platform resource for decision-makers in the sector and a cost-effective solution to boost visibility and make your product really stand out.

New for 2023

## Production details

### In print

- A headline,
- 250 words
- Company logo
- A URL

### Email version

- A 300 character (inc spaces) description
- A 190 x 190px image

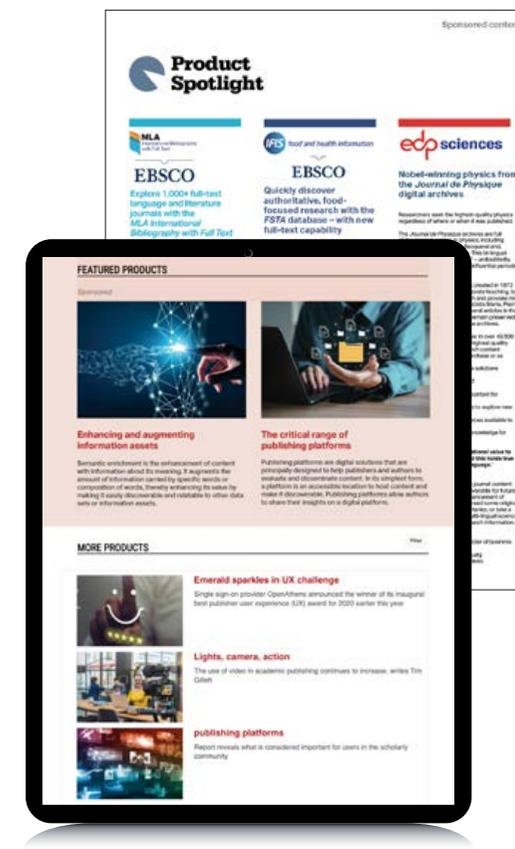
## Price

The new, multi-platform version of Product Spotlight now reaches **an audience of 17,300**

You could choose to take a limited Spotlight Boost positions and **reach 20,500 extra monthly viewers** on researchinformation.info

	Featured Productline £935	Productline Boost £1435
Product Spotlight in-print	✓	✓
Product Spotlight email	✓	✓
Online product listing		✓

Just two exclusive Spotlight boost placements are available per issue



> Present innovative solutions

> Boost brand awareness

# Webcasts



## Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

## Price & options

### Sole sponsorship £8,800

- Branding on all marketing promotions
- **Research Information** as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

### Editorial webcast sponsorship £1,645

- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion

> Generate quality leads

> Boost brand awareness

# Tech Focus

## Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Winter	• Author platforms
Spring	• Preservation
Summer	• User experience
Autumn	• Publishing platforms



## Price & options

### Lead sponsorship £3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot 'enhanced product'
- Three key positions linking to your content in the Tech Focus email

### Enhanced product entry £1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online

> Making your content work harder

> Present innovative solutions

# White Papers

## Key benefits

A White Paper promotion with *Research Information* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

## Production details

- PDF-ready version of your White Paper

## Price

**£1,375**

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



> Making your content work harder

> Generate quality leads

# Feature Case Study

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns

## Key benefits

A Feature Case Study represents a unique opportunity to **present your proven solution** in the context of an editorially-relevant, independent article.

Promoted both in the magazine and online, we will work with you to create a **high-quality piece of content** of your solution in action.

## Production details

- 750 words
- Featured image

## Price

**£3,245**

Exclusivity, with only one Feature Case Study available per article\*

\* Check the calendar on page 7 to pick the most relevant theme

Sponsored content:  
Featured case study

### A 'set and forget' single sign-on solution

The American Academy of Pediatrics (AAP) is the world's largest publisher in the paediatrics field. Now its resources have been brought together into the AAP Publications Platform. It is hosted by Silverchair, whose collaboration with OpenAthens has created a portal that gives users the easiest, most direct journey to the resources they want.



Until recently, AAP offered their resources via two vendors, one of which was OpenAthens. Customers were accessing both of its platforms via OpenAthens using a variety of library management systems, intranet portals, and sometimes a company's active directory. The global OpenAthens Federation is unique because it is available to customers outside the education and research sector. AAP wanted to bring all their resources together on a single platform to maximise reach and impact via a 'one-stop shop'. To do so successfully, said Alfred Gozun, application support specialist at AAP, meant addressing his customers' biggest asks.

Librarians, in particular, want the ability to authenticate via SAML protocols because it lightens their workload. And they want their users to be directed to resources via WAFSS access and deep linking. These mean they don't have to sign in again or navigate around unfamiliar websites to find what they want.

AAP asked Silverchair to help develop a solution that included an OpenAthens Federation integration. They needed a custom build that met customer needs and ensured seamless compatibility between multiple systems. AAP and Silverchair worked with OpenAthens to ensure a smooth migration from AAP's previous platform, to give users the easiest, most direct journey to the resources they wanted.

**Solution**

Silverchair and OpenAthens have collaborated in this way several times, but a few things made this project different. It was Silverchair's first build with WAFSS and deep linking, which allows librarians to build links that bypass Silverchair's sign-in page. This means users can get straight onto the AAP portal from their library page with all the authentication happening in the background. This was also

Federated access is freeing up AAP to make better use of its own internal staffing resources. The complexities of onboarding are managed by AAP's customer services team, rather than having technical conversations about peer-to-peer SAML connectors and proxy statuses. The publisher can, as Gozun said, 'set it and forget it'. At the same time, he said, for the library user it just works seamlessly, it's like magic.

'Federated access is more important than ever, now that we are seeing a long-term shift towards academic users working off-campus', said Hannah Heckner, director of product strategy at Silverchair. 'And businesses are experiencing a similar change in attitudes. We're thinking about how they could leverage the federations that universities and research organisations are familiar with to support their own access management requirements.' RI

To find out more about how our SAML expert can make it easy for you to migrate from your existing single sign-on solution to our supported solution, visit [openathens.com/solution](https://openathens.com/solution).

**Benefits**

One of the stand-out benefits of the new implementation is an improved user experience, said Phil Leamy, key client services manager at OpenAthens. In the last five years we've seen requests for deep linking shoot to the top of librarians' wish lists. To support this need, OpenAthens developed the Redirector, a tool that provides a scalable way to propagate links. It puts the URL of a page in a resource on the end of a consistent, customer-specific prefix. The Redirector has become the most important OpenAthens feature in the last few years.

'It shows off fiction', Leamy explained. 'It's a great example of how publishers, platform partners and federation operators are working together to streamline the user's journey.'

AAP staff now receive fewer requests for help from end users and this shows the implementation is working as planned, said Alfred Gozun. Even so, AAP has kept proxy access for users who are still using a proxy server configuration for access. And they expect to do so for some time, so that all customers are supported.

**"Users can get straight onto the AAP portal from their library page with all the authentication happening in the background"**

Silverchair's first project migrating the content from two different platforms into a single instance. We liaised between OpenAthens and AAP to get the account set-up', said Patrick Jordan, lead build business analyst at Silverchair. 'We helped to streamline, transfer data and migrate from AAP's old systems. We set-up the metadata and submitted it to the OpenAthens Federation, in Common Federation in the United States, and the eduGAIN inter-federation service to give the AAP platform the widest possible reach. Although this project introduced several firsts, it launched without a hitch. OpenAthens is easy to test and the go-live and switch-over stages went smoothly.'

www.researchinformation.info | @researchinfo

Summer 2022 Research Information 15

> Lead the discussion

> Making your content work harder

# Viewpoint

## Key benefits

Take this opportunity to **share experience and knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

**Raise the personal profile of a key voice** in your business and show how that expertise within your company places you ahead of your competitors.

## Production details

- 750 words
- Featured image

## Price

**£1,375\***

(\*additional writing and content charges may apply)

- Hosted online at [researchinformation.info](https://researchinformation.info)
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine

### How librarians can help support academic integrity at their institution

28 February 2022



this article is brought to you by:

SPRINGER NATURE

When we think about academic integrity, we might think of it as a set of principles that govern the way we conduct our research and the way we communicate our findings to the public.

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### The importance of short books in academic publishing: The Synthesis Collection of Technology

19 July 2022



this article is brought to you by:

SPRINGER NATURE

Traditionally, the role of an academic publisher was to bring research from different fields, to its audience and make sure it would be available for generations of new researchers to come. The digital age has seen an increase in information being published and technological advances have changed the way academic books are published. In addition, access to books has become easier with digitalisation and, due to portable devices such as smartphones and tablets, students and researchers all over the world can now access content, wherever and whenever they like and are not restricted by library opening times.

In particular, in technical fields, such as engineering and computer science, scientists are engaged in fields where they need leading-edge information, as well as broad, fundamental knowledge. There is a demand for accessing specific information quickly, when needed, without having to search or buy traditional books. 'The availability of web-based information has created an information consumer who is no longer willing to buy information they may not want in order to get the concise information they need most,' explains Charles Glaser,

### Where is artificial intelligence taking publishing?

10 November 2021



scholarly output discovery to exist, factoring, clustering and categorisation by Ekanayaka

have long been aboard on the AI of new and improved ways to support scholarly publishing, and AI has opened up new possibilities for research.

communications is ever-expanding, new and more openly available, and built on cloud servers, journals and books. But the rapidly changing open access (OA) landscape, with its high expectations, all connected to a wave of new technologies and standards.

> Lead the discussion

> Making your content work harder

# White Paper + Featured Technology

## Key benefits

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

We **showcase your technology and demonstrate its critical impact** in a wider context and stimulate debate through this unique editorial approach.

## Production details

- 1,200-word feature (written by us)

## Price

**£3,245**

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted online on [researchinformation.info](http://researchinformation.info)



## White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Present innovative solutions

> Making your content work harder

> Generate quality leads

# Marketing services

## Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

- **Enquire for prices**



## Need wider support?

Europa Science has a sister company: Europa Market Intelligence (EMIL). EMIL can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

- **Price on application**  
[jon.hunt@europascience.com](mailto:jon.hunt@europascience.com)



# Client success team

**Jon Hunt**  
**Sales Director**

jon.hunt@europascience.com  
Tel: +44 (0)1354 610188

**Lexi Taylor**  
**Senior Account Manager,**

lexi.taylor@europascience.com  
Tel: +44 (0)1223 221 039

**Annabel Ola**  
**Managing Editor**

annabel.ola@europascience.com  
Tel: +44 (0)1223 221 040

**Keely Portway**  
**Head of Collaborative Content**

keely.portway@europascience.com  
Tel: +44 (0)1223 221048

**David Houghton**  
**Head of Client Success**

david.houghton@europascience.com  
Tel: +44 (0)1223 221034

**Nick Clark**  
**Production Assistant**

nickclark@europascience.com

**Mark Elliott**  
**Head of Content**

mark.elliott@europascience.com  
Tel: +44 (0)7803 565092

**Josh Warner**  
**Data Manager**

josh.warner@europascience.com  
Tel: +44 (0)1223 2210??

**Vicky Stokes**  
**Head of Marketing**

vicky.stokes@europascience.com  
Tel: +44 (0)1223 221033

# 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)

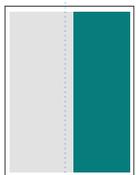


## DOUBLE PAGE SPREAD

**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)



## 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)



## 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)



## QUARTER PAGE

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

*Bleed ad not available*



## 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)



## 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)

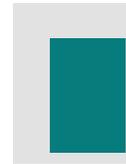


## 1/3 PAGE HORIZONTAL

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

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

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



## 1/2 PAGE ISLAND

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

*Bleed ad not available*



## 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)



## 1/3 PAGE SQUARE

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

*Bleed ad not available*

## 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 by the printer.

## ••••• 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



## SKYSCRAPER

**Desktop**  
120px wide x 600px 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



## DROPDOWN

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

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



## 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 versions

### 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 9 of these specifications. Please make a note of these when planning your submissions.

### Send copy to:

production@europascience.com



# Research information

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is a publication of  
Europa Science Ltd

4 Signet Court,  
Cambridge CB5 8LA, UK.