

Research Information

The essential link between publishers, librarians and researchers

2026

RI

Thought leadership

Brand building

Content marketing

Lead generation

Digital channel and social media growth



Media
Toolkit

What does **Research Information** do for marketers in Scholarly Communications?



RI **Research Information** is a global, multi-platform business resource **serving an engaged audience of scholarly communications professionals.**



RI We use a combination of editorial expertise, storytelling, collaborative content marketing, and consistent content delivery to create a **highly-effective, reliable platform for you to improve brand image, generate sales leads, introduce new products, penetrate new markets and create powerful thought-leadership positions.**

RI We created this media toolkit to assist you in creating strategically-intelligent, outcome-based marketing campaigns.

**Research
Information**

Establish Key Audience and Engagement Data

RI One of the cornerstones of a successful strategic media partnership is **accurately matching your target customer persona with our audience profile.**

RI This demographic data ensures you can be confident that your campaign with Research Information **reaches the exact audience you're looking for.**

Audience Profile

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

Who could you reach?

- 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

Geography

In short, we have a **global reach**. Please enquire for more details.



Platform engagement



Email Newsletter

9,000+ opt-in subscribers
24% Average email open-rate



Website

45,000+ monthly page views



Socials

10,000+

Research Information content themes increases campaign impact

RI At the core of the Research Information editorial strategy are Content Themes*. Use these themes to establish the structure of your build and ensure that **activity is aligned with the most relevant, highest-quality editorial and industry discussion**

RI First, choose the content themes that **best represent your expertise and desired areas of impact**. You can then pick from our range of outcome-based products which are designed to compliment your wider marketing strategy

**Content Themes schedules are ongoing and our digital-first platforms mean that we can maximise effectiveness by publishing alongside your own schedules.*

If you have suggestions for other themes then always feel free to contact our editorial team.

**Research
Information**

2026 Themes *continued overleaf*



January

The Global Divide

How can the industry narrow disparities in access, funding, and research visibility between developed and developing regions?



February

AI and Tech

like it or loathe it, artificial intelligence is already having a huge impact on academic publishing. How can libraries, publishers and institutions capitalise?



March

Sustainable Development

How can libraries, institutions and publishers ensure accessibility, a reduced environmental impact, and DEI in their operations?



April

Publishing Models

As the open access movement continues to build, new publishing models continue to emerge and develop. Which ones will prevail, and who do they benefit?

2026 Themes *continued from overleaf*

August - None,
December - TBC



May **Research Integrity**

How can the scholarly communications industry continue to ensure the credibility and reliability of scholarly work?



June **Research Impact**

How can the industry ensure that the public truly benefits from the open movement? Why is it important?



July **Accessibility**

How can the industry ensure equitable access to research, removing financial, technical, and linguistic barriers so all can benefit?



September **Peer Review**

How can the industry ensure peer review quality amid the threats of paper mills, rogue researchers and an ever-increasing workload?



October **Platforms**

News and reviews of the latest industry products – and how they will help librarians and researchers in their roles



November **Preservation**

How are institutions preserving crucial information as the amount of research being produced increases?

**Content Themes schedules are ongoing and our digital-first platforms mean that we can maximise effectiveness by publishing alongside your own schedules.*

If you have suggestions for other themes then always feel free to contact our editorial team.

Exclusive - Themed month sponsorship

We'll be creating lots of relevant content to improve audience experience around our themed calendar.

If your market goals resonate with the calendar, just pick a theme and a package and book it with the team at sales@ri-media.co.uk



Exclusive LEAD Themed Focus

Lead Sponsor £15,000

- Logo on all theme-tagged content researchinformation.info
- Sponsor logo and banner ad on dedicated themed email (one per week)
- Sponsor slot on RI webinar at the end of the month
- Speaker slot on RI themed editorial Webinar
- 2 x Viewpoint or Case Study articles



Themed Focus sponsor (3 available)

£8,000 full month

- Banner ad on dedicated themed email (one per week)
- Sponsor slot on RI webinar at the end of the month
- 2 x Viewpoint or Case Study articles

Remember, you can also build your own theme activity by choosing from our media toolkit

Research Information

Collaborative Content Marketing Products

RI Our collaborative content marketing products are designed to **work alongside our themes by using your own content** and expertise to add context to a Research Information Theme.

RI Our Content Marketing opportunities **can position your brand as a valued, credible voice** around a huge range of topics



Theme Case Study

A Theme Case Study positions you as the thought-leader within a certain subject. Research Information writes its long-form editorial based on our content themes (page 4-5) and provides you the platform to supply a Case Study highlighting your own customer experience.

Price options

(includes all distribution and hosting as outlined):

Theme Case Study supplied by you

£1795

Theme Case Study written in collaboration with Research Information

£2995

Non-themed Case Study promotion

£1795

(Non-theme case studies allow you to tell your success story without alignment with Research Information content)

Appears

- Promoted via newsletter alongside theme content
- Long-term feature on Research Information website
- Promoted via social channels

Outcomes and Deliverables

- Delivery numbers and open rates.
- QEM numbers.
- Copyright to article



Use Case Studies for:

Thought Leadership

Brand Building

Content Marketing

**Research
Information**

Expert View

- RI** Using the experts within your organisation allows you to **place personality at the centre of thought-leadership campaigns.**
- RI** Our Expert View products can be **Research Information** theme-based or you might have a subject for which you are confident of being able to add value. In either case, make sure your **experts are placed front-and-centre** of the industry discussion.

**Research
Information**

Expert View Article

Themed Expert View
Choose from the themes on pages 4-5 and supply 750-1000 words
£1495

Themed Expert View written in collaboration with Research Information
Choose from the themes on pages 4-5 and then work with the Research Information editorial team to create your content
£2995

Non-themed Expert View
Prices as above

- Appears**
- Promoted via newsletter alongside theme content
 - Long-term feature on Research Information website
 - Promoted via social channels

- Outcomes and Deliverables**
- Delivery numbers and open rates.
 - QEM numbers.
 - Copyright to article or video (supplied as MP4)

Expert View Video Interview

Rather than supplying written content, why not work with our editorial team to create video content?

We'll interview your expert on the subject of your choice and create, distribute and supply to you a finished MP4 (can be Research Information Theme or non-themed and the interview framework is pre-agreed).

This enhances the personality value of the Expert view, adds the credibility of our team and provides you with high-value content to promote via your own channels

Expert View Video creation
£2995

- Use Expert view for:**
- Thought Leadership**
 - Brand Building**
 - Content Marketing**

RI Webcasts

RI 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.



Editorial webcast

Sole sponsorship (themes, content, contributors and leads decided by you) **£8000**

Appears

- Branding on all marketing promotions
- Research Information as host, moderator and coach
- Pre- and post-event email promotions
- Social media coverage

Outcomes and Deliverables

- 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 (associate your brand with our editorial calendar of themes below) £2995

Appears

- Branding on all marketing promotions

Outcomes and Deliverables

- All opt-in delegate marketing leads

Topics available in 2025

February/March

Research Integrity

May/June

Open access and public knowledge

September/October

Peer review



Use RI Webcasts for:

Brand Building

Lead Generation

Thought Leadership

Content creation and marketing

Use your own content

RI *Research Information* also provides a hugely-effective platform for you to distribute your own content. **Provided the content passes our editorial checks**, you can promote to our audience and generate high-quality leads



RI White Papers

If you have a white paper suitable for the Research Information audience then let us know. We will host and promote your white paper across all channels and if required, gate the content to generate leads

Research Information White Paper promotion
£1995

Appears

- Promoted via newsletter alongside theme content,
- Long-term feature on Research Information website
- Promoted via social channels

Outcomes and Deliverables

- Delivery numbers and open rates.
- QEM numbers (if ungated) leads (if gated)

Use RI White Papers for:

- Thought Leadership
- Content Marketing
- Lead Generation

Video promotion

Promoting your video content via Research Information channels exposes your content to a much wider audience and ensures you harness the value of a highly-respected, third-party partner

Video promotion
£1995

Appears

- Promoted via newsletter alongside theme content,
- Long-term feature on Research Information website
- Promoted via social channels

Outcomes and Deliverables

- Delivery numbers and open rates

Use Video Promotion for:

- Thought Leadership
- Content Marketing
- Brand Building

RI Newline

RI **RI Newline** is our **twice-weekly newsletter**, distributed to our full audience and packed with high-quality news and long-form editorial content

RI Our range of brand marketing opportunities allow you to position your brand among our regularly-updated editorial while our 'research spotlight' spaces **puts your latest research in front of a highly-relevant, decision-making audience**

RI Newline Options

- 1 Lead Banner**
Guaranteed top position on newsletter
£950

- Desktop size 468 x 60
- Mobile 300 x 100
- URL link

- 2 Banner**
£750
- Desktop size 468 x 60
 - Mobile 300 x 100
 - URL link

- 3 Content Banner**
£750
- A 300 character (inc spaces) description
 - A 190 x 190px image
 - URL link

- 4 Research Spotlight**
£695
- A 300 character (inc spaces) description
 - A 190 x 190 image
 - URL link

Outcomes and Deliverables

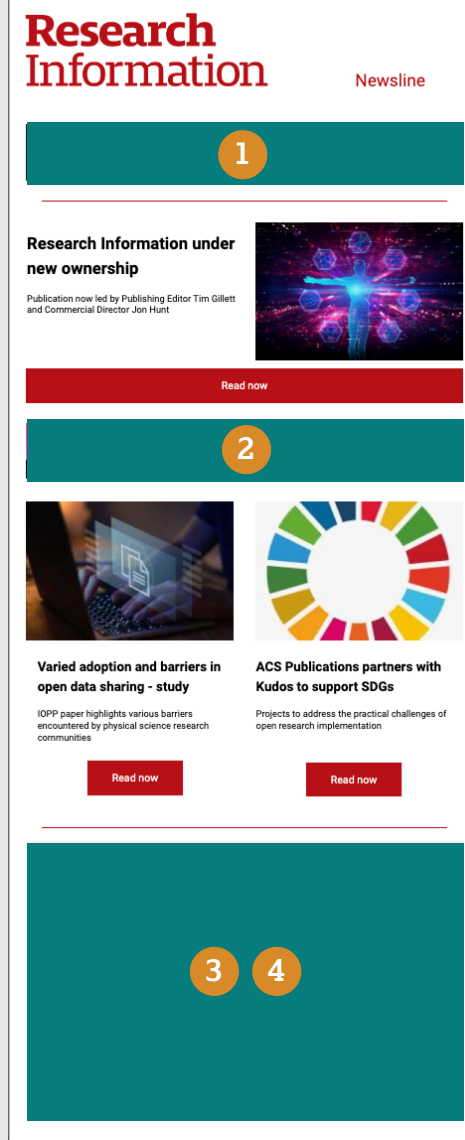
- *Delivery numbers and open rates.*

Use RI Newline for:

Content Marketing

Brand Building

Digital advertising



All measurements in pixels

research information.info

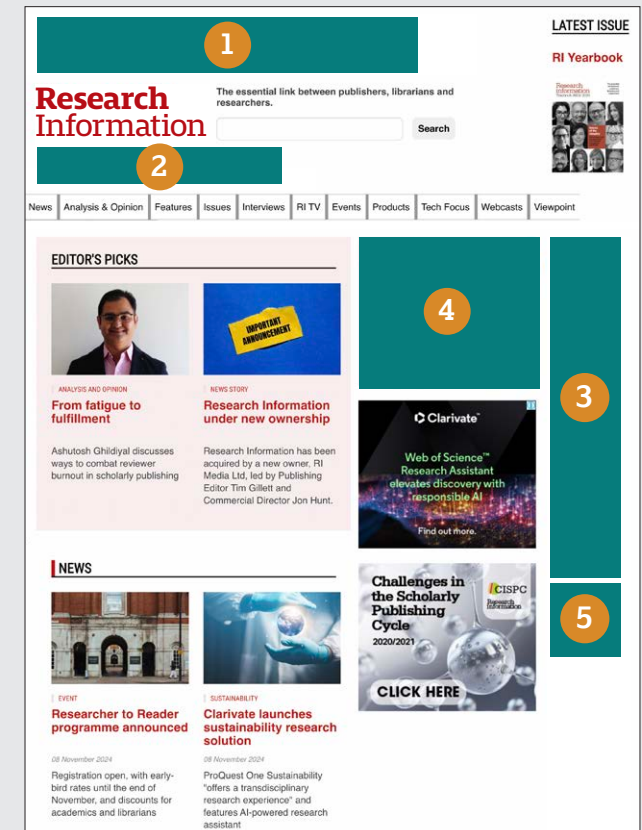
RI Making **research information.info** part of your digital branding strategy places you **at the heart of industry conversation**

RI We offer an extensive range of digital advertising formats and **research information.info** is fully mobile-optimised. **Elevate your brand visibility alongside relevant and trusted content.**

Research information.info Options

- 1 Leaderboard:**
£2,495 per month
 - Desktop size 728 x 90
 - Mobile 300 x 100
 - URL link
- 2 Top banner:**
£2,295 per month
 - Desktop size 468 x 60
 - Mobile 300 x 100
 - URL link
- 3 Skyscraper:**
£1,975 per month
 - Desktop size 120 x 600
 - Mobile 300 x 100
 - URL link
- 4 Box ad:**
£1,495 per month
 - Desktop size 300 x 250
 - Mobile 300 x 100
 - URL link
- 5 Right button banner:**
£545 per month
 - Desktop size 120 x 120
 - Mobile 300 x 100
 - URL link

All measurements in pixels



Outcomes and Deliverables

- Delivery numbers and click through rates.

**Use research
information.info
for:**

Content Marketing

Brand Building

Digital advertising

Contact:



Jon Hunt

To start your campaign build:
sales@ri-media.co.uk



Tim Gillett

For editorial enquiries:
editorial@ri-media.co.uk



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