

# Research information

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

## Media information 2024



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# Why Research Information?

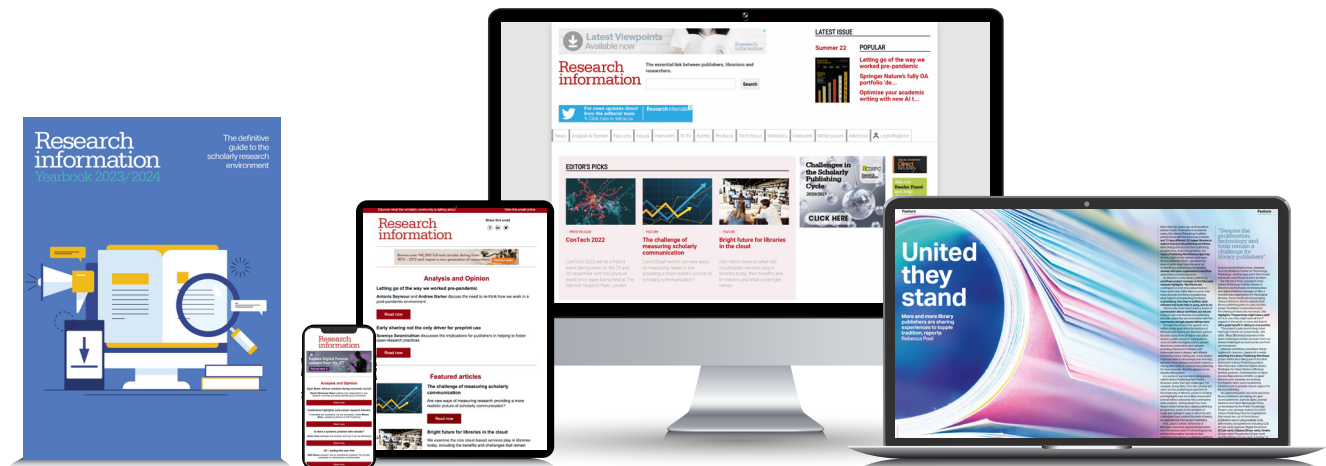
Research  
information

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

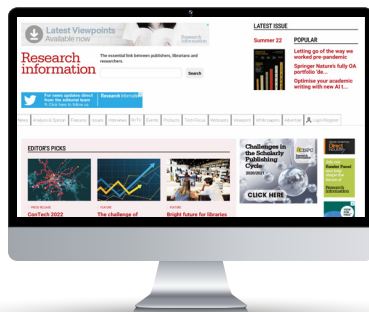
professionals rely on our content to **share insights, identify solutions** and **pursue partnerships** to drive their business forward.

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.



# A global audience

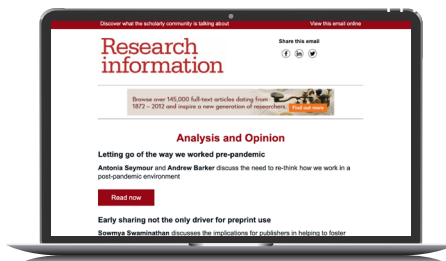
*Research Information* delivers quality content to a diverse audience across an engaging digital platforms. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and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



**16,000** monthly page views

## Audiences we serve:

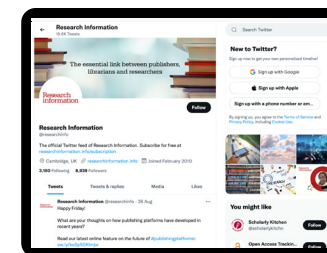
- Academia
- Scholarly communication bodies
- Platform providers
- Commercial publishers
- Researchers
- Policy makers
- Authors
- Librarians



**9,000+** email subscribers  
**24%** Average email open-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



# Yearbook 2024/25

Research  
information



Published September 2024

## Event distribution

Recognised as a trusted publication in scholarly research and communications, *Research Information Yearbook* 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.

## 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

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

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

# Product overview

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

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.

## > 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.

Research  
information

Open education resources

Peer review

Interviews with industry leaders

Open science and open access

Artificial intelligence

The global north/south divide

Ebooks

Libraries and  
the cloud

# Key Topics for 2024

Preprints

FAIR data

Industry initiatives

Equity, diversity and inclusion

New business models

Sustainable development

Events

Semantic enrichment

Metrics

# 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 **Leaderboard: £2,195 per month**  
Desktop size 728 x 90 Mobile 300 x 100
- 2 **Top banner: £1,925 per month**  
Desktop size 468 x 60 Mobile 300 x 100
- 3 **Skyscraper: £1,650 per month**  
Desktop size 120 x 600 Mobile 300 x 100
- 4 **Box ad: £1,430 per month**  
Desktop size 300 x 250 Mobile 300 x 100
- 5 **Right button banner: £545 per month**  
Desktop size 120 x 120 Mobile 120 x 120

All measurements in pixels

The screenshot shows the researchinformation.info website with several advertising placements highlighted by red circles:

- 1**: Leaderboard at the top of the page.
- 2**: Top banner below the search bar.
- 3**: Skyscraper on the right side of the page.
- 4**: Box ad in the middle of the page.
- 5**: Right button banner at the bottom right of the page.

The website content includes a navigation menu, a search bar, and several news articles under the 'EDITOR'S PICKS' and 'NEWS' sections. The 'EDITOR'S PICKS' section features three articles: 'ConTech 2022', 'The challenge of measuring scholarly communication', and 'Bright future for libraries in the cloud'. The 'NEWS' section features three articles: 'Declaration on Research Assessment signed by IGI Global', 'IOP Publishing extends unlimited open access offering in the US', and 'OpenAthens have dedicated customer support team in'. The 'EVENTS' section lists several conferences: 'ALPSP Conference', 'Frankfurt Book Fair', 'Charleston Conference', and 'ConTech 2022'.

> Boost brand awareness

> Present innovative solutions

# Newsline

Now  
Weekly

## 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 24%, our established open-rate is well above average and we have both banners and product entries available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

Our **banners** offer you branding, while our **product entries** allow you to focus on a particular product, service or platform you wish to promote.

## Newsline banner details

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

## Product entry details

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

## Price

**£1,425**

Sent via email to our opt-in subscriber database of more than 9,000

Sponsored

**open** PLEDGE TO OPEN PILOT  
A collaborative funding initiative

Research information

In association with  
Taylor & Francis  
Taylor & Francis Group

**Clarivate**  
Journal Citation  
Reports 2023  
More than 9,000 quality journals from more than 3,000 publishers receive a Journal Impact Factor for the first time

Read now

Sponsored Product

**Taylor & Francis Pledge to Open Pilot**  
Taylor & Francis is delighted to announce the launch of Pledge to Open, a new collaborative funding open access books initiative, in conjunction with Jisc, to ensure the widest possible dissemination and impact of our research book titles. The Pledge to Open pilot aims to transform 70 front list research book titles into open access

Read now

**IOP Publishing**

**CASPA**

**IOPP announces first unlimited publishing agreement in Oman**  
Sultan Qaboos University (SQU) and society publisher IOP Publishing (IOPP) have established a transformative agreement

Read now

**OASPA and DOAJ launch new open access toolkit**  
Product aimed at 'empowering scholarly publishers and researchers navigate rapidly changing landscape'

Read now

**eLife**

**eLife recognises underrepresented researchers**  
An ambitious new awards scheme provides visibility and funding for underrepresented groups in biology and medicine

Read now

**Information Seeking and Consumption Study Report**  
Reflections on the REF 2021  
It is not Transformation if Nothing Changes

Read now

**How should we approach the AI revolution?**  
Cait Cullen asks: is artificial intelligence a threat to integrity or the herald of new opportunities?

Read now

**For African research to thrive, Africans must be in charge**  
Lack of local investment limits the scope of research to whatever international actors decide, disempowering Africans, writes Ed Gerstner

Read now

**Anything but an even canvas**  
Reesham Kotecha explains how the Open Data Institute responds to global challenges surrounding critical data infrastructures

Read now

**2023 JCRs "redefine trust and impact"**  
Nandita Quaderi explains the important changes to the 2023 Journal Citation Reports release

Read now

Advertise with us  
Interested in advertising with us? [FIND OUT MORE](#)

Stay Connected  
Follow us for the latest news and insights  
[f](#) [in](#)

Manage Account  
Access all of our content  
[CLICK HERE](#)

Please click here to unsubscribe from Research Information [dtd@ri.com](#)

Research information is published by Europa Science Ltd  
4 Signal Court, Cambridge, CB1 1BA

> Boost brand awareness

> Present innovative solutions

# 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
- 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

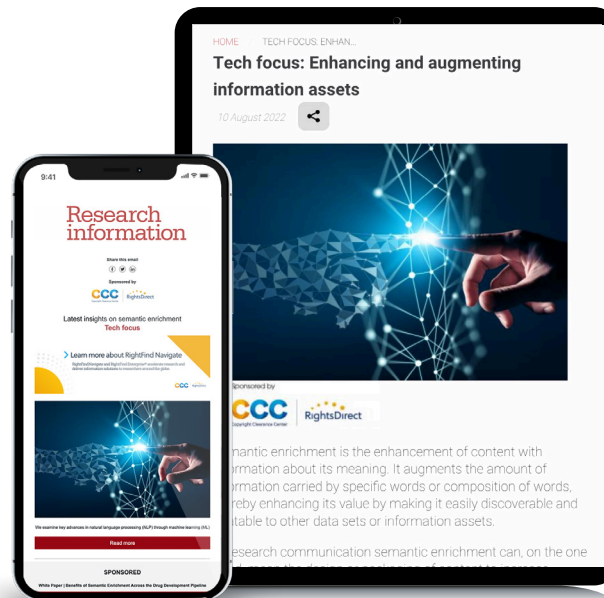
## Key benefits

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.

### Topics

Preservation  
User experience  
Publishing platforms  
Author platforms  
Video and new content types



## Price & options

### Lead sponsorship £3,245

- Exclusive branding on 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

- 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; your curated content will be **seen by key decision makers**.

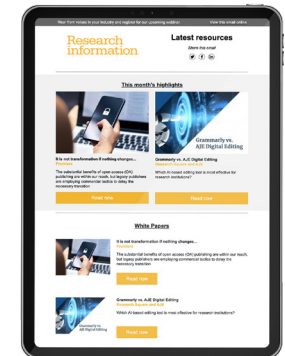
## Production details

- PDF-ready version of your White Paper

## Price

**£1,375**

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Option to gate content and collect quality leads



> Making your content work harder

> Generate quality leads

# Viewpoint / Case Studies

## 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.

Or showcase you work with a customer by presenting a **case study**.

In both cases, we can help you create the content for an additional fee

## 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

### 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 plagiarism committed by people in the public

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

19 July 2022



this article is brought to you by:

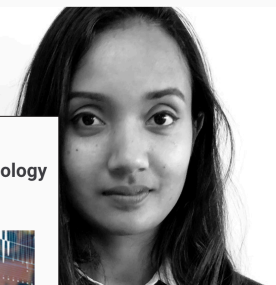
SPRINGER NATURE

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, clustering and categorisation by Ekanayaka

have long been aboard on the AI of new and improved ways to support scholarly publishing, and AI has only search.

communications is ever-expanding, never and more openly available, and built on servers, journals and books. But the constantly open access (OA) landscape expectations, all connected to a wave of 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 online as a Viewpoint, directing the audience towards your White Paper
- Hosted on [researchinformation.info](http://researchinformation.info)

## White Paper

- Promoted via an email campaign
- Option to gate the White Paper online and collect lead data

# 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 60 px 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

# 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 can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

- **Price on application**  
warren.clark@europascience.com



# Client success team

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Research Information  
is a publication of  
Europa Science Ltd

4 Signet Court,  
Cambridge CB5 8LA, UK.

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