

Information Professional mediapack 2018

www.cilip.org.uk/infopro

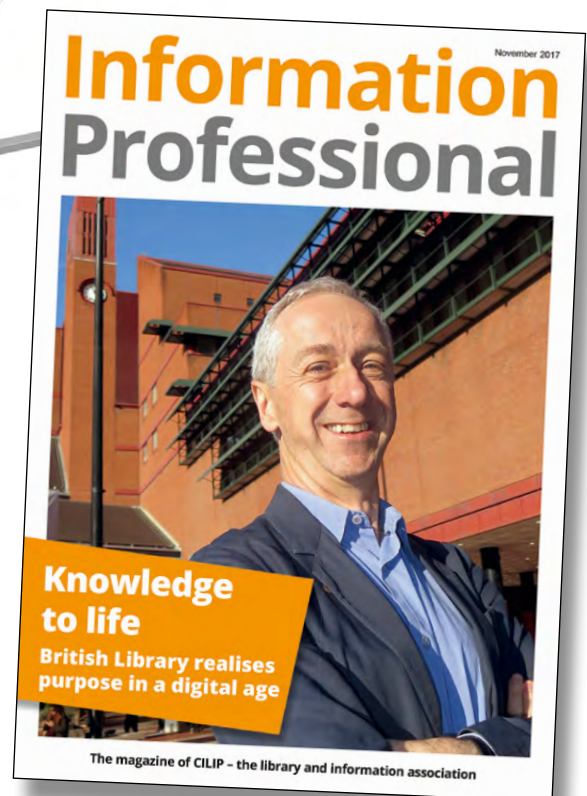


About

Information Professional Magazine

Information Professional is the new magazine from the Chartered Institute of Library & Information Professionals. *Information Professional* will cover all aspects of the information and library profession. With revamped news coverage, a greater emphasis on analysis, more space for in-depth feature articles and a new strand of interviews, the magazine will meet member's needs whilst reaching out across the profession.

Information Professional is the new magazine replacing *CILIP Update*. It combines the



immediacy of news, events and recruitment pages together with the longevity of in-depth features, interviews and analysis.

Continued overleaf

The magazine of CILIP - the library and information association

Information Professional is the UK's leading practitioner journal for staff in public, academic and corporate sector library, information and Knowledge Management and Data Science sector services. All CILIP members receive the magazine, including nearly 300 organisation members.

Information Professional contains cutting-edge analysis and comment on the latest trends and developments in public policy, central and local

government, education, law, business, management, information management, online media, cultural services and intellectual property.

Information Professional is read by opinion formers and senior and aspiring professionals in the educational, research, local and central government, health, corporate, professional services and voluntary sectors who specialise in information service delivery or information management.

Advertising Opportunities

Information Professional will contain a number of premium full page advertising slots in 2017, as well as other positions for ¼ and ½ page advertising.

Information Professional will be published 8 times per year and is a key benefit to CILIP' 11,000 plus members. A Special Features Programme will run throughout the year to give added impact to your message. Ask for details of our special features if you do not already have them.

CILIP Weekly E-Newsletter

The CILIP weekly e-newsletter is mailed every Wednesday to 11,000 signed up members. The newsletter is received as an email and requires no click through to open. The weekly average open rate is 37%.

Up to 2 advertising slots are available each week.

Advertisers can take a single week or a package of weeks. As ever the more weeks you book, the lower the weekly rate. Your advert includes an image, and up to 50 words of text with a click through.

Rates per week:

| | |
|-----------------|------|
| 1 week | £495 |
| 2 – 4 weeks | £375 |
| 5 – 10 weeks | £325 |
| 1 or more weeks | £295 |

Display Advertising Print with Online Rates

| | 1 – 2 | 3 – 4 | 5 – 8 |
|------------------------------|--------|--------|--------|
| <i>Full Page</i> | | | |
| Member* | £2,100 | £1,932 | £1,764 |
| Non-Member | £2,625 | £2,415 | £2,205 |
| <i>Half Page</i> | | | |
| Member* | £1,176 | £1,092 | £1,008 |
| Non-Member | £1,470 | £1,365 | £1,260 |
| <i>Quarter Page</i> | | | |
| Member* | £ 672 | £ 630 | £ 588 |
| Non-Member | £ 840 | £ 788 | £ 735 |
| Special positions | | | |
| <i>Outside Back Cover</i> | | | |
| Member* | £2,478 | £2,310 | £2,142 |
| Non-Member | £3,098 | £2,888 | £2,678 |
| <i>Inside Front Cover</i> | | | |
| Member* | £2,352 | £2,184 | £2,016 |
| Non-Member | £2,940 | £2,730 | £2,520 |
| <i>Early Right Hand Page</i> | | | |
| Member* | £2,268 | £2,100 | £1,932 |
| Non-Member | £2,835 | £2,625 | £2,415 |

*CILIP Enterprise Partnership Member, Premium or Standard Agency Discount: Agency discount may be applied at the rate of 12.5% Cancellation: Must be made in writing 2 months prior to publication.

Our Members

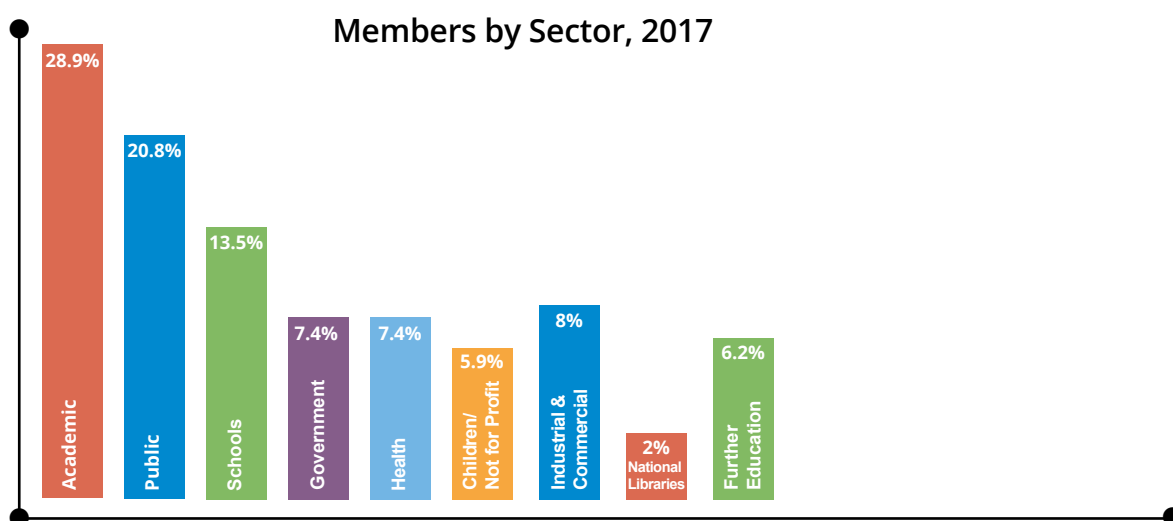
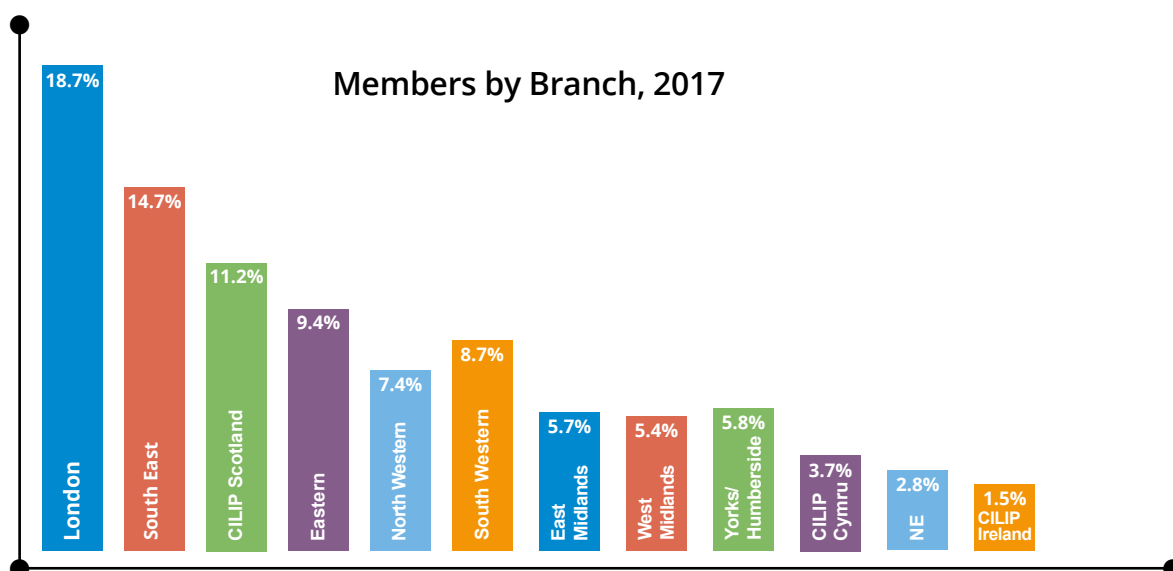
With an ABC audited circulation of 11,476 to CILIP's influential membership, **Information Professional** reaches the UK's LIS marketplace like no other magazine. Who are CILIP's members? They are Academic Librarians, Business Information Service Managers, Chief Librarians, Data Managers, Directors of Research, Electronic Information Specialists, Heads of Information Services, Heads of Knowledge Management, Information & Data Officers, Learning Centre Managers, Metadata Librarians, School Librarians, Research Information Managers and more.

Circulation Profile

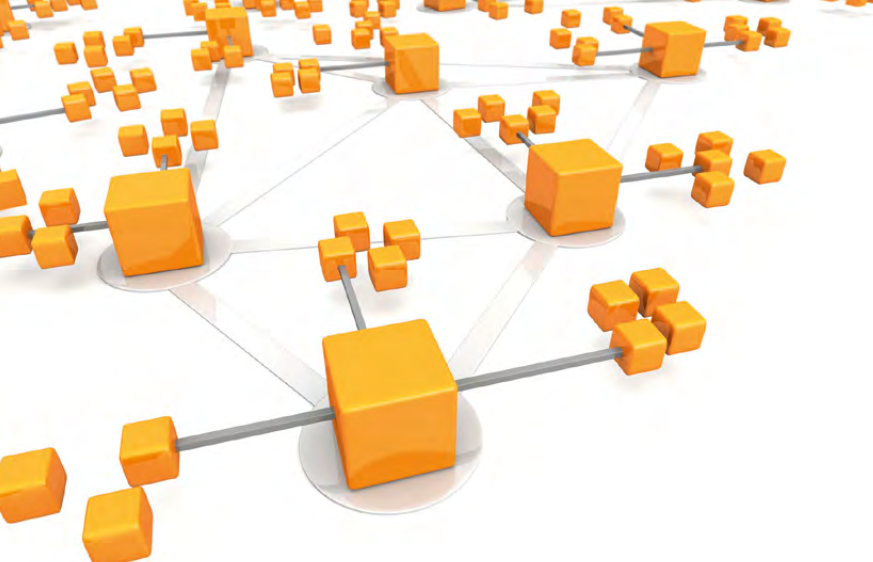
Research in 2014* showed that *CILIP Update* generated high value among readers:

- 86% rated *Update* magazine Good to Very Good
- 85% classified *Update* as Important or Very Important to them

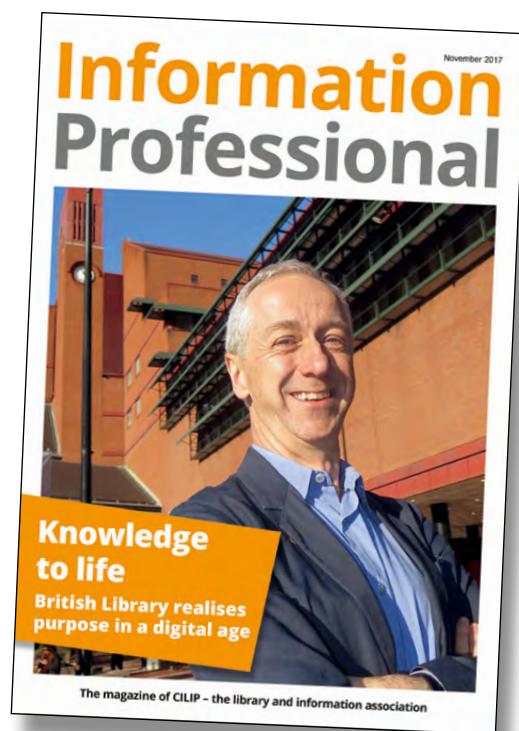
Circulation Breakdown



For advertising please contact: Gary Allman, Head of Publications,
Tel: 0207 255 0552, Email: gary.allman@cilip.org.uk



Update's audit by the ABC guarantees its distribution. Its certificate for July 2016 to June 2017 shows an average Net Circulation of 11,476 copies, and you can download it at <http://www.abc.org.uk/Certificates/48379322.pdf>



Publication Dates 2018

| Issue | Display Advertising Booking & Copy Deadline | Publication Date |
|-------------------|--|------------------|
| February | 17th January | 31st January |
| March | 28th February | 14th March |
| April/May | 11th April | 25th April |
| June | 30th May | 13th June |
| July/August | 11th July | 25th July |
| September | 29th August | 12 September |
| October | 10th October | 24th October |
| November/December | 21st November | 5th December |

Mechanical Specifications for advertising

Publication: A4 297mm x 210mm
 Full Page: Text 273mm high, 186mm wide
 Full Bleed 303mm high x 216mm wide

½ Page Vertical: 273mm high, 91mm wide, No Bleed
 ½ Page Horizontal: 134mm high, 186mm wide, No Bleed
 ¼ Page Solus: 134mm high, 91mm wide, No Bleed

Colour: CMYK (not calibrated colour or RGB)

Format: High resolution PDF files (minimum 300dpi) with fonts fully embedded. Maximum file size 6MB. Send to: rachel.middleton@cilip.org.uk

Links: please ensure any web addresses or email addresses are contained within one line (i.e. no line breaks or returns)

For further information regards display advertising production, please call Rachel Middleton on 0207 255 0585 or email rachel.middleton@cilip.org.uk

www.cilip.org.uk/infopro

For advertising please contact: Gary Allman, Head of Publications,
 Tel: 0207 255 0552 ● Email: gary.allman@cilip.org.uk

