

MEDIA**PACK**

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- AWARDS

2009/10



INFORMATION FOR STRATEGIC ADVANTAGE

For over three decades IWR has been at the heart of the information profession. Now published under licence by Bizmedia, IWR is the channel to bring buyer and seller together in this strategically important market.

Print and online

IWR is the only monthly magazine and website specifically written for the professional information market. Each month the magazine is read by over 30,000, and 20,000 visit the website. Information professionals using IWR come from a wide spread including the following areas:

- Academic/consultant
- Chairman/MD/CEO/other director
- Information management
- Information/knowledge manager
- General management with an information remit



The highly focused and targeted editorial is essential reading for information professionals. Every month it covers:

- Science, technical and medical
- Legal
- News and reference
- Library
- Technology
- Business and markets
- Academic and humanities
- Information management
- Government
- Plus – news, analysis and opinion from key figures in the industry

Advertisers include suppliers of products, services and solutions across the following information industry sectors:

- Company, business and financial information
- Market research and competitive intelligence
- Scientific, technical and medical information
- Library management solutions
- Web 2.0
- Legal and regulatory information
- Recruitment and training
- ePublishing solutions and services
- Information management

IWR WEB METRICS SAMPLED FROM MARCH TO MAY 2009

150,695 page views
73,406 visits
63,689 visitors
59% international visits
41% UK visits

2009 advertisers either in print or online include: Lexis Nexis, Elsevier Reaxys, EBSCO, City University, IGI Global, Thomson Reuters, SWETS, Esmerk, Proquest, Proquest Dialog, Sage, Oxford University Press, Sue Hill, Intelligent Resources, Chemical Abstract Services, Engauge, Copyright Licensing Agency, Cambridge University Press, British Library, T&F Informa Group, The Financial Times, Wolters Kluwer, Thomas Telford, ExLibris, Wiley Blackwell.

READERSHIP

IWR provides essential content in print and online for information professionals within corporations, the public sector, academic institutions and consultancies.

The circulation is 10,000 buyers of information products and services. With an average 3-3.5 readers per issue IWR reaches 30,000-35,000 information professionals. This is made up of a mixture of paid subscriptions and targeted controlled circulation, predominantly in the UK and Europe.

ONLINE

iwr.co.uk is the website for the professional information community. We have been online for many years and currently attract more than 20,000 visitors per month, a figure which continues to grow each year. IWR is seen as the focal point for users, managers and professional information suppliers.



Advertising opportunities

Print, Online, Events, Database, Sponsorship

BESPOKE ADVERTISING PACKAGES

IWR can offer any of the following marketing solutions:

- Belly wraps
- Gatefolds
- Sponsored editorial
- Cover mounts
- Supplements

Advertising packages pre Online Information 2009 (September–December)

RATE CARD

Number of issues	1	3	6	9	12
DPS	£5355	£5086	£4819	£4550	£4284
Full Page	£3270	£3108	£2944	£2780	£2616
Half Page (Horizontal)	£2748	£2611	£2473	£2336	£2199
Half Page (Vertical)	£2748	£2611	£2473	£2336	£2199
Quarter Page	£1622	£1541	£1461	£1379	£1298

IN PRINT

Mechanical data (vertical x horizontal)	
Full Page	Bleed 306 x 235mm, trim 300 x 232mm, type area 278 x 212mm
Half Page (Horizontal)	Bleed 157 x 235mm, trim 154 x 232mm, type area 137 x 212mm
Half Page (Vertical)	Bleed 306 x 118mm, trim 300 x 115mm, type area 278 x 104mm
Quarter Page	Bleed 157 x 118mm, trim 154 x 115mm, type area 137 x 104mm
Please save pdfs using X-1A colour standards	

ONLINE WWW.IWR.CO.UK

Whether you want to market new products, increase sales or simply promote your organisation, we have an online marketing package to suit you. There are eight different channels on the website, each of which has commercial opportunities:

- Science, technical and medical
- Legal
- Academic and humanities
- Library management
- Business and markets
- Medical
- News and reference
- Information management

We can offer placements of banners, skyscrapers, buttons and sponsorships

WWW.IWR.CO.UK: RATE CARD

Months	1	3	6	9	12
Button (120 x 60 pixels)	£800	£600	£400	£300	£150
Banner (468 x 60 pixels)	£1800	£1600	£1400	£1200	£1000
Leaderboard (728 x 90 pixels)	£2800	£2600	£2400	£2200	£2000
Skyscraper (120 x 600 pixels)	£3800	£3600	£3400	£3200	£3000



MEDIA PACK 2009/10

Editorial 2009/10

FEATURES LIST

Every month

→ News, news analysis, comment, blogosphere, features, opinion, resources

And every day online (www.iwr.co.uk)

→ The website is updated with breaking news every day and regular blogs

Regular contributors

→ David Tebbutt, Tim Buckley Owen, Stephen Arnold, Archana Venkatraman, Peter Williams

2009 Quarter 3 Features List	
September	Legal, tax and regulatory information providers, Online Information themes previewed part I
October	Web 2.0 management systems. Information themes previewed part II
November	Online Information – conference preview
December	Online Information – exhibition edition
2010	
January/February	Review of Online Information. Prospects for STM – the next 10 years
March	Social media for information professionals. Legal and regulatory information
April	Recruitment and training
May	Library Show. Library management solutions
June	Epublishing Forum
July/August	Company, business and financial information
September	Market research and competitive intelligence
October	Information management. Web 2.0
November	Online Information 2010
December	Online Information 2010
PLEASE NOTE: no synopses available. To suggest ideas or contributions, contact the editor Peter Williams at peterw@bizmedia.co.uk	



Awards

IWR is the organiser of the annual Information Professional of the Year Award. This prestigious award is presented to an individual who has made an outstanding contribution to the profession. Nominations are invited from the profession through IWR and the award is judged by a panel that includes the editor of IWR and many previous winners.

For more details, please contact Peter Williams, editor, IWR, at peterw@bizmedia.co.uk

BESPOKE EVENTS

We can design and create events specifically for your company. This can be particularly useful if you want to communicate face to face with new or existing customers in a professional environment.

For further information contact Kate Vose at katev@bizmedia.co.uk

DATABASES

Over the years IWR has built up an impressive and unique database of over 25,000 names. These people all have a close connection to the world of information. They are individuals driving the strategic information and knowledge needs of organisations throughout the public and private sectors, and are responsible for aligning the information strategy to the business strategy. Many have authority over significant budgets in all areas of information requirements, including technology systems and content acquisition.

For further information contact Adam Doyle at adamd@bizmedia.co.uk

CONTACTS

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