

GOING GLOBAL?

Extend your reach overseas with *IWR*

➤ Information World Review

Information Today, Inc. provides advertising sales representation for *Information World Review*, Europe's leading magazine for the information industry. Reaching the information market in Europe will be easier than ever as we help you to create an international marketing plan reaching the most active information buyers.

➤ The leading magazine for buyers in the European information market

IWR is Europe's leading newspaper for the information industry, covering both information content and information management issues from the perspective of information professionals and managers responsible for intranets, extranets, portals, and content management.

➤ An indispensable information tool

Launched in the mid-1980s, *IWR* has evolved as the information industry itself has evolved. Today, *Information World Review* publishes online news, features, and opinion pieces on the day-to-day issues that matter, with the latest-breaking news and widely respected analysis. With profiles of the leading player, reviews of the latest technologies and web trends, and opinion from the people who make the information business tick, it is the monthly no information professional can afford to be without.

IWR is an extremely targeted and controlled circulation of information professionals reaching 10,000 information professionals monthly.

78% evaluate products and services.

66% determine the need for new products and services.

64% define the products and services that are required.

52% select the vendor to be used.

34% approve their budget.

For more information about advertising in *IWR* or *IWR* online, contact (U.S. and Canada):

Michael Zarrello • Advertising Sales Director
(609) 654-6266 ext. 132 • (609) 714-2159 fax • mzarrello@infotoday.com



➤ Rate Card and Specs (print)

IWR is the official publication of Online Information. *IWR* will publish September/October and November/December print editions. Bespoke print supplements and digital editions are available on demand.

SIZE	DIMENSIONS	1X	2X	3X
Full Page	Bleed 306 x 235mm, Trim 300 x 232mm, Type Area 278 x 212mm	£3,270	£2,780	£2,616
1/2-Page Vertical	Bleed 157 x 235mm, Trim 154 x 232mm, Type Area 137 x 212mm	£2,748	£2,473	£2,199
1/2-Page Horizontal	Bleed 306 x 118mm, Trim 300 x 115mm, Type Area 278 x 104mm	£2,748	£2,473	£2,199
1/4-Page	Bleed 157 x 118mm, Trim 154 x 115mm, Type Area 137 x 212mm	£1,622	£1,461	£1,298

Commercial opportunities soon become limited due to the popularity of these editions

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Extend your reach overseas with **IWR online**

➤ **Information World Review online**

Established for many years, the *IWR* online offering (www.iwr.co.uk) attracts more than 20,000 visitors per month, a figure which continues to grow monthly. In 2010–2011, there was a gradual increase in the demand for daily online news content, as well as a dramatic increase in the demand for online commercial opportunities. Whether your business wants to market new products, increase sales, or simply promote your organization, *IWR* online has an online marketing package to suit your requirement.



➤ www.iwr.co.uk provides eight different channels, categorized by the following headings:

- Information Management and Technology
- STM and Legal
- News and Reference
- Academic and Humanities
- Professional and Library
- Business
- Social Media
- Reviews

➤ **Rate Card and Specs (online)**

POSITION	MECHANICAL DATA	1 MO.	3 MOS.	6 MOS.	9 MOS.	12 MOS.
Cube/MPU	230w x 200h pixels	£2,800	£2,600	£2,400	n/a	n/a
Leaderboard	710w x 100h pixels	£2,600	£2,400	£2,200	£2,000	£1,800
Top Banner	710w x 80h pixels	£2,400	£2,200	£2,000	£1,800	£1,600
Rectangle	230w x 150h pixels	£1,800	£1,600	£1,400	£1,200	£1,000
Button	230w x 80h pixels	£1,400	£1,200	£1,000	£800	£600
Newsletter Sponsorship (fortnightly)	n/a	£3,000	£2,200	£1,800	n/a	n/a
IWR Database Mail Shot (exclusive)	n/a	£3,500	£3,000	£2,500	n/a	n/a

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