

CILIPUPDATE

for the library, information and KM community • www.cilip.org.uk/update

mediapack2012



About *CILIP Update* Magazine

CILIP Update is the membership magazine of the Chartered Institute of Library & Information Professionals. It combines the immediacy of news, events and recruitment pages together with the longevity of in-depth features, interviews and analysis.

CILIP Update is the UK's leading practitioner journal for staff in public, academic and corporate sector library, information and Knowledge Management sector services. It is the leading source of library, information and Knowledge Management sector jobs. All CILIP members receive the magazine, including nearly 400 organisation members.

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CILIP Update 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.

CILIP Update 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

CILIP Update will contain a number of premium full page advertising slots in 2011, as well as other positions for ¼ and ½ page advertising.

CILIP Update will be published 12 times per year and is a key benefit to CILIP's 17,000 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.

Print advertising includes a same size ad in the Digital edition of Update with a click-through link to the website of your choice.

Display Advertising – Print with Online Rates

		1 – 2	3 – 5	6 – 12
Full Page	Member*	£2,100	£1,932	£1,764
	Non-Member	£2,625	£2,415	£2,205
Half Page	Member*	£1,176	£1,092	£1,008
	Non-Member	£1,470	£1,365	£1,260
Quarter Page	Member*	£ 672	£ 630	£ 588
	Non-Member	£ 840	£ 788	£ 735

Special positions

Outside Back	Member*	£2,478	£2,310	£2,142
Cover	Non-Member	£3,098	£2,888	£2,678
Inside Front	Member*	£2,352	£2,184	£2,016
Cover	Non-Member	£2,940	£2,730	£2,520
Early Right	Member*	£2,268	£2,100	£1,932
Hand Page	Non-Member	£2,835	£2,625	£2,415

*CILIP Suppliers Network Member, Gold, Silver or Bronze

Agency Discount: Agency discount may be applied at the rate of 12.5%

Cancellation: Must be made in writing 2 months prior to publication

Digital Edition

CILIP Update is now available 24 hours, 7 days a week in digital format. It is accessed from the CILIP website which receives over 90,000 visitors each month. The digital version offers considerable added value for advertisers providing complete interactivity, with hyperlinks to advertisers own websites and email addresses. Previously published issues of *Library & Information Update* and *Library & Information Gazette* are also available online with archives from January 2008, building an ever growing resource.

CILIP Update will continue to be archived. Digital only rates are £500 per page.

Number One for Recruitment Advertising



CILIP Update is the Number One print media for recruitment advertising. With an ABC audited circulation of 16,908 to CILIP's influential membership, it reaches the UK's LIS marketplace like no other magazine. Published every 4 weeks during peak recruitment periods it allows recruiters to plan with confidence they will reach the right candidates, whether they are active jobseekers or not. *CILIP Update* in print is backed up by its online job site www.Lisjobnet.com.

To receive a copy of our Recruitment Media Pack please call Angela Krzyzanowska on 0207 255 0553 or email her on angela.krzyzanowska@cilip.org.uk.

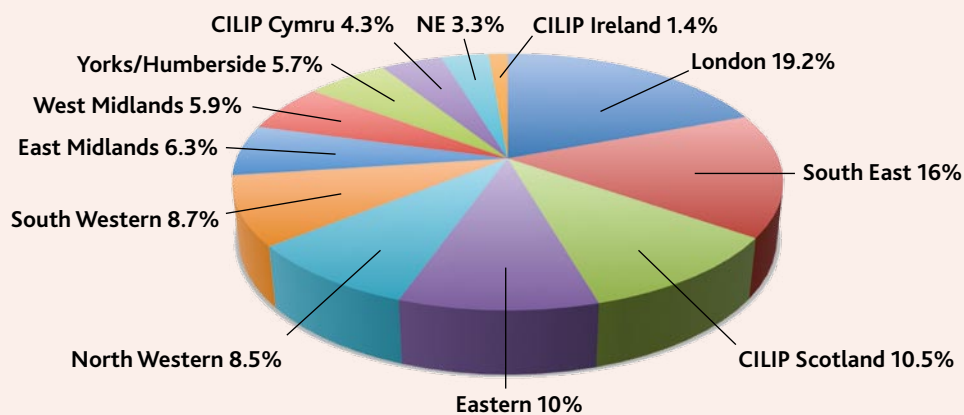
Circulation Profile

Previous research showed that CILIP's *Update* and *Gazette* generated high value among readers:

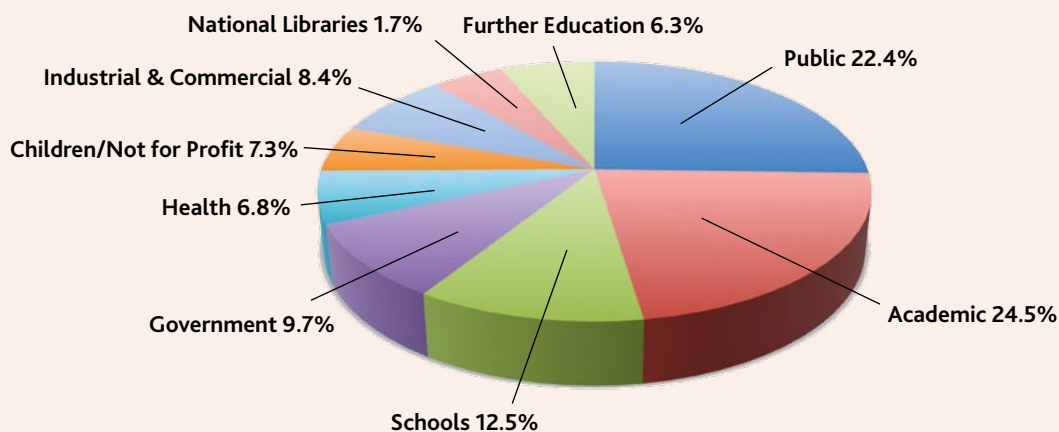
- 80% rated *Update* magazine Good to Excellent
- 88% always read the Recruitment section of *Gazette*
- 73% keep *Update* magazine as a reference source for three months or more

Circulation Breakdown

Members by Branch, 2011



Members by Sector, 2011



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 2010 to June 2011 shows an average Net Circulation of 16,908 copies, and you can download it at <http://www.abc.org.uk/Certificates/17432997.pdf>

Publication Dates 2012

Display Advertising Booking & Copy Deadline	Recruitment Advertising Booking & Copy Deadline	Publication Date
January 6th	January 11th	January 19th
February 3th	February 8th	February 16th
March 2th	March 7th	March 15th
March 30th	April 4th	April 12th
April 27th	May 2nd	May 10th
May 25th	May 30th	June 7th
June 22nd	June 27th	July 5th
July 20th	July 25th	August 2nd
August 31st	September 5th	September 13th
September 28th	October 3rd	October 11th
October 26th	October 31st	November 8th
November 23rd	November 28th	December 6th

Mechanical Specifications for advertising

Publication:	A4 297mm x 210mm
Full Page:	Text 279mm high, 193mm wide Full Bleed 303mm high x 216mm wide
½ Page Vertical:	Text 279mm high, 94mm wide, No Bleed
½ Page Horizontal:	Text 136mm high, 193mm wide, No Bleed
¼ Page Solus:	Text 136mm high, 94mm wide. No Bleed
Colour:	CMYK (not calibrated colour or RGB)

Format: High resolution PDF files with fonts fully embedded.

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

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

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