

recruitmentmediapack2012



Recruitment Advertising from CILIP

About CILIP Update magazine and www.lisjobnet.com

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. All CILIP members receive the magazine as part of their membership package.

Lisjobnet.com is the job board for the Chartered Institute of Library and Information Professionals, a public facing website, it is the leading job site for the sector.

CILIPUPDATE

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



LISJOBNET.COM

Number One for recruitment advertising

CILIP Update is published 12 times per year and is seen as a key benefit to CILIP's 17,000 members.

It carries more job advertisements than any other UK magazine serving the community and supports employers and jobseekers with focused editorial that demands attention.

CILIP Update is the ideal advertising environment for all those seeking to recruit quality staff. With an ABC audited circulation of 16,908 to CILIP's influential membership, it reaches the UK's library, information and knowledge management marketplace like no other magazine. In peak recruitment periods its once every 4 weeks frequency allows recruiters to plan with confidence of reaching the right candidates, whether they are active jobseekers or not.

In print and online

All packages include a print advert in *CILIP Update* magazine and a single listing on Lisjobnet.com

Recruitment Rates 2012

Print Rate Card

Size	Cost
1/8 page	£880
1/4 page	£1495
1/2 page	£2295
Recruitment Front Page (¾ page)	£2995
Full Page	£3695

Agency Commission 12.5%

Prices Exclude VAT

For recruitment advertising please call:

Tel: 0207 255 0553 Email: advertising@cilip.org.uk



Lisjobnet.com

www.lisjobnet.com is the job board for the Chartered Institute of Library and Information Professionals.

18,345* unique visitors

*This is an ABCe audited figure (Jan 2011). Lisjobnet is the only website in the LIS sector whose visitor figures are independently verified. The figures make it the most visited site within the LIS recruitment sector.

Online Rate Card www.lisjobnet.com

Permanent Positions

Standard entry	£625
Online advert with logo	£725
Featured job with logo	£875

NB. Featured jobs appear in a prime position on every page of the site.
A featured job click through rate increases on average by 35-50%, depending on the role.

Temporary Positions (12 months or less)

Standard entry	£395
Entry with logo	£465
Featured job with logo	£535

- All jobs are included in a weekly e-alert that goes out to the 10,000 registered subscribers.
- There is no word limit.
- The jobs remain online until the closing date.
- We endeavour to post vacancies online within 24 hours of receipt of copy.

Logo specifications 117 x 55 pixels (gif or jpg file)

Agency Commission 12.5%

Prices Exclude VAT

BANNER ADVERTISING ON www.lisjobnet.com

Banner advertising is also offered on our market leading jobs board www.lisjobnet.com

£895 + VAT for a 4 week tenancy **Banner spec:** 234 x 60 pixels

171,584 page views per month, 36,498* visits per month, and 10,000 e-alert subscribers

Banners appear run of site.

* Google Analytics 2011

Conditions of Acceptance

All paper-set advertisements are carefully checked, but to avoid errors we ask that advertisers check their copy carefully prior to submission. We regret that we cannot accept responsibility for reproduction of errors of submitted copy. Furthermore, no refund or republication will be granted in the case of typographical or minor errors, which do not affect the value of the advertisement. We do not accept responsibility for errors that occur in electronically supplied advertisements. We regret that advertisements cancelled after copy deadline may be charged for at the full rate. Advertised jobs and services, which appear in CILIP Update with Gazette, are not necessarily the recommendations or policy of CILIP: the Chartered Institute of Library and Information Professionals. We therefore reserve the right to make representations to advertisers where we feel this is inappropriate, or to cancel an advert.

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

Mechanical specifications for advertising

Publication	A4 297mm x 210mm
Full Page	Text 279mm high, 193mm wide
Recruitment Front Page (¾ page)	Text 200mm high, 193mm wide. No Bleed
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
⅛ Page Solus	Text 66mm high, 94mm wide. No Bleed
Colour	CMYK (not calibrated colour or RGB)

Format: High resolution PDF files with fonts fully embedded. Send to: advertising@cilip.org.uk

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

Full Page: Text 279mm high, 193mm wide
¾ Page: Text 200mm high, 193mm wide
No Bleed

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
⅛ Page Solus: Text 66mm high, 94mm wide. No Bleed

For further information regarding recruitment advertising production, please call recruitment advertising on 0207 255 0553 or email advertising@cilip.org.uk

www.cilipupdate.com

Magazine Profile

CILIP Update continues to be the UK's leading practitioner journal for staff at all levels in public, academic and corporate sector library, information services and Knowledge Management services.

CILIP Update contains cutting edge analysis and comment on relevant trends and developments in public policy, central and local government, education, law, business, management, information management, online media, cultural services and intellectual property. An editorial programme on careers, career development and training will run throughout the year.

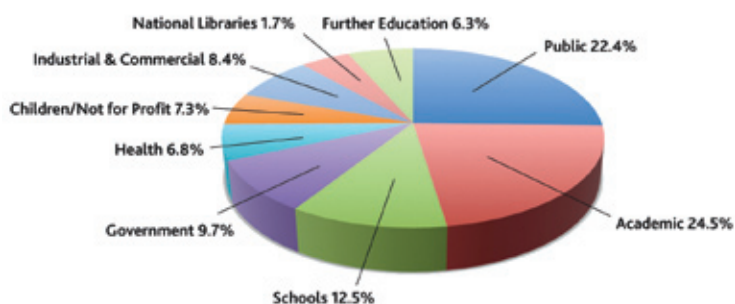
CILIP Update is read by opinion formers and senior and aspiring professionals in the educational, research, local and central government, health, corporate, professional services and voluntary sectors who specialise in information service delivery or information management.

Circulation Profile

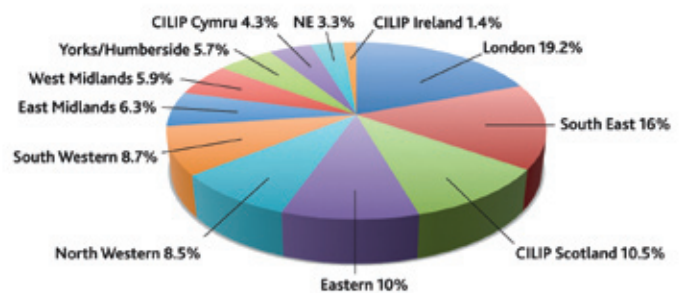
Previous research showed that CILIP's Update is highly valued among readers:

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

Members by Sector, 2011



Members by Branch, 2011



ABC Certified and Members of the PPA

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>

Lisjobnet was audited by ABCe in January 2011 and certifies that the site received 18,345 unique users <http://www.abc.org.uk/Certificates/17377931.pdf>

www.cilipupdate.com

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