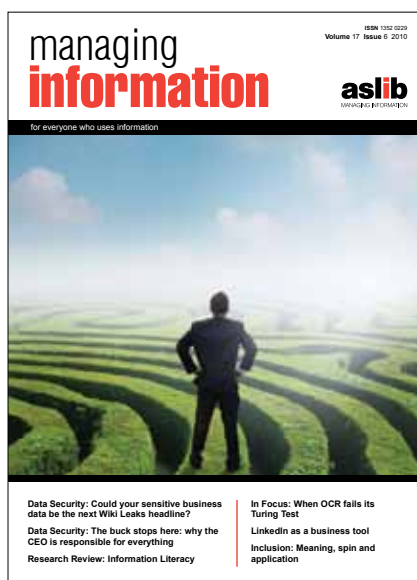


managing information

2011 ratecard

Advertising opportunities giving you access to key budget holders



aslib
MANAGING INFORMATION

All advertising enquiries and bookings should be made to:

Michaela Jones
mjones@emeraldinsight.com
Tel: +44 (0) 1274 515618
07595 592226

managing information

Managing Information is a subscription magazine and ASLIB corporate membership benefit available both electronically and in print format, for everyone who uses information. Managing Information magazine is mailed directly to all our members and is also available to members and subscribers on our website.

ASLIB's members and Managing Information magazine subscribers are budget holders, since this is a corporate rather than a personal membership organization, and by definition the budget holders take the decision to subscribe.

By advertising in Managing Information magazine you can reach these decision makers whose contact details are for the most part not in the public domain.

Among the job titles in our subscriber list are:

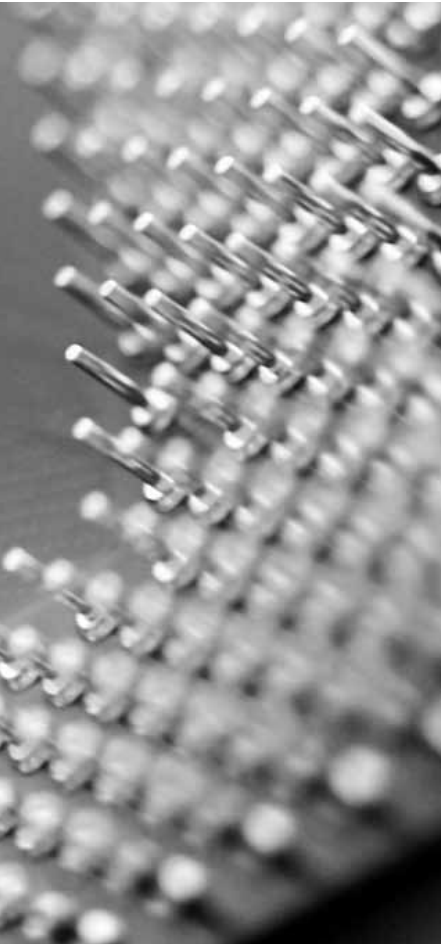
- Head Librarian
- Head of Service
- Head of Central Information Services
- National IS Manager
- Head of Archives & Records Management
- Head, Serial Records
- Director ISLS
- Information Services Manager
- Scientific Information Manager
- Acquisitions Manager
- Serials Librarian
- Information Officer
- Acquisitions Librarian
- Head of Periodicals
- Head of Archives & Records Management
- Databases Manager
- Electronic Resources Manager
- Planning & Resources Officer
- Assistant Librarian
- Librarian
- Purchasing Team Leader
- Subject Librarian
- Library Stock Manager, Bibliographical Services
- Customer Services Manager
- Senior Librarian Resource Development
- Records Management Officer
- Library & Information Specialist

The magazine that provides leadership and sets the agenda in information and knowledge management.

The magazine's core topics include information management, knowledge management, taxonomy, intellectual property (copyright, patents, trademarks, data protection, freedom of information), IT security, disaster recovery (information and data aspects), the internet, Web 2.0 and social media, libraries, information centres and museums.

Managing Information reflects the needs of information professionals across all sectors - corporate and commercial, public, academic/ educational, and voluntary. The purpose of the magazine is to help readers enhance their own performance, and that of their organizations, providing news, comment and analysis, feature articles on best practice, and reviews.

Features

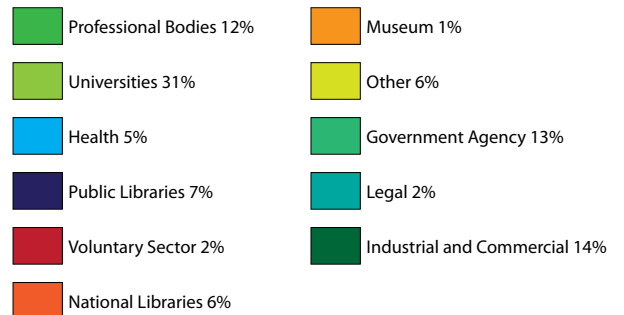
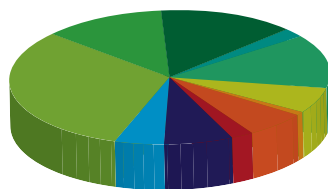


- Subscription & Services Management
- Records Management / Document Management
- Legal Information
- Library Management
- Health Information: best practice, knowledge sharing, and data protection
- Research & resourcing
- Skills & recruitment
- Academic Library Management
- Intellectual Property
- Libraries, Society & Information Literacy

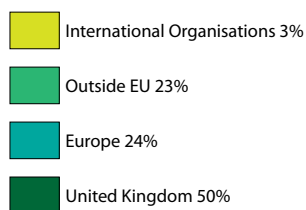
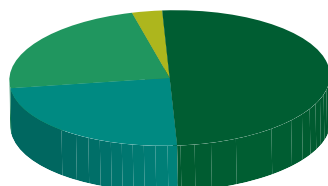
Organisations

Circulation:
500

Readership:
25,000



Geographical Breakdown



managing information

rates and
mechanical
information

Covers	Price	Series Bookings for 5 Ads	Series Bookings for 10 Ads
Outside Back	£1,095	15% Discount £930 per ad = £4,650	25% Discount £820 per ad = £8,100
Inside Front	£995	15% Discount £840 per ad = £4,200	25% Discount £740 per ad = £7,400
Inside Back	£950	15% Discount £800 per ad = £4,000	25% Discount £710 per ad = £7,100

Inside Pages	Price	Series Bookings for 5 Ads	Series Bookings for 10 Ads
Full Page	£925	15% Discount £780 per ad = £3,900	25% Discount £690 per ad = £6,900
Half Page	£500	15% Discount £425 per ad = £2,125	25% Discount £375 per ad = £3,750
Quarter Page	£350	15% Discount £300 per ad = £1,500	25% Discount £260 per ad = £2,600
Supplier of the Month Page	£995	<i>no series booking</i>	<i>no series bookings</i>

Vendor Membership:

- Basic package membership-
 - * Selection of 3 Journals from LIS & IKM Collection.
 - * More Special Interest Groups on offer with the option of joining a group
 - * Discounts available on other publications
 - * 30% discount on training courses
- 1 Full page advert in 4 issues of Managing Information
- 6 months Advertisement on ASLIB and Managing Information websites
- 20% Discount on advertising at ASLIB conferences

FULL PAGE
(with Bleed)
297x210mm
+3mm trim all
round

FULL PAGE
(without
bleed)
265x178mm

HALF PAGE
Horizontal
130x178mm

HALF
PAGE
Vertical
265x84
MM

QUARTER
PAGE
Vertical
130x84mm

QUARTER
PAGE
Horizontal
62x178mm

Artwork Specifications:

Digital copy only. Ideally sent as a passed for press pdf file (Must be PDF/X-1a:2001). If you provide a pdf file that does not comply with the PDF/X-1a settings, we will have to adjust your file. The publisher cannot accept responsibility of the reproduction of this advert should this occur. Open CMYK Quark file (with fonts and images), Photoshop, Illustrator and InDesign files also acceptable. FTP site details available on request. The publisher will not accept responsibility for the reproduction of a colour advert provided without a proof.

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