

Media Information

**OPENING UP
THE NIR MARKET**



2012

2012

2012

2012

2012

2012



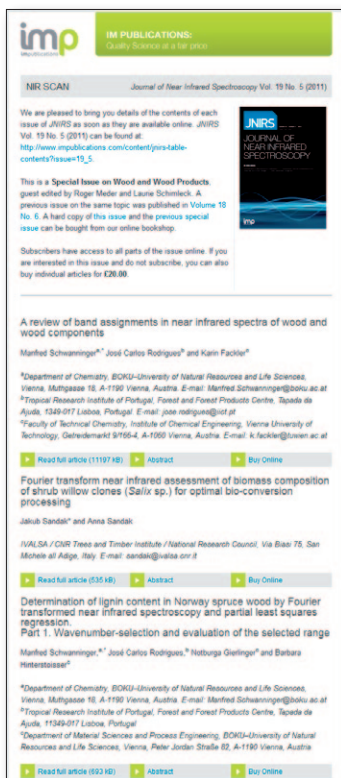
NIR news is the NIR community's own newsletter: the official publication of the International Council for Near Infrared Spectroscopy (ICNIRS). It informs, educates and keeps its readers up-to-date with developments around the world. It is published eight times a year in full colour throughout, which offers greater flexibility for advertising campaign.

Make sure you are part of *NIR news* in 2012: the publication that is read throughout the NIR community.



The *Journal of Near Infrared Spectroscopy (JNIRS)* is the peer-review journal dedicated to publishing the latest research in NIR spectroscopy and technology.

It is widely read by scientists using and researching in the field. Advertise in this prestigious publication and reach scientists actively working in NIR.



A range of online advertising options is available. Our e-newsletters are sent out 14 times a year, whenever a new issue of *NIR news* or *JNIRS* is published. Currently (October 2011), each has a circulation of about 2850. You can reach this audience of NIR users for just £265/\$475 per thousand names.

Your advertisement can include up to 200 words and a graphic image, which can be hyperlinked.

The IM Publications website is very active; on average over 142,400 (first nine months of 2011) pages are served each month for an average of over 13,780 unique visitors per month.

Display advertising rates

(effective January 2012)

Mono	x1	x2	x4	x6	x9	x12	x14
1 page	£475/\$855	£450/\$810	£430/\$775	£405/\$730	£380/\$685	£355/\$640	£345/\$620
½ page	£345/\$620	£330/\$595	£310/\$560	£295/\$530	£275/\$495	£260/\$470	£250/\$450
⅓ page	£265/\$475	£250/\$450	£240/\$430	£225/\$405	£210/\$380	£200/\$360	£190/\$340
¼ page	£220/\$395	£210/\$380	£200/\$360	£185/\$335	£175/\$315	£165/\$295	£160/\$290
2-Colour	x1	x2	x4	x6	x9	x12	x14
1 page	£685/\$1235	£650/\$1170	£615/\$1105	£580/\$1045	£550/\$990	£515/\$925	£495/\$890
½ page	£555/\$1000	£525/\$945	£500/\$900	£470/\$845	£445/\$800	£415/\$745	£400/\$720
⅓ page	£475/\$855	£450/\$810	£430/\$775	£405/\$730	£380/\$685	£355/\$640	£345/\$620
¼ page	£430/\$775	£410/\$740	£385/\$695	£365/\$655	£345/\$620	£325/\$585	£310/\$560
4-Colour	x1	x2	x4	x6	x9	x12	x14
Back cover	£950/\$1710	£905/\$1630	£855/\$1540	£810/\$1460	£760/\$1370	£715/\$1285	£690/\$1240
1 page	£885/\$1595	£840/\$1510	£795/\$1430	£750/\$1350	£710/\$1280	£665/\$1195	£640/\$1150
½ page	£755/\$1360	£715/\$1285	£680/\$1225	£640/\$1150	£605/\$1090	£565/\$1015	£545/\$980
⅓ page	£675/\$1215	£640/\$1150	£610/\$1100	£575/\$1035	£540/\$970	£505/\$910	£490/\$880
¼ page	£630/\$1135	£600/\$1080	£565/\$1015	£535/\$965	£505/\$910	£475/\$855	£455/\$820

Mechanical requirements

Advertisement sizes: 1 page: 260 × 188 mm; ½ page H: 120 × 188 mm; ½ Page V: 260 × 90 mm; ⅓ Page V: 260 × 59 mm; ⅓ Page H: 80 × 188 mm; ¼ Page: 120 × 90 mm

Trim size: 297 × 210 mm

Bleed ads: It is essential that at least 3 mm bleed is allowed on each edge that bleeds

All advertisements must be supplied digitally as press-ready PDFs. Please note that your advertisement should be “ready-to-go”, requiring no further work by us. It is your responsibility to make sure that the PDF has been prepared correctly.

Internet advertising rates

NIR Scan e-newsletter: £265/\$475 per thousand names

Web banners

Size (pixels)	3 months	6 months	12 months
234 × 60	£400/\$720	£700/\$1260	£1200/\$2160
156 × 60	£250/\$450	£400/\$720	£700/\$1260

Features and schedules 2012

NIR news

Issue	Copy Date	Features/Bonus Distribution
23/1	6 January	EAS Award lecture and report
23/2	24 February	ANISG
23/3	16 March	3rd Asian NIR Symposium
23/4	27 May	IDRC-2012 (Chambersburg)
23/5	22 July	
23/6	26 August	
23/7	7 October	
23/8	18 November	

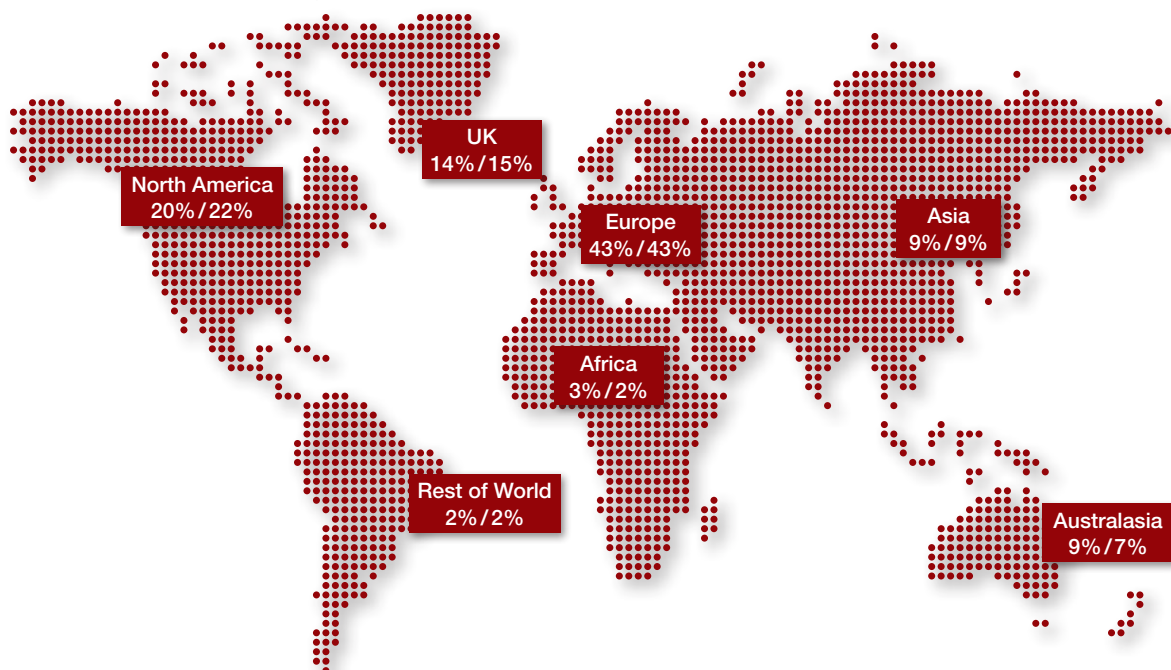
Journal of Near Infrared Spectroscopy

JNIRS is a peer-review journal and so no features are scheduled.

Issue	Copy Date	Publication
20/1	21 January	February
20/2	11 March	April
20/3	13 May	June
20/4	8 July	August
20/5	9 September	October
20/6	4 November	December

Circulation

500 copies of each issue are typically printed; this is increased for issues distributed at exhibitions and conferences. The circulation percentages below show *NIR news* first, then *JNIRS*.



Contact

For further information on advertising opportunities, contact:

Ian Michael, IM Publications LLP, 6 Charlton Mill, Charlton, Chichester, West Sussex PO18 0HY, UK.

Tel: +44-1243-811334, Fax: +44-1243-811711, E-mail: ian@impublications.co.uk, Web: www.impublications.com.