

managing information

2012 ratecard

Advertising opportunities giving you access to key budget holders



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.

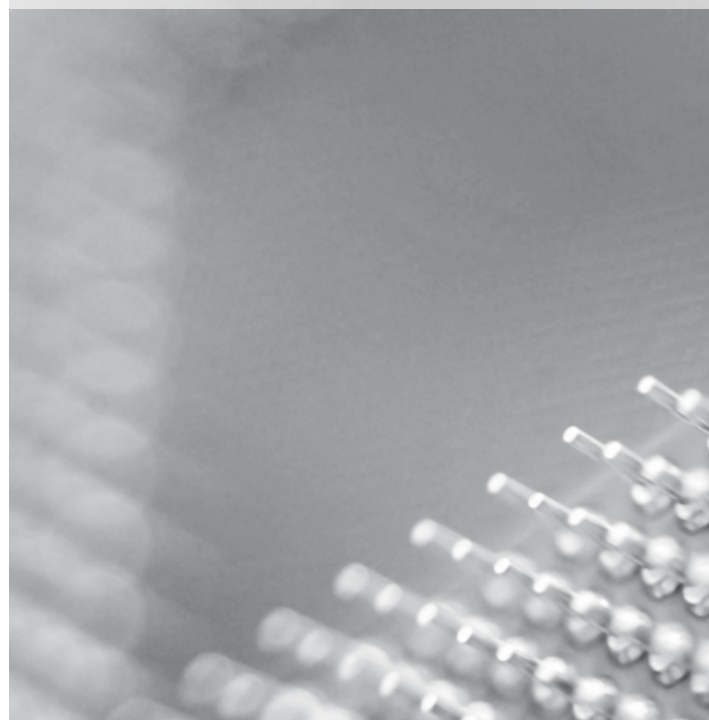
ASLIB's members and Managing Information magazine subscribers are budget holders, since this is a corporate rather than a personal membership organization, and by definition the budget holders take the decision to subscribe.

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

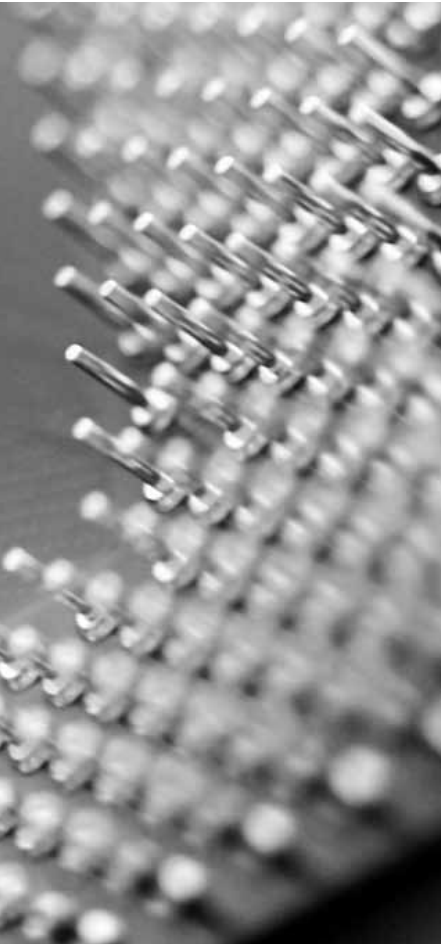
The magazine that provides leadership and sets the agenda in information and knowledge management.



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 2012

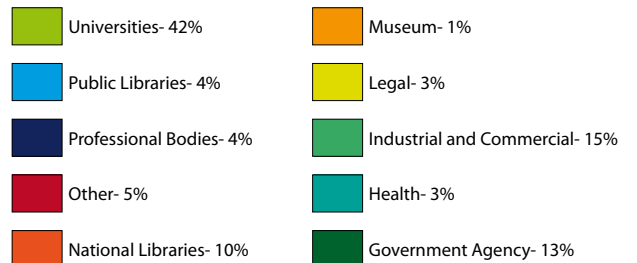
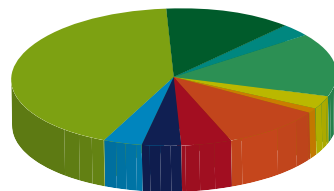


Issue 1 Theme:	Metadata Matters
Issue 2 Theme:	The evolving library What are the best library services doing to deliver high quality services in challenging times?
Preview:	UKSG tbc
Issue 3 Theme:	Information for enterprise and growth As the world continues to tackle economic difficulties, how can information and knowledge management deliver efficiency and growth?
Preview:	Perfect Information Conference (tbc) Enterprise Search Europe (tbc)
Issue 4 Theme:	Managing legal information globally We live in a global world, and many law firms operate internationally. What are the challenges and opportunities in managing legal information and knowledge across jurisdictions?
Previews:	Information and Records Management Conference (tbc) BIALL (tbc) Sixth CLIP CoFHE (higher education) and UC&R Joint Conference 2012 (tbc)
Issue 5 Theme:	Evaluating and exploiting information assets It is a widely acknowledged truth that information and knowledge are vital assets today. How do organisations keep track of what assets they have, and exploit those assets to enhance the bottom line?
Preview:	tbc
Issue 6 Theme:	Library innovation: inspiring users and decision makers Developments in technology and in professional practice bring the opportunity to inspire and engage users and decision makers alike. What developments should we deploy and spotlight to spark inspiration and trigger engagement with stakeholders?
Preview:	IFLA Conference 6th European Conference on Information Management and Evaluation (tbc)
Issue 7 Theme:	Preserving information in digital form for information governance and future generations Regulatory compliance and the need to provide the collective memory of future generations makes the preservation of born-digital and digitised material of vital importance. What do technological developments and best practice have to offer?
Preview:	11th Annual Data Protection Compliance Conference 18th & 19th October 2012 - London, UK (tbc) The Memory of the World in the Digital Age: Digitization and Preservation (tbc)
Issue 8 Theme:	The next technological leaps in information management In these times of rapid change we need to keep up-to-date with what is happening so that we can add value for our customers. What are the bright stars on the horizon, and how do we decide which have a future and which are likely to be expensive flashes in the pan?
Preview:	ILI Europe (tbc)
Issue 9 Theme:	Getting the best value from information and knowledge products How do we evaluate what is on offer, and how do we negotiate the best deals among the rich feast of information and knowledge management products and services?
Preview:	Online Show
Issue 10 Theme:	Performance measurement and strategy development for information and knowledge services As we move into another year we need to review and evaluate past performance, and shape our strategies for the next year and beyond. How do we make sure this is achieved to maximum effect?
Preview:	tbc

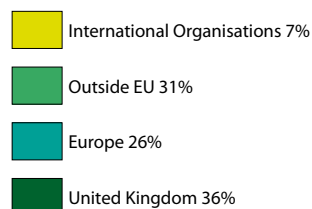
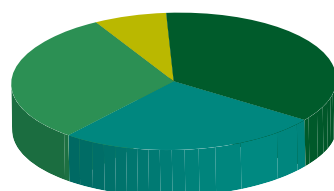
Circulation:
500

Readership:
25,000

Organisations



Geographical Breakdown



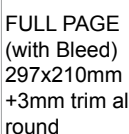
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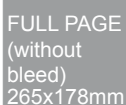
Covers

	Price	Series Bookings for 5 Ads
Outside Back	£1,095	15% Discount £930 per ad = £4,650
Inside Front	£995	15% Discount £840 per ad = £4,200
Inside Back	£950	15% Discount £800 per ad = £4,000

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



FULL PAGE
(without
bleed)
265x178mm




HALF PAGE
Horizontal
130x178mm



Inside Pages

	Price	Series Bookings for 5 Ads
Full Page	£925	15% Discount £780 per ad = £3,900
Half Page	£500	15% Discount £425 per ad = £2,125
Quarter Page	£350	15% Discount £300 per ad = £1,500
Supplier of the Month Page	£995	<i>no series booking</i>

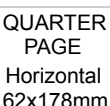
HALF
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Vendor Membership:

- Basic package membership-
 - * Selection of 2 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
- 20% Discount on advertising at ASLIB conferences

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.

website advertising

Online	Price
1 week	£50
2 weeks	£80
3 weeks	£110
4 weeks	£130
5 weeks	£160

Terms and Conditions:

Thumbnail ads only available for website advertising, placement of which will be confirmed at the time of purchase. For more information regarding website advertising with Series Bookings please contact Michaela directly.

All advertising enquiries and bookings should be made to:

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Tel: +44 (0) 7595 592226