NiC's Evolution

News in Conservation

For over 70 years, the International Institute for Conservation of Historic and Artistic Works (IIC) has promoted the knowledge, methods and working standards needed to protect and preserve cultural heritage throughout the world. Our publications have always been at the very heart of what we do.

From the beginning IIC has been dedicated to sharing conservation news with its global members, starting with the IIC Newsletter (1952-1959) which was replaced by IIC News (1960-1976) and then the IIC Bulletin (1976-2007). In 2007 IIC launched its first full-colour conservation newsletter News in Conservation (NiC) which transitioned to a completely digital version in 2011. In 2018 NiC became a full-fledged magazine, and in addition to the free PDF version, NiC subscribers now have access to the e-magazine through ISSUU as a digital page-turning publication with extra content such as videos, links and more!

News in Conservation is one of very few regularly (and currently) published conservation magazines and the only magazine dedicated to cultural heritage preservation on a global level. Published six times a year, NiC provides a platform for members of the worldwide conservation community to share the latest research, interviews and reviews; to promote new events, products and opportunities; and to call for papers, ideas and involvement. The magazine also provides regular updates from the IIC Council and Regional Groups and is always evolving to better fit the needs and interests of our increasingly global conservation profession.
MEET OUR NiC SUBSCRIBERS

NiC is designed to complement the more technical IIC publications such as *Studies in Conservation*, which is IIC’s peer-reviewed scientific journal. The language in *NiC* is more straightforward and conversational; well-crafted text and informative images which are accessible to our global readership with all levels of English proficiency.

*NiC* subscribers cover the globe and include not only practising conservators and conservation students, but also conservation scientists, teachers, managers, curators, registrars, directors, administrators, conservation suppliers as well as others with an interest in conservation. We select content that will keep the professional community abreast of recent conservation news and will also engage the non-conservator audience.

**NiC Email Subscribers**

3,500+

**NiC Reads (Dec-Jan 2023 Issue)**

2,010+

**NiC Impressions (Dec-Jan 2023 Issue)**

3,170+

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**NiC Reader Demographics**

- Europe: 53.5%
- North America: 24%
- Oceania: 11%
- Asia: 5%
- Latin America: 4%
- Africa: 2.5%
As a long-standing and well-respected global institution, IIC is dedicated to promoting cultural heritage preservation and provides News in Conservation free of charge, open to both members and nonmembers alike. It is easy to download directly from our homepage www.icconservation.org, as well as from our social media, and share with others. With over 3,500 direct NiC subscribers, and over 70,000 IIC followers on Facebook, Twitter, Instagram, and LinkedIn, featured NiC advertisements are seen by thousands of conservation professionals and supporters all over the world.

As an increasingly dynamic and interactive global platform, News in Conservation is the ideal publication for those wishing to make their presence felt in national and international conservation arenas, enabling the promotion of products and services to purchasers and key decision makers on a global level. For more information on IIC, our members, and becoming an IIC partner, see the IIC Media Kit.

**Perks of Advertising with NiC**

Advert artwork will appear in both the PDF and ISSUU versions of the requested bi-monthly e-magazine issue, with any desired clickable hyperlinks.

NiC will also provide direct linkout statistics for every hyperlinked advert, which will span the issue period (the 2 months following issue publication).

Every new issue of NiC is linked and highlighted on the IIC homepage, the publications page and is featured on the IIC Community Reading Room, including individual articles and IIC member bonus content.

Adverts featured in NiC can also include direct video embeds within the ISSUU format. For an example of video embedding in News in Conservation, see NiC Issue 71, April 2019, page 9.

Announcements and links to each new issue of NiC are also posted on the various IIC social media platforms (Facebook, Twitter, LinkedIn, Instagram), which makes featured adverts available to all 70K IIC social media followers.

IIC biennial congress sponsorship packages also offer advert placement in NiC, public recognition at congress meetings and events, and more.
# Deadlines

<table>
<thead>
<tr>
<th>NiC Issue</th>
<th>February-March</th>
<th>April-May</th>
<th>June-July</th>
<th>August-September</th>
<th>October-November</th>
<th>December-January</th>
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<tbody>
<tr>
<td>Coordinating advert artwork deadline</td>
<td>15th January</td>
<td>15th March</td>
<td>15th May</td>
<td>15th July</td>
<td>15th September</td>
<td>15th November</td>
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Advert artwork should be sent directly to Sharra Grow news@iiconservation.org by the coordinating advert artwork deadline listed for the desired NiC issue.

# Package Prices

### News in Conservation (six issue package / 1 yr)

<table>
<thead>
<tr>
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<th>Price</th>
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<tbody>
<tr>
<td>Full Page (vertical A4)</td>
<td>£1250</td>
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<tr>
<td>Half Page (horizontal A5)</td>
<td>£850</td>
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<tr>
<td>Quarter Page (vertical A6)</td>
<td>£600</td>
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### News in Conservation (single issue)

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page (vertical A4)</td>
<td>£275</td>
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<tr>
<td>Half Page (horizontal A5)</td>
<td>£175</td>
</tr>
<tr>
<td>Quarter Page (vertical A6)</td>
<td>£125</td>
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# Invoicing

For invoice and payment information, contact:

Sharra Grow
Editor in Chief
News in Conservation
news@iiconservation.org