

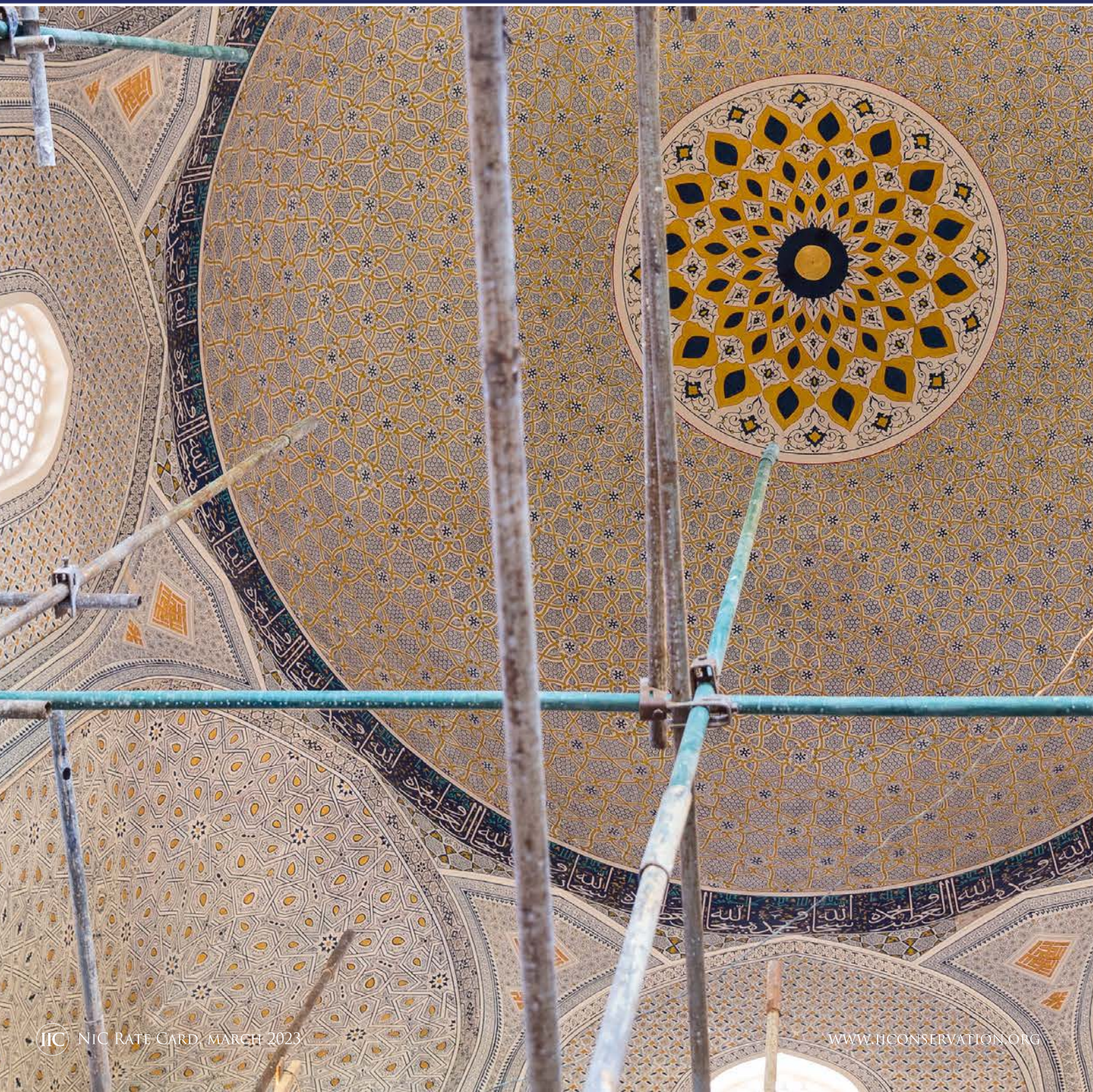
MARCH 2023



RATE CARD

NEWS IN CONSERVATION

INTERNATIONAL INSTITUTE FOR CONSERVATION OF HISTORIC AND ARTISTIC WORKS





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.



Sharra Grow
Editor in Chief, *News in Conservation*



Marina Herriges
Associate Editor, *Reframing Conservation Through Sustainability, NiC*



Alexandra Taylor
Book Reviews Editor, *NiC*



Ellie Sweetnam
Fellowship and Membership Programme Manager

The collage features several images: a person in a blue glove working on a book, a group of people in a workshop, and a large advertisement for Willard Conservation Equipment Engineers. The advertisement includes the text: 'Quality conservation tools & equipment built to last a lifetime, designed and made in our UK workshops since the 1950s. Willard hand tools have a proven life expectancy of more than 40 years, making them the sustainable choice for Conservators around the globe. We offer a bespoke tool and equipment design service, please contact us to discuss your specific requirements. now or in the future, we will always be pleased to assist you.' It also provides contact information: 'T: +44 (0) 1247 70921', 'E: sales@willard.co.uk', and 'www.willard.co.uk'. Social media icons for Twitter, LinkedIn, and Facebook are also present.



OUR GLOBAL COMMUNITY

MEET OUR NIC SUBSCRIBERS

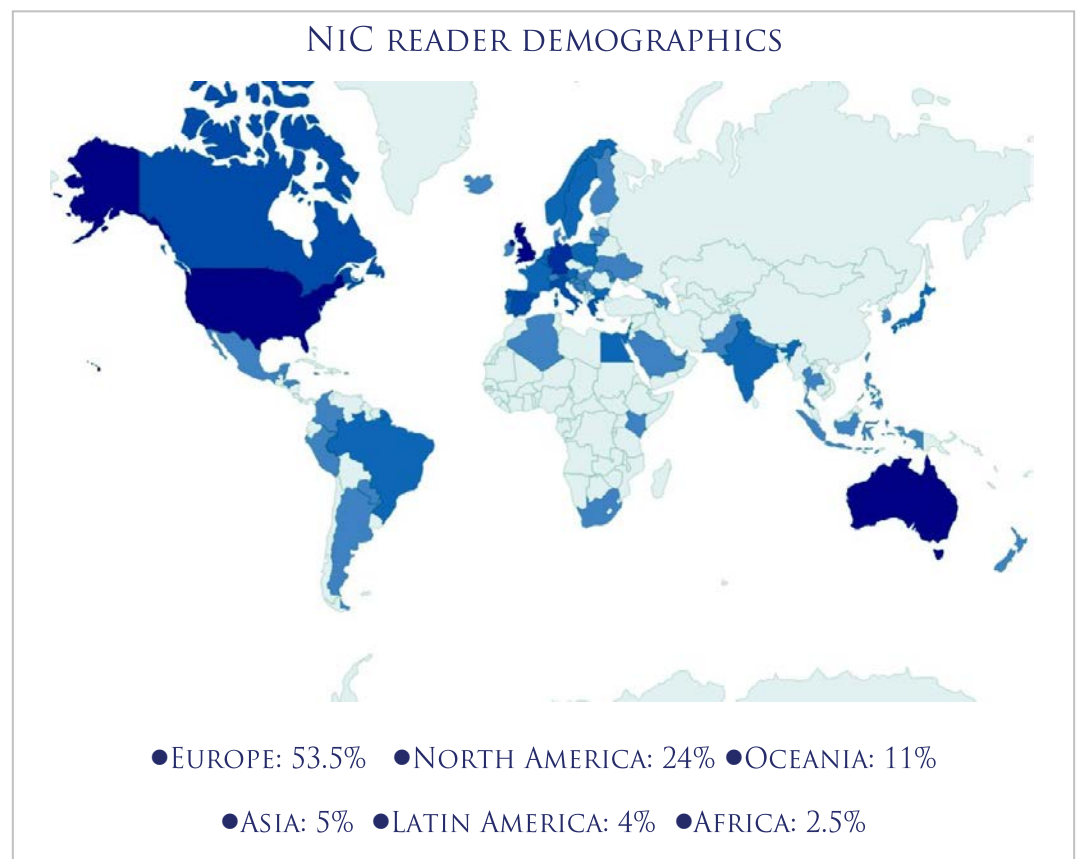
NiC is designed to complement the more technical IIC publications such as *Studies in Conservation*, which is IIC's peer-reviewed scientific journal. The language in *NiC* is more straightforward and conversational; well-crafted text and informative images which are accessible to our global readership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





ADVERTISER BENEFITS

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.iiconservation.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.



RATES AND DATES

DEADLINES

NiC Issue	February-March	April-May	June-July	August-September	October-November	December-January
Coordinating advert artwork deadline	15th January	15th March	15th May	15th July	15th September	15th November

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)

Full Page (vertical A4)	£1250
Half Page (horizontal A5)	£850
Quarter Page (vertical A6)	£600

News in Conservation (single issue)

Full Page (vertical A4)	£275
Half Page (horizontal A5)	£175
Quarter Page (vertical A6)	£125

INVOICING

For invoice and payment
Information, contact:

Sharra Grow
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