



JUNE 2019



# MEDIA KIT

INTERNATIONAL INSTITUTE FOR CONSERVATION OF HISTORIC AND ARTISTIC WORKS





# OUR STORY



Julian Bickersteth  
IIC President

## IIC

The International Institute for the Conservation of Historic and Artistic Works (IIC) is an independent professional society uniquely positioned in the world. We believe conservation is of great value. By looking after our global cultural heritage and cultural identities we are helping to improve the richness and quality of life for everyone.

involved in saving internationally important historic and artistic works from being lost forever, they became known as the Monuments Men.

Today we have a strong global network of distinguished Fellows, members and Institutions representing more than 70 countries. We have close relationships with thousands of conservators and heritage professionals internationally, who engage in our biennial congresses, dialogues, conferences and regional groups, as well as supporting various IIC publications, awards, funds and initiatives.



Sarah Stannage  
IIC Executive Director

IIC was founded in 1950 by a group of men and women who witnessed dramatic events during WW2. A number of them were part of the Monuments, Fine Arts and Archives programme and they were

*IIC MISSION: Bringing together conservation professionals from around the world, educating, enabling and recognizing excellence.*

## NiC

From the beginning IIC has been dedicated to sharing conservation news with its global members, starting with the *IIC News Letter* (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 of *NiC*, current IIC members now have access to the e-magazine as a modern, digital, page-turning publication including extra *NiC* 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 world-wide 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. *NiC* continues to evolve to better fit the needs and interests of our increasingly global conservation profession.



Sharra Grow  
IIC Editor, *News in Conservation*



Graham Voce  
IIC Executive Secretary



# OUR COMMUNITY

## MEET OUR MEMBERS AND SUBSCRIBERS

IIC professional members cover the globe and include those with an interest in conserving the world's heritage: from conservators and restorers to conservation scientists, architects, educators and students. We also welcome collection managers, curators, art historians and other cultural heritage professionals. Our members are invested in career development as individuals and for the profession as a whole and engage in ongoing conversations in person and online.

PROFESSIONAL  
IIC MEMBERS

NIC EMAIL  
SUBSCRIBERS

CONGRESS  
ATTENDEES



1,600+

1,900+

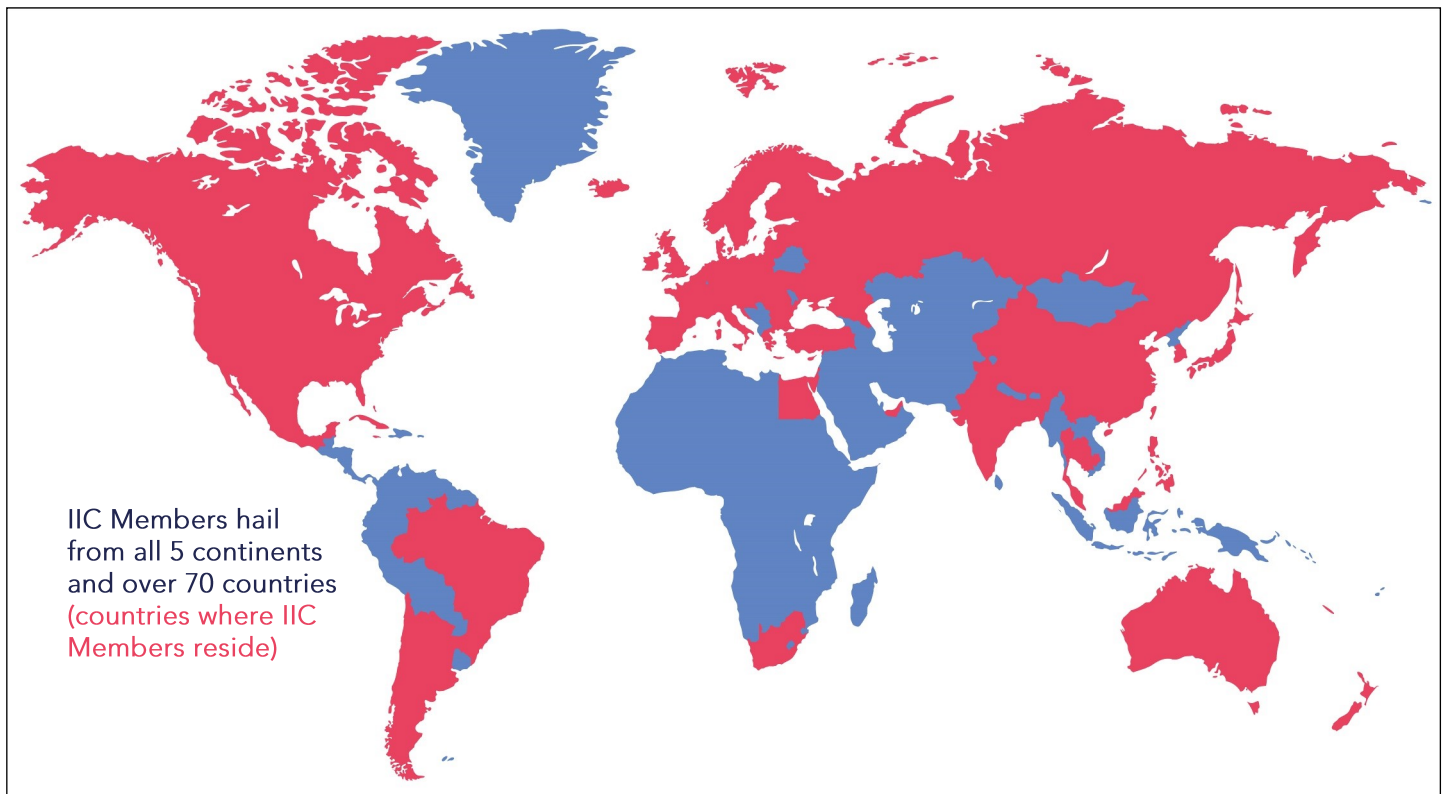
463

42K+

11K+

3,000+

1,400+



### MEMBERSHIP CATEGORIES

INDIVIDUAL	60%
INSTITUTIONAL	19%
FELLOW	15%

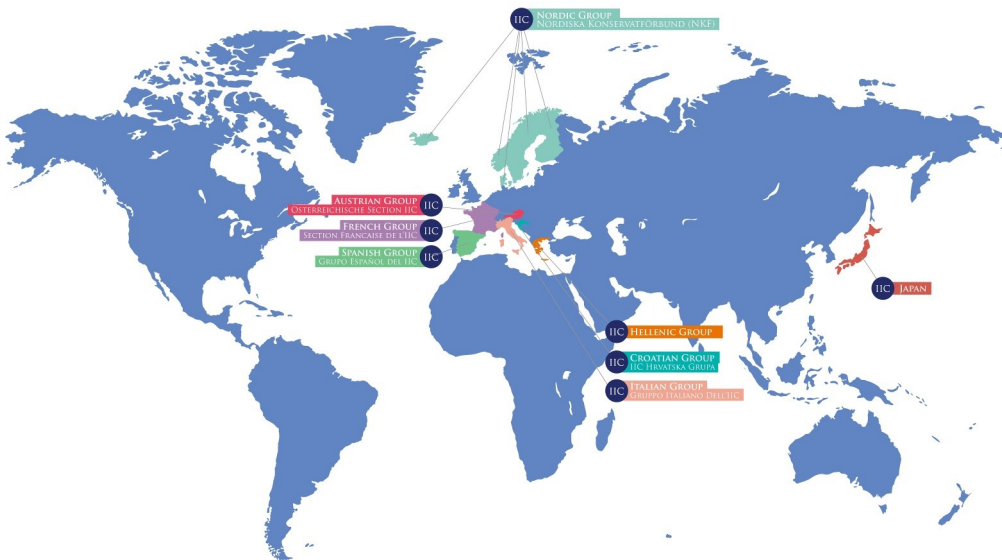
### MEMBERSHIP GEOGRAPHY

EUROPE	61%	OCEANIA	3%
NORTH AMERICA	29%	SOUTH AMERICA	< 1%
ASIA	6%	AFRICA	< 1%



# OUR COMMUNITY

## IIC REGIONAL GROUPS



IIC Regional Groups are independently run sub-groups that remain affiliated under the IIC umbrella including adherence to the Institute’s objectives, by-laws and governing Council.

Regional Groups develop along different lines depending on the particular needs of the conservation community in the countries concerned.

## GET THE TRAFFIC REPORT

Here at IIC, there’s always something going on, and our online traffic numbers reflect our active, engaged community. With daily website and social media updates on world-wide events, announcements and stories, as well as regular releases of IIC publications and our own busy schedule of meetings, conferences and events, IIC always has something new drawing viewers to us online.

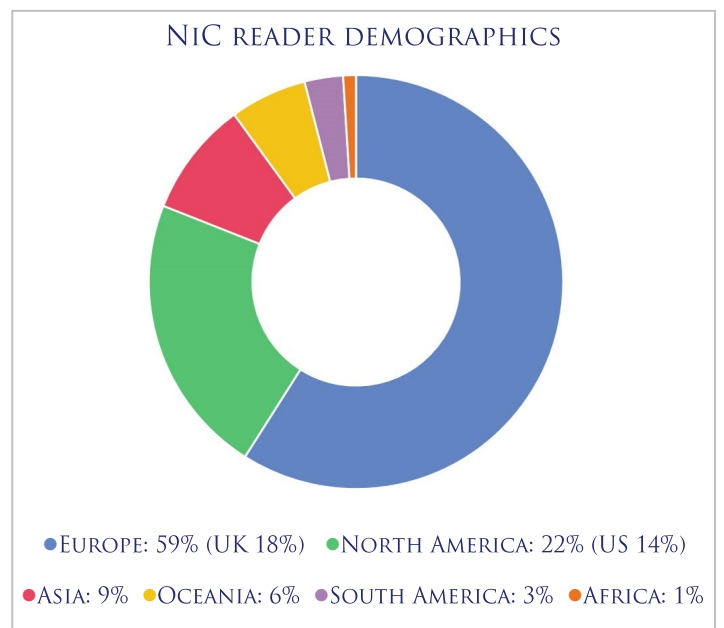
IIC WEBSITE  
UNIQUE VISITORS  
PER MONTH  
**9,000+**

IIC WEBSITE  
PAGE VIEWS  
PER MONTH  
**32K+**

IIC COMMUNITY  
TO LAUNCH  
SUMMER 2019

NIC READS  
(FEB ISSUE)  
**710+**

NIC READS  
(APRIL ISSUE)  
**1,400+**



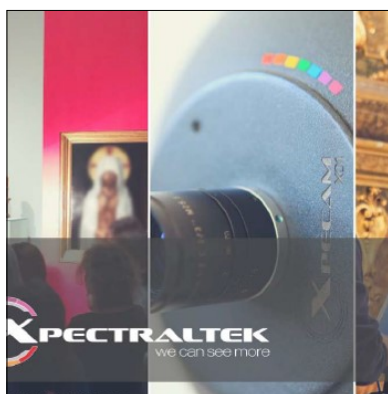


# BECOME A PARTNER

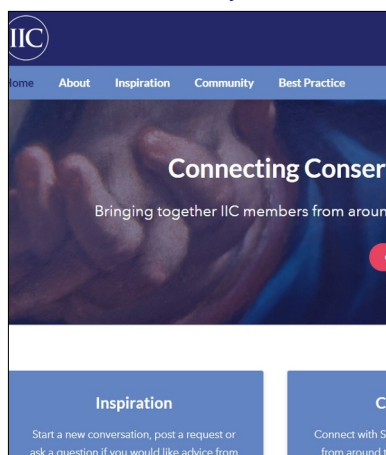
There are so many ways to advertise your business, products, initiatives and workshops with IIC. Check out the lists and links below. Feel free to contact us to discuss other ideas and proposals for sponsorship, donation, and advertising with IIC. Let's talk!

## ADVERTISE IN *NiC*

Advert spots will appear in both the [PDF](#) and [ISSUU](#) versions of the bi-monthly e-magazine. For advert sizes and package options, download the [NiC Rate Card](#).



Every new issue of *NiC* is highlighted on the IIC homepage, publications page and on the new [IIC Community](#).



Links to each new issue of *NiC* are also posted on all IIC social media, making featured *NiC* adverts available to the 42K+ IIC social media followers.



## DONATE AND SPONSOR THROUGH IIC



IIC [biennial congress](#) sponsorship packages and opportunities include advertisement and logo placement within conference programs, delegate bags, advert spots in *NiC*, public recognition at congress meetings and events, and more.



Consider sponsoring the biennial IIC [Student & Emerging Conservator Conferences](#), [Point of the Matter Dialogues](#), and IIC [International Training Center Courses \(IIC-ITCC\)](#)



Support conservation colleagues, students, and institutions around the world through the IIC [Opportunities Fund](#), the [Keck Award](#), the [Brommelle Memorial Fund](#), World Membership, and [Legacy Giving](#).



# CONTACT US



## NIC

To learn more about advertising opportunities with *News in Conservation* contact:

### Sharra Grow

IIC Editor, *News in Conservation*  
[news@iiconservation.org](mailto:news@iiconservation.org)



## IIC

To receive more information about advertising and sponsorship packages with IIC congresses and events, and to learn more about donating to the various IIC funds and grants, contact the IIC Office:

### Sarah Stannage

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[execdir@iiconservation.org](mailto:execdir@iiconservation.org)

### Graham Voce

IIC Executive Secretary  
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*"The more I learned about IIC, its networks and how membership develops skills and knowledge within conservation, the more I realized this truly was an exceptional community of cultural heritage professions."*

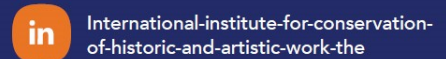
*Meaghan Monaghan IIC Individual Member*

*"From my young days as a student, IIC has opened my eyes and ambitions about what conservation can be. Through an interesting career, it still does—only more so"*

*Velson Horie IIC Fellow*

*"Being a student member at IIC has not only given me the opportunity to exchange ideas with so many people with extensive and various experiences in conservation-restoration, but also to be always updated on what's going on in our field."*

*Isa von Lenthe IIC Student Member*



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