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.

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 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.

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.
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.

**Meet our Members and Subscribers**

IIC Members hail from all 5 continents and over 70 countries (countries where IIC Members reside)

**Membership Categories**
- Individual: 60%
- Institutional: 19%
- Fellow: 15%

**Membership Geography**
- Europe: 61%
- North America: 29%
- Asia: 6%
- Oceania: 3%
- South America: < 1%
- Africa: < 1%

<table>
<thead>
<tr>
<th>Professional IIC Members</th>
<th>NIC Email Subscribers</th>
<th>Congress Attendees</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>LinkedIn</th>
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<tbody>
<tr>
<td>1,600+</td>
<td>1,900+</td>
<td>463</td>
<td>42K+</td>
<td>11K+</td>
<td>3,000+</td>
<td>1,400+</td>
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**IIC Members**

- **Europe**: 61%
- **North America**: 29%
- **Asia**: 6%
- **Oceania**: 3%
- **South America**: < 1%
- **Africa**: < 1%
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.

<table>
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<th>IIC Website Unique Visitors per Month</th>
<th>IIC Website Page Views per Month</th>
<th>IIC Community to Launch Summer 2019</th>
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<tbody>
<tr>
<td>9,000+</td>
<td>32K+</td>
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<tr>
<th>NIC Reads (Feb Issue)</th>
<th>NIC Reads (April Issue)</th>
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<td>710+</td>
<td>1,400+</td>
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NIC Reader Demographics

- Europe: 59% (UK 18%)
- North America: 22% (US 14%)
- Asia: 9%
- Oceania: 6%
- South America: 3%
- Africa: 1%
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 N iC**

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 Brommelie 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
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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:

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MEDIA KIT

INTERNATIONAL INSTITUTE FOR CONSERVATION OF HISTORIC AND ARTISTIC WORKS

“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 Lente IIC Student Member