News in Conservation

For nearly 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 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, 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.

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**NiC Reader Demographics**

- **NiC Email Subscribers**: 2,000+
- **NiC Reads (February Issue)**: 710+
- **NiC Reads (April Issue)**: 1,400+

- **Europe**: 59% (UK 18%)
- **North America**: 22% (US 14%)
- **Asia**: 9%
- **Oceania**: 6%
- **South America**: 3%
- **Africa**: 1%
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 2,000 direct NiC subscribers, and over 42,000 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.

Every new issue of NiC is embedded and highlighted on the IIC homepage, the publications page and is featured in the new IIC Community platform for the issue period (the 2 months following issue publication).

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 42K+ of IIC’s social media followers.

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

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.

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

<table>
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<tr>
<th>NiC Issue Publication Date</th>
<th>1st February</th>
<th>1st April</th>
<th>1st June</th>
<th>1st August</th>
<th>1st October</th>
<th>1st December</th>
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<tr>
<td>Coordinating Press 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 press deadline listed for the desired NiC issue.

PACKAGE PRICES

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

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<th>Price</th>
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<tr>
<td>Half Page (horizontal A5)</td>
<td>£700</td>
</tr>
<tr>
<td>Quarter Page (vertical A6)</td>
<td>£500</td>
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*News in Conservation* (single issue)

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</tr>
<tr>
<td>Quarter Page (vertical A6)</td>
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</tbody>
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INVOICING

For invoice and payment information contact:

**Sharra Grow**
IIC Editor, News in Conservation
news@iiconservation.org

**Graham Voce**
IIC Executive Secretary
iic@iiconservation.org

3 Birdcage Walk, Westminster, London, SW1H 9JJ, UK
Telephone: +44 (0)20 7799 5500
Fax: +44 (0)20 7799 4961
www.iiconservation.org