



NEWS IN CONSERVATION

INTERNATIONAL INSTITUTE FOR CONSERVATION OF HISTORIC AND ARTISTIC WORKS

RATE CARD

Publication Dates: 1st of February / April / June / August / October / December

Press Dates: 15th of January / March / May / July / September / November

News in Conservation (six issues / 1 year)

Full Page (*vertical A4*) £1000

Half Page (*horizontal A5*) £700

Quarter Page (*vertical A6*) £500

News in Conservation (single issue)

Full Page (*vertical A4*) £250

Half Page (*horizontal A5*) £150

Quarter Page (*vertical A6*) £100

Payment Policy

Contact Sharra Grow at news@iiconservation.org for more information

Welcome to NiC

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.

News in Conservation is a full-colour digital conservation news publication. Published six times a year, *NiC* provides a platform for members of the 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. *NiC* also provides updates from the IIC Council and regional groups.

Global Audience

NiC is designed to complement other 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 not only include 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.

Advertising 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 non-members alike. It is easy to download, directly from www.iiconservation.org, and share with others.

With over 2,500 direct *NiC* subscribers, and over 40,000 IIC followers on Facebook, Twitter, Instagram, and LinkedIn, featured advertisements are seen by 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.