

# CW

COMMUNICATION WORLD • THE MAGAZINE FOR COMMUNICATION MANAGEMENT



## Media Kit 2010

“It’s almost like having a professional development activity delivered to my doorstep!”

“Every issue has great tips, which I am able to actually use.”

“Articles are well-written—by credible people within the industry. Lots of good takeaways.”

—CW Readership Survey

# Advertise in CW and Reach the World's Top Business Communicators

*Communication World*, the official magazine of the International Association of Business Communicators, is a must-read publication for communicators worldwide and offers advertisers direct access to a specialized audience.

IABC is the premier international knowledge network for decision makers and professionals engaged in strategic business communication management.

## AWARD-WINNING CONTENT AND DESIGN

CW covers the latest in communication research and trends through in-depth reports and insightful interviews. Each issue also includes informative departments on technology, communication excellence, photography and writing.

CW ranks as one of IABC's top member benefits, and has been awarded:

- A Maggie Award for best column in an association publication ("Tech Talk")
- A Maggie Award for "Most Improved Publication"
- Two ASBPE Silver Awards for special section ("The Green Revolution") and cover design ("Testing the Virtual Waters")

## AN INFLUENTIAL NICHE AUDIENCE

CW helps your business reach the largest pool of global professional communicators. Readers work for multinational corporations, governments, nonprofits and educational institutions, as well as PR and consulting firms around the world.

Base circulation: 16,000

## IABC MEMBERS ARE LEADERS

**32%**

hold the title of CEO, president, officer, partner, vice president, managing director, director, practice leader, principal, associate

**28%**

are account executives, assistant managers, consultants, coordinators, editors, editorial assistants, educators/professors, general managers, graphic designers, photographers, self-employed/independent, specialists, supervisors, writers

**21%**

are managers

## CW Hits Your Target

- IABC members have purchasing power; 80 percent report that they are principal purchasers or decision makers or have influence on purchasing decisions.
- Nearly 90 percent of IABC members hold college/university degrees.

— Profile 2007, in cooperation with the IABC Research Foundation, and 2008 CW readership survey

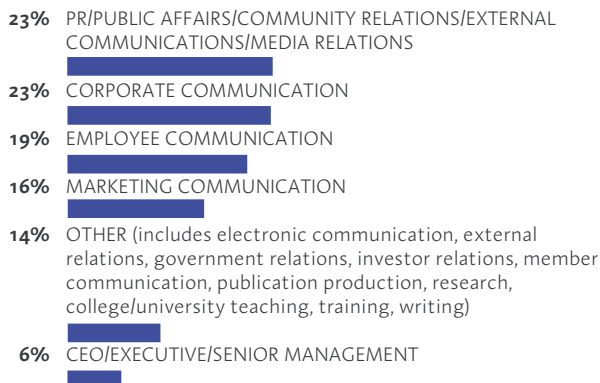
## IABC MEMBERS INFLUENCE, REACH OR DEAL WITH AN AUDIENCE OF



## IABC MEMBERS WORK FOR



## IABC MEMBERS' JOB RESPONSIBILITIES



# 2010 Ad Rates Effective 1 October 2009

4-COLOR ADS	1x-2x	3x-5x	6x+
2-Page Spread	US\$5,040	US\$4,500	US\$3,680
Full Page	3,560	3,240	2,840
2/3 Page	3,140	2,880	2,520
1/2 Page	2,840	2,620	2,400
1/3 Page	2,520	2,300	2,100

B&W ADS	1x-2x	3x-5x	6x+
2-Page Spread	US\$4,200	US\$3,680	US\$2,840
Full Page	2,740	2,420	2,000
2/3 Page	2,300	2,040	1,680
1/2 Page	2,000	1,780	1,580
1/3 Page	1,680	1,480	1,260

TO ADD ANY ONE PROCESS COLOR TO A BLACK-AND-WHITE AD: US\$495

SPECIAL PLACEMENT ADS	1x-2x	3x-5x	6x+
Back Cover	US\$4,280	US\$4,000	US\$3,400
Inside Front Cover	4,100	3,740	3,260
Inside Back Cover	3,920	3,580	3,100

## INSERTS, SPECIAL SECTIONS, POLYBAGGING

Contact advertising director for rates.

## REPRINTS

Advertising and editorial reprints are available.

## Mechanical Requirements

**Printing Method:** Web offset; **Binding:** Saddle-stitched;

**Line Screen:** 150 lpi; **Rotation of Colors:** Black, cyan, magenta, yellow

### SUBMISSION OPTIONS

**Digital Ad Submissions:** All digital ad submissions must comply with the requirements listed below.

**Pre-Press Services:** If you are unable to produce digital files to the specifications below, you may use our pre-press services for an additional fee. To discuss this option, contact your sales representative.

### DIGITAL SUBMISSION REQUIREMENTS

**Media:** CD-ROM or upload to FTP site (contact your sales representative for instructions).

**Preferred Digital Format:** PDF/X-1a.

**Acceptable Digital Format:** HIGH-RES PDF; files created with Adobe Acrobat are not optimal but will be accepted within the following parameters. *Please note: The publisher will not be responsible for quality if high-res PDF files are submitted.*

- All fonts and subsets of fonts must be embedded.
- Color images must be no lower than 300 dpi.
- File must be optimized for print.
- All image data must be in CMYK format.
- JPEG image data must not be used.

**Unacceptable Formats:** *Native files (QuarkXPress, InDesign, PageMaker, etc.) will not be accepted.*

### ADDITIONAL NOTES

**Two-Color Ads:** Must be prepared in accordance with the four-color process requirements. Do not use spot colors.

**Oversized/Undersized Ads:** All ads must be sized according to the mechanical requirements for *Communication World*. The publisher reserves the right to reject ads or, when possible, to resize materials and to charge for those services involved if the correct size ad is not provided by the materials deadline.

### ADVERTISING DIMENSIONS AND SETUP

<p>2-PAGE SPREAD</p> <p>Trim Size: 17" X 10.875"</p> <p>If ad bleeds, please add 0.125" for bleed on all four sides</p>	<p>FULL PAGE</p> <p>Trim Size: 8.5" X 10.875"</p> <p>If ad bleeds, please add 0.125" for bleed on all four sides</p>	<p>BACK COVER</p> <p>Trim Size: 8.5" X 7"</p> <p>If ad bleeds, please add 0.125" for bleed on sides and bottom (top does not bleed)</p>
<p>2/3 PAGE</p> <p>4.312" X 9.125"</p>	<p>1/2 PAGE (island)</p> <p>4.375" X 7"</p> <p>1/3 PAGE (vert)</p> <p>2" X 9.125"</p>	<p>1/3 PAGE (square)</p> <p>4.375" X 4.375"</p> <p>1/2 PAGE (horizontal)</p> <p>6.875" X 4.875"</p>

# 2010 Editorial and Advertising Planning Calendar

## JANUARY–FEBRUARY

NEW MEDIA RELATIONS

SPECIAL REPORT: EUROPE AND THE MIDDLE EAST

Advertising space reservation ..... 29 Oct

Advertising materials due ..... 16 Nov

## MARCH–APRIL

BUILDING EMPLOYEE MORALE

SPECIAL REPORT: AFRICA

Advertising space reservation ..... 5 January

Advertising materials due ..... 21 January

## MAY–JUNE

THE FUTURE OF THE COMMUNICATION PROFESSION

SPECIAL REPORT: LATIN AMERICA

Advertising space reservation ..... 3 March

Advertising materials due ..... 19 March

**Bonus Distribution:** IABC World Conference in Toronto

## JULY–AUGUST

BEST PRACTICES IN GLOBAL COMMUNICATION

GOLD QUILL AWARDS

Advertising space reservation ..... 20 April

Advertising materials due ..... 6 May

**Bonus Distribution:** IABC World Conference in Toronto

## SEPTEMBER–OCTOBER

INNOVATION ON A BUDGET

Advertising space reservation ..... 6 July

Advertising materials due ..... 22 July

## NOVEMBER–DECEMBER

VISUAL COMMUNICATION

SPECIAL REPORT: ASIA/PACIFIC

Advertising space reservation ..... 3 Sept

Advertising materials due ..... 22 Sept

## Special Advertising Sections

CW offers custom advertising supplement opportunities, giving you a way to present more detailed information about your products or services to 16,000 business communicators.

## Value-Added Services for Advertisers

CW offers advertisers assistance with creative marketing tools that can be packaged with the magazine. These include inserts, bellybands, gatefolds, and polybagging of special offers or fliers.

**For specific details and costs, contact Erin Mason at +1 415-544-4723.**

## Contacts

### ADVERTISING

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### AD SPECIFICATIONS/PRODUCTION QUESTIONS

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### EDITORIAL

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