

PRINT



COSTS

ICONNECT MAGAZINE

COST PER INSERTION

Iconnect is the quarterly member magazine which reaches the foremost professionals in the conservation sector. Each issue reaches more than 2,000 conservation sector professionals, academics & students, material & equipment suppliers, culture vultures and conservation fans across the broader public, and allied professionals. By advertising in Iconnect magazine, you'll reach the audience you need.

OBC	£840
IFC/IBC	£800
Full Page	£750
Half Page	£495
Quarter Page	£360

JOURNAL OF THE INSTITUTE OF CONSERVATION

COST PER INSERTION

Icon's prestigious tri-annual scholarly Journal of the Institute of Conservation reaches the brightest minds and leading lights in the sector. Over 2,600 copies are dispatched globally, reaching conservation sector professionals, academics, students, and conservation scientists.

Full Page	£700
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All priced are subject to VAT. Please refer to our terms and conditions.

ARTWORK SPECS

DPS	width and height (mm)
Trim size	420 x 280
Type size	396 x 255
Bleed size*	426 x 286

Please don't place text in the 10mm either side of the vertical centre to allow for the gutter

FULL PAGE	width and height (mm)
Trim size	210 x 280
Type size	185 x 255
Bleed size*	216 x 286

HALF PAGE	width and height (mm)
Landscape	185 x 125
Portrait	90 x 255
(no bleed required)	

QUARTER PAGE	width and height (mm)
Portrait	90 x 125
(no bleed required)	

For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement.

High res, press ready artwork should be supplied in digital format to copy@centuryone.uk. PDF, JPG or TIFF files accepted. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded.

DATES FOR YOUR DIARY

JOURNAL OF THE INSTITUTE OF CONSERVATION

Issue/ Month	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
46-02 / JUNE	21 April	25 April	25 May
46-03 / OCT	23 August	25 August	25 September

ICONNECT MAGAZINE

Issue	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
SPRING	24 March	28 March	20 April
SUMMER	23 June	27 June	20 July
AUTUMN	15 September	19 September	12 October
WINTER	21 December	03 January	19 January

Icon is a charitable organisation working to safeguard cultural heritage and the professional membership body for the conservation profession.

Icon ensures that the guardians and owners of objects, buildings and collections can access knowledgeable and passionate professionals who will help them safeguard the physical remains of our past for the future.

2.3K MEMBERS

Conservation professionals work in a variety of disciplines. Many are conservators but Icon's membership of 2,300 individuals and organisations also embraces heritage scientists, craftspeople, architects, archivists and others. Most members are UK-based but many also work internationally.

CONTACT US

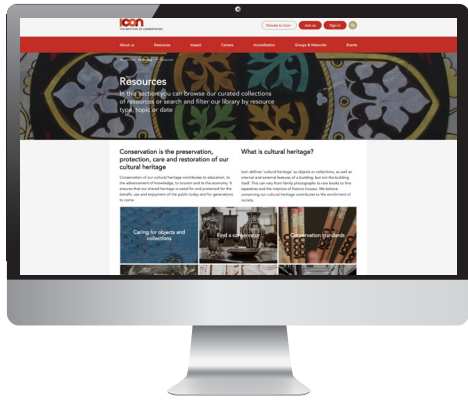
ADVERTISING SALES

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ARTWORK STUDIO

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DIGITAL



COSTS

DIGITAL OPPORTUNITIES

COST PER INSERTION

Iconnect Monthly is the email newsletter sent to all members and supporters, providing a round-up on all the big stories of the previous month, announcements and exclusive professional opportunities. Each newsletter reaches over 2,000 conservation sector professionals.

Placing your sponsored content in the bulletin, you'll get the profile you need with the immediacy it deserves and get your target audience clicking directly back to you.

Sponsored Content	£500
Footer Banner	£250

ADVERTISE ON ICON'S WEBSITES

COST PER INSERTION

Homepage banner www.icon.org.uk	£500
Conservation register banner conservationregister.org.uk	£750

ICONNECT JOBS

COST PER INSERTION

Iconnect jobs is the only way to ensure your conservation sector job advertisement lands directly in the inboxes of the largest pool of conservation sector professionals around. Each weekly edition reaches more than 2,000 conservation sector professionals, academics & students, material & equipment suppliers, and allied professionals.

Word of mouth will spread far and wide, boosted by cross-promotion on the job board on the Icon website, social media feeds and LinkedIn profile.

Don't leave your recruitment up to chance. Speak directly to the audience you need - and harness your best chances to find the best candidate for the role you've got going.

Call for Tenders	£495
Salaried role	£420
Apprenticeship*	£125
Internship*	£125
Voluntary role*	Free
Work Experience *	Free

*Apprenticeships, Internships and Voluntary roles must meet Icon's minimum guidelines. There are no exceptions. Work experience defined as a work placement with a maximum duration of 2 weeks.

ARTWORK SPECS

WEBSITE ADVERTISING	width and height (px)
Homepage Banner	1440 x 500
Conservation Register Banner	450 x 270
NEWSLETTER	width and height (px)
Mid Banner	602 x 195
Footer Banner	602 x 195

For online and email newsletter ads, artwork should be RGB colour, 72 dots per inch (dpi), JPG file. Please supply a URL for click-through, no embedded links accepted.

ARTWORK CREATION

NEW DESIGN	DESIGN COST	INC I.P. RIGHTS
DPS	£685	£795
Full Page	£415	£525
Half Page	£265	£345
Quarter Page	£160	£245
Eighth Page	FREE	INCLUDED

UPDATING EXISTING ARTWORK COST PER AD

Amending artwork	£50
Small text amends	£30
Extra amends/proof (per round)	£20
Creating PDF from your files	£20

All prices quoted are subject to VAT. Please refer to our terms and conditions.

STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

CONTACT US

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