

CILIP UPDATE

for the library, information
and KM community

www.cilip.org.uk/cilipupdate



Digital Advertising Rates 2017



CILIP Weekly E-Newsletter

The CILIP weekly e-newsletter is mailed every Wednesday to 11,000 signed up members. The newsletter is received as an email and requires no click through to open. The weekly average open rate is 37%.

Up to 2 advertising slots are available each week.

Advertisers can take a single week or a package of weeks. As ever the more weeks you book, the lower the weekly rate. Your advert includes an image, and up to 50 words of text with a click through.

Rates per week:

1 week	2-4 weeks	5-10 weeks	11 or more weeks
£495	£375	£325	£295

Update Magazine App and Update Magazine PC Digital Edition

All ads taken in print will automatically appear in both our App and PC Digital editions.

However you can now also take advertising on these platforms without taking a print advert.

The App has been downloaded over 2,000 times, which is available for both Apple and Android users.

For the PC Digital version, each issue is now receiving over 20,000 page views in their first 3 months of publication.

Only full page adverts are available. All adverts will be placed in the first 15 pages of the magazine, unless a request is made to place your advert next to a particular feature.

Rates per week:

1 week	2-4 weeks	5-10 weeks	11 or more weeks
£495	£375	£325	£295

To book or for further information
please email Gary Allman at
gary.allman@cilip.org.uk
or call on 020 7255 552