READER PROFILE

The majority of readers hold C-level executive, research and marketing titles. Our European audience makes up the majority of Research World’s global reach, followed by Asia Pacific and North America, with growing circulation in Latin America, the Middle East and Africa.

Read in over 100 countries 6 times a year, your message will reach the people who matter. With circulation of almost 20,000, Research World is distributed to the ESOMAR membership base of global professionals with further outreach through subscriptions, distribution at global events and through a network of ESOMAR representatives.
Market research brings the real story of people into the board room and public decision making, helping leaders in business and public life understand the consumer, especially in difficult times. What do people stressed in a time of change really need and how can we respond to them? Research World is the global magazine for marketing intelligence and decision making. It explores the expanding borders of research by highlighting the latest innovations and developments in tools, technology and business applications, and stimulates challenging debate on the critical role of research in commerce and society.
JANUARY / FEBRUARY: IRREVOCABLE CHANGE

The new economic environment is forcing companies to change how they work with their research teams and information providers. Clients want more speed, more coverage and are turning to new providers who can help them get closer to consumers. What changes are we seeing and what needs to be done to help our clients generate more meaningful insights that can be delivered more cost-effectively?

Regional profile: Central and Eastern Europe.
Extra Distribution: CEE Forum 2012
Advertising reservation: 3 January 2012
Copy Deadline: 10 January 2012
Published: 16 February 2012

MARCH / APRIL: INNOVATING, INSPIRING ASIA!

Seven of the ten world’s largest cities are in Asia which also has four of the ten fastest growing economies. Competition is rife making innovative and dynamic thinking a requirement to conquer these markets, combined with excellent consumer insight and understanding! How can market researchers help marketers reach the über rich, the new middle class and desperately poor segments that define these rapidly expanding areas and are there two separate markets contained in the region? Which techniques are best suited to cultures where direct questioning might not elicit the information needed to understand these new consumers?

Regional profile: Asia Pacific
Extra Distribution: Asia Pacific Conference 2012
Advertising reservation: 21 February 2012
Copy Deadline: 28 February 2012
Published: 27 March 2012

MAY/JUNE: FIESTA ARRIBA!

Latin Americans are celebrating a re-birth of their cultures and economies! They have embraced the latest that the internet and technology have to offer. The world-renowned exuberance of the people is creating a surging boom in the use of social networks, mobile applications and so much more. How can researchers help marketers understand the key factors to building more lasting prosperity? What part will web 2.0 tools and techniques and the latest techniques in exploring emotions play in researching this fascinating continent?

Regional profile: Latin America
Advertising reservation: 19 March 2012
Copy Deadline: 26 March 2012
Published: 1 May 2012
SEPTEMBER: CELEBRATE CHANGE
The September issue is the annual humdinger issue - bigger, better, packed with interviews, ideas and new concepts that celebrate the industry and the changes we are facing. In a recent industry study 20% of senior researchers believe that Google and/or Facebook will emerge as significant competitors. Hype, irrational fear or justified? How about the rise of analytics and the challenges it brings in trying to absorb this technology as a core competency. The spread of DIY research is another shift which is throwing up new challenges and opportunities. All in all, the research industry is changing - let's celebrate it!

**Regional Profile:** This issue gives a macro view of the global industry through the eyes of the Global Market Research Report.

**Advertising reservation:** 30 July 2012  
**Copy Deadline:** 6 August 2012  
**Published:** 6 September 2012

OCTOBER: PIONEERING THE DIGITAL AGE
The digital revolution continues unabated and is one of the biggest forces for change of the 21st century. From business practice and process to empowering the disenfranchised - technology is rapidly defining this age. For research it is changing the methods we use and the underlying assumptions that have long been taken for granted. How far can these new digital tools be incorporated into the research toolbox, and how strong is the methodology underpinning them? How does research fit into a world where copyright, privacy and intellectual property are fluid concepts, what are the upcoming techniques and who is driving the research revolution?

**Regional profile:** France, Germany and the UK  
**Advertising reservation:** 27 August 2012  
**Copy Deadline:** 6 September 2012  
**Published:** 4 October 2012

NOVEMBER/DECEMBER: THE CONSUMER SPIRIT
Researching motivations and understanding desires is one of the toughest and most interesting roles for research and yet it lies at the core of the research brief. Focus groups, in-depth interviews, ethnography, semiotics and a host of other research tools have been developed to achieve this dream. How can qualitative research contribute to our understanding of the human condition and the gap between what people say and what they do? What's new and what's hot when it comes to quantifying the underlying motivations for consumer choices?

**Regional profile:** North America  
**Advertising reservation:** 2 October 2012  
**Copy Deadline:** 9 October 2012  
**Published:** 8 November 2012
## Rates

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Number of advertisements per year/price per advertisement in Euro. Please note that advertising is subject to approval.

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**PRINT**

*Inside front cover, page 3, outside back cover, inside back cover.*

**SPECIAL OPTIONS**

Special advertising options are available. To find out more please contact business@esomar.org
TECHNICAL SPECIFICATIONS

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DELIVERABLES

FILE FORMAT
Please send artwork in a closed digital file: Tiff, certified or high resolution pdf (minimum 300dpi), and include crop marks.

ILLUSTRATIONS
Any illustrations must be at least 300dpi at implemented size, and CMYK formatted.

PROOFING
Please send all ads with a final, full-size hard copy and a matching colour proof to help us guarantee accuracy.
TECHNICAL SPECIFICATIONS

SPECIAL OPTIONS

FALSE COVER OPTION
Extra 2 page cover around the Research World cover

BELLY BAND
Wrap around the cover of Research World

GATEFOLD OPTIONS
Fold out; two pages on the front or back cover or Research World

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8000 Euro

2 pages; outside front cover and inside page

6000 Euro

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5500 Euro

2 page gatefold attached to front cover

5500 Euro

2 page gatefold attached to front cover
ADVERTISING TERMS

PRICING

All prices are exclusive of 19% Dutch vat (Value Added Tax). VAT will apply if either a) your company is based in the Netherlands, or b) your company is based in an EU country but can not provide a VAT number on the order form.

ACCEPTANCE OF ADVERTISING

Advertisements are accepted on condition that their content does not contravene the Code of the International Chamber of Commerce, Paris, and/or the ‘Stichting Reklameraad’ of the Netherlands. ESOMAR reserves the right to refuse any advertisement or cancel any pre-paid advertisement as it deems appropriate to avoid conflicts of interest and make decisions in the best interest of the Society.

“I/we declare that I/we have read and understand the ICC/ESOMAR International Code of Marketing and Social Research Practice* and affirm for and on behalf of the Company of which I/we am/are the Authorised Signatory/ies** that this company undertakes to apply the provisions contained therein to each and every marketing or social research contract which it may undertake.

In particular, I/we affirm that we agree to apply Rule 15 of the ICC/ESOMAR Code and confirm that when acting in the capacity as researchers, this company will not undertake any non-research activities, for example database marketing involving data about individuals which will be used for direct marketing and promotional activities.

I/we agree that this company will always clearly differentiate any such non-research activities from marketing research activities, in the way they are organised and carried out.”

NON-PUBLICATION

ESOMAR is not responsible for any loss as a result of delay or non-delivery of Research World.

Billing

Advertisements will be invoiced two months prior to the shipment of Research World. Payment should be received within 30 days of the invoice date. If payment is not received, ESOMAR reserves the right to cancel any advertising, publication orders and event registrations of the advertising company and/or its employees. Responsibility for paying the invoices ultimately lies with the advertiser – also for bookings made by the relevant advertising agency.

COPY DELIVERY

It is the advertiser’s responsibility to provide the materials before the copy date as specified in the advertising schedule. ESOMAR does not accept responsibility for any loss as result of misprints in ads that were supplied in any formats than those specified by ESOMAR.

LIABILITY

Research World's editorial calendar can be changed without prior notice. ESOMAR is free to change all characteristics of the magazine without prior notice to the advertisers. ESOMAR does not accept liability for any loss or damage resulting such changes in the planned production and/or mailing dates of Research World.

CANCELLATIONS

Cancellations must be received by ESOMAR in writing. The following charge will apply if the cancellation is received at the ESOMAR office:

• More than 4 weeks before the advertising deadline – No charge
• Less than 4 weeks before the advertising deadline - 50% cancellation fee will apply. Alternatively the advertising spot can be reassigned to the next issue at the normal rate plus a 25% reassignment charge.
• Less than 1 week before the advertising deadline – 100% fee will apply

* A copy of the ICC/ESOMAR International Code of Marketing and Social Research Practice is available on the ESOMAR website.

** “Authorised signatory/ies” refers to the person or persons authorised to sign on behalf of the company in accordance with its statutes. For instance, in the U.K. and the Republic of Ireland, the signatures of two Directors will be required.