WORLD CUP FEVER!

Making sponsorship work

More investment in market research

With the emphasis on analytics

Racing from finish to start

How DHL uses sports sponsoring

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YOUR advanced PANEL PARTNER

in SPAIN PORTUGAL & YOUR advanced PANEL PARTNER

in LATIN AMERICA
INTRODUCTION

Published six times a year by ESOMAR, Research World magazine focuses on innovation in market, social and opinion research, helping readers stay abreast of the latest developments in tools, technology and applications and the critical role of research in commerce and society.

Complimentary to all ESOMAR members and available through a print subscription, Research World is read in over 100 countries by around 20,000 of the world’s leading marketing, advertising and market research professionals.

Digital subscriptions are also available through the Wiley Publishers Online Library to researchers, authors and academic and corporate libraries.

RW Connect (rwconnect.esomar.org) is an online magazine for the market research industry written by those at the front-line of research. With more than 11,000 visitors a month, it represents a wonderful channel to reach research professionals across the globe.”

EDITORIAL TEAM
— Simon Chadwick, EDITOR IN CHIEF
— Kathy Joe, Angela Canin, CO-EDITORS
— Adam Warner, EDITOR RW CONNECT

SALES
— John van Hoop, KEY ACCOUNTS EXECUTIVE

ADVISORY BOARD
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— John Kearon, BRAINJUICER
— David McCaughan, MCCANN ERICKSON JAPAN
— Sean Meehan, IMD
— Jeff Hunter, MARKET FRAMEWORK
AUDIENCES

Research World is read in over 100 countries by around 20,000 of the world’s leading marketing, advertising and market research professionals.

The majority of Research World print subscribers hold senior positions across the global research industry. Regular print subscribers are made up of the ESOMAR membership base of global professionals and non-member print subscriptions. There is additional distribution at ESOMAR and other global/regional events and through a network of ESOMAR representatives and partners.

Recently Wiley & Sons Publishers have included the digital version of Research World in their online library.

RW Connect (rwconnect.esomar.org) is an online magazine for the market research industry written by those at the front-line of research. With more than 11,000 visitors a month, it represents a wonderful channel to reach research professionals across the globe.

20,000 +
The estimated readership of Research World
49% Western Europe
17% Asia Pacific
12% North America
9% Eastern Europe
7% Latin America
6% Africa / Middle East

11,000 +
RW Connect visitors a month
30% Western Europe
26% Asia Pacific
17% North America
10% Eastern Europe
9% Latin America
8% Africa/Middle East

11,000 +
Subscribers to the Research World e-bulletin
EDITORIAL AND ADVERTISING SCHEDULE

JANUARY/FEBRUARY 2015
THE STORY OF ANALYTICS

An estimated US$3.2 billion was injected into market research, analytics and information firms in 2013, of which around US$ 2 billion went to analytics, a split between social media, big data analytics and mobile. But market research companies, associations and clients are struggling to deal with this area. Most researchers are trained to validate data integrity and analyse survey data sets, but data scientists integrate multiple sources, (i.e.) data synthesis. How do companies get closer to customers, if they see them just as numbers? Who will add context and knowledge? What does this mean for research and insights and does it mean that new skills will be needed?

Regional Profile: Middle East and Africa
Extra Distribution: ESOMAR MENAP Forum
Advertising reservation deadline: 21 January 2015
Advertising copy deadline: 23 January 2015
Submission of content ideas: 3 November 2014
Content copy deadline: 1 December 2014
Published: 17 February 2015

MARCH/APRIL 2015
DIGITAL COMMUNICATIONS AND AUDIENCE MEASUREMENT

Whilst advertising media spend is still dominated by TV, the ownership and usage of mobile devices continues to grow and impact the way that consumers access content. This prompts the question, how rapidly are audiences emigrating to online? Does this mean the gradual death of print? Which generations and regions are most affected and how are brands keeping up with these trends?

Regional Profile: Latin America
Extra Distribution: ESOMAR Latin America Conference
Advertising reservation deadline: 6 March 2015
Advertising copy deadline: 9 March 2015
Submission of content ideas: 5 January 2015
Content copy deadline: 2 February 2015
Published: 3 April 2015

MAY/JUNE 2015
DOES ‘MADE IN’ MATTER?

With Asia Pacific as the world’s manufacturing powerhouse and research for consumer goods companies being one of the biggest sources of revenue for the industry, some observe regional changes in this field impactful for the whole industry. Is power shifting from Japan to South Korea for automotive, home appliance and electronics brands? Is Korea over-taking Japan as the innovation powerhouse and is this based on consumer insights or economic strategy? Chinese goods are being marketed to emerging economies like Africa, but are there areas like high tech or food manufacturing where Western brands still rule?

Regional Profile: Asia Pacific
Extra Distribution: ESOMAR Asia Pacific Conference
Advertising reservation deadline: 3 April 2015
Advertising copy deadline: 6 April 2015
Submission of content ideas: 2 February 2015
Content copy deadline: 2 March 2015
Published: 1 May 2015
SEPTEMBER 2015
SMART RESEARCH

There is a lot of talk about new technology trends and ways to collect and process vast amounts of data but is that ‘smart’? We have all heard the incredible statistics that quantify the amount of information that is now available online in various ways and forms. It is, in fact, useless to quote the stats here because within weeks the numbers would be vastly different. Collecting and ordering this data is currently loosely termed ‘big data’ but the question has to be: Is big data smart? Can research create context in this world? Is research able to create ‘smart data’ rather than ‘big data’?

Regional Profile: Global
Extra Distribution: ESOMAR Congress
Advertising reservation deadline: 14 August 2015
Advertising copy deadline: 17 August 2015
Submission of content ideas: 15 June 2015
Content copy deadline: 13 July 2015
Published: 11 September 2015

OCTOBER 2015
INNOVATION

Innovation is coming not just from outside the research sector but also from within, driven by the need for speed, lower costs and the growth of mobile. The music business witnessed a rapid demise and this has left a few giants and a range of new players who make their money from a different business model. Is this the fate about to engulf traditional market research, now that clients are embracing new ways of getting closer to customers. Or are they?

Regional Profile: North America
Extra Distribution: ESOMAR Digital Conference 2015
Advertising reservation deadline: 4 September 2015
Advertising copy deadline: 7 September 2015
Submission of content ideas: 6 July 2015
Content copy deadline: 3 August 2015
Published: 2 October 2015

NOVEMBER/DECEMBER 2015
RESEARCH FOR GLOBAL ISSUES

“We can be absolutely certain only about things we do not understand.” Eric Hoffer. Social and opinion research goes beyond the wants and needs of individuals and looks to quantify and understand societies at large. Sometimes this takes the form of political persuasion, others understanding the needs of the most disenfranchised in any society. This can be some of the most challenging and rewarding research done by the industry. What are the tools and techniques used in this area of research? How can difficult-to-reach population groups be researched and how can research bring insights to some of the toughest issues facing our ever-changing world?

Regional Profile: Europe
Extra Distribution: ESOMAR Qualitative Conference 2015
Advertising reservation deadline: 9 October 2015
Advertising copy deadline: 12 October 2015
Submission of content ideas: 10 August 2015
Content copy deadline: 7 September 2015
Published: 6 November 2015
## AD TYPES

### PRINT

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page vertical</td>
<td>90 x 110 mm</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>185 x 110 mm</td>
</tr>
<tr>
<td>Full page</td>
<td>185 x 225 mm</td>
</tr>
<tr>
<td>Double page spread</td>
<td>395 x 225 mm</td>
</tr>
<tr>
<td>One-eight vertical</td>
<td>185 x 35 mm</td>
</tr>
<tr>
<td>2 Page False Cover</td>
<td>Front: 185 x 170 mm&lt;br&gt;Back: 185 x 225 mm</td>
</tr>
</tbody>
</table>

### ONLINE

- Header Banner
- Side Banner
- Side Banner
- Side Banner
- Side Banner
- Footer Banner
- Main Top Banner
- Side Top Banner
- Side Banner
- Side Banner
Reserving paid for content provides an excellent opportunity to demonstrate in more detail and in a timely way, your company’s thought leadership in a specific area, such as a new research technology, research methodology or geographical focus.

We are therefore offering two-page (1000 words) sponsored content advertorials that will also include your company’s logo and contact details. The editor of the issue will provide guidance on the planned content of the relevant issue and advice on what might best complement the overall editorial flow.

ESOMAR takes care of the editing, proof-reading and design of pages, so all you need to contribute is the text, the name(s) of authors along with their photos and details, working to the content copy deadlines to ensure a high-quality result. The logo, and any graphs or images should be high-definition format for print purposes.

NEW! ADVERTORIALS/SPONSORED CONTENT NEW!

Reserving paid for content provides an excellent opportunity to demonstrate in more detail and in a timely way, your company’s thought leadership in a specific area, such as a new research technology, research methodology or geographical focus.

We are therefore offering two-page (1000 words) sponsored content advertorials that will also include your company’s logo and contact details. The editor of the issue will provide guidance on the planned content of the relevant issue and advice on what might best complement the overall editorial flow.

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AD TYPES

PRINT + DIGITAL PREMIUM PACKAGE

- Full Page print advert in Research World
- 1,200 word advertorial on RW Connect (can include embedded video, images and URL’s; article will be featured on the homepage slider for a minimum of a week and to remain on the front page for 1 month from date of publication)
- Main Top Banner advert on RW Connect for 2 months (max. 4 banners at once)
- Header Banner on Research World e-bulletin

PRINT + DIGITAL MEDIUM PACKAGE

- Full Page print advert in Research World
- Side Top Banner advert on RW Connect for 2 months (max. 4 banners at once)
- Side Banner on Research World e-bulletin

PRINT + DIGITAL BASIC PACKAGE

- 1/2 Page full colour print advert in Research World
- Side Banner advert on RW Connect for 2 months (100% fixed on homepage)
- Footer Banner on Research World e-bulletin
# Rates

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<thead>
<tr>
<th>Discount</th>
<th>2.5%</th>
<th>5.0%</th>
<th>10.0%</th>
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<td>7.800</td>
<td>7.600</td>
<td>7.200</td>
<td>6.800</td>
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<td>Double page sponsored content</td>
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<td>5.850</td>
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<td>1.760</td>
<td>1.716</td>
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<td>1.045</td>
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<td>1/4 Page Full Colour</td>
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<td>1.254</td>
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<tr>
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<td>0.880</td>
<td>0.858</td>
<td>0.836</td>
<td>0.792</td>
<td>0.748</td>
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<tr>
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<td>0.858</td>
<td>0.836</td>
<td>0.792</td>
<td>0.748</td>
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<tr>
<td>Belly Band/Magazine Wrap</td>
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<td>6.435</td>
<td>6.270</td>
<td>5.940</td>
<td>5.610</td>
</tr>
<tr>
<td>2 Page False Cover</td>
<td>8.800</td>
<td>8.580</td>
<td>8.360</td>
<td>7.920</td>
<td>7.480</td>
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<tr>
<td>Gatefold, Inserts, other options available upon request</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

PRINT+DIGITAL
(details of package on page 7)

<table>
<thead>
<tr>
<th>Package</th>
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<td>3.240</td>
<td>3.069</td>
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<td>Basic Package</td>
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<td>2.145</td>
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<td>1.980</td>
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RW CONNECT
(details of package on page 7)

<table>
<thead>
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<th>Package</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
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<th>x6</th>
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<tr>
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</tr>
<tr>
<td>Main Top Banner (max 25% rotation)</td>
<td>880</td>
<td>858</td>
<td>836</td>
<td>792</td>
<td>748</td>
<td>704</td>
</tr>
<tr>
<td>Side Top Banner (max. 25% rotation)</td>
<td>660</td>
<td>644</td>
<td>627</td>
<td>594</td>
<td>561</td>
<td>528</td>
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<tr>
<td>Side Banner (100% fixed on homepage)</td>
<td>440</td>
<td>429</td>
<td>418</td>
<td>396</td>
<td>374</td>
<td>352</td>
</tr>
</tbody>
</table>

RW E-BULLETIN
(details of package on page 7)

<table>
<thead>
<tr>
<th>Package</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
<th>x5</th>
<th>x6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Banner</td>
<td>440</td>
<td>429</td>
<td>418</td>
<td>396</td>
<td>374</td>
<td>352</td>
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<tr>
<td>Side Banner</td>
<td>330</td>
<td>322</td>
<td>314</td>
<td>297</td>
<td>281</td>
<td>264</td>
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<tr>
<td>Footer Banner</td>
<td>220</td>
<td>215</td>
<td>209</td>
<td>198</td>
<td>187</td>
<td>176</td>
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</tbody>
</table>

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

## PRINT

<table>
<thead>
<tr>
<th>Format</th>
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<th>width x height</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-eight Page</td>
<td>185 x 35 mm</td>
<td></td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>90 x 110 mm</td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>185 x 110 mm</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>185 x 225 mm</td>
<td></td>
</tr>
<tr>
<td>Double Page</td>
<td>395 x 225 mm</td>
<td></td>
</tr>
<tr>
<td>Belly Band</td>
<td>On request</td>
<td></td>
</tr>
<tr>
<td>2 Page False Cover</td>
<td>185 x 170 mm (front)</td>
<td>185 x 225 mm (back)</td>
</tr>
<tr>
<td>2 Page Gatefold</td>
<td>165 x 225 mm</td>
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</tr>
<tr>
<td>3 Page Gatefold</td>
<td>165 x 225 mm (2 page fold out)</td>
<td>185 x 225 mm (1 page outside cover)</td>
</tr>
</tbody>
</table>

## 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

RW CONNECT

Main Top Banner
Size: 728x90 pixels
File format: .gif, .jpg or .swf*
Max file size: 40kb

Side Top Banner
Size: 220x90 pixels
File format: .gif, .jpg or .swf*
Max file size: 40kb

Side Banner
Size: 125x125 pixels
File format: .gif, .jpg or .swf*
Max file size: 40kb

* Flash banner ads:
  - ESOMAR allows banners in Flash from version 7 to 10.1 (ActionScript 2 & ActionScript 3).
  - Audio is not permitted.
  - Video ads are not permitted.
  - Do not embed any URLs in the Flash file—include linking URLs in an email or other document.
  - Instead of embedded URLs, make sure that the clickTAG variable is properly implemented in the action of the button. Use the following code:

    ```
    on (release) {
      if (clickTAG.substr(0,5) == "http") {
        getURL(clickTAG, "_blank");
      }
    }
    ```

  - Make sure you have inserted the clickTAG in the .fla file before converting it to the .swf file.
  - The ActionScript with clickTAG expression must be attached to a button object that the user clicks, and not with any other button.
  - The ActionScript with clickTAG expression must be attached to a button object that is called onRelease.
  - Make sure that the ActionScript that contains the clickTAG is on the top-most layer throughout the entire timeline and encompasses the entire ad area.
  - The button associated with the ActionScript that contains the clickTAG is on the top-most layer throughout the entire timeline and encompasses the entire ad area.
  - Frame rate may not exceed 24 frames per second due to performance considerations. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is preferred.
  - All Flash ads (.swf file) must be accompanied by an alternate image (.gif or .jpg) of the same dimensions. Images must meet the file size specs for that ad size.
  - ESOMAR makes use of HTML templates—there is no need to include HTML files with your submission.
  - Loading files from cross-domains is not permitted for security reasons.
  - ESOMAR does not allow advertisements to collect personal identifying information.
  - All creative is subject to approval by ESOMAR.

RESEARCH WORLD E-BULLETIN

Header Banner
Size: 586x70 pixels
File format: .jpg
Max file size: 40kb

Footer Banner
Size: 586x70 pixels
File format: .jpg
Max file size: 40kb

Side Banner
Size: 180x150 pixels
File format: .jpg
Max file size: 40kb

For delivery dates see editorial and advertising schedule (page 4-5) "Digital Advertising Reservation and Copy Deadline"
ADVERTISING TERMS

PRICING
All prices are exclusive of 21% 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 to make decisions in the best interest of the Society.

"I / We declare that I / we have read and understand the ICC / ESOMAR International Code on Market and Social Research* 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 other than those specified by ESOMAR.

LIABILITY
Research World’s editorial calendar may 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 on Market and Social Research 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.