

# RESEARCH WORLD

Encouraging, advancing and elevating market research worldwide



**Content**  
Media Pack 2017

# EDITORIAL AND ADVERTISING SCHEDULE

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## January/February 2017

### The business of research

The very structure of the industry is changing, fueled by rapid developments in technology and new entrants into the market. As data collection becomes increasingly automated, the added value has shifted from collecting data to interpreting and communicating what it means. Profits are more likely to stem from recurring revenue streams facilitated by technology, than customised projects that are resource heavy in time and management. So how do clients, researchers and investors view this new business environment? Which new technologies are contributing to the change? Does this also mean a hollowing out of the medium size companies?

Regional Profile: Middle East and Africa

Extra Distribution: ESOMAR Best of MENAP

Advertising reservation deadline: 20 January 2017

**Advertising copy deadline: 23 January 2017**

Submission of content ideas: 7 November 2016

**Content copy deadline: 5 December 2016**

Published: 17 February 2017

## March/April 2017

### New skills for the next decade

With a changing business model comes a change in the skills and expertise needed in the sector. Companies are looking for statistical buffs who can formulate algorithms and marry data sources; insight generators who can understand what the data means for business; translators and story tellers who can interpret the data for research purposes. So what does a future researcher look like? Are they specialists or generalists? How do we attract, develop and retain these new skills?

Regional Profile: Latin America

Extra Distribution: ESOMAR Latin America Conference

Advertising reservation deadline: 17 February 2017

**Advertising copy deadline: 20 February 2017**

Submission of content ideas: 19 December 2016

**Content copy deadline: 16 January 2017**

Published: 17 March 2017

## May/June 2017

### The next big thing

Virtual reality, artificial intelligence, nano-technology, automated interviewing, the list is complex and changing by the day. So what's hot and what's not? What's about to come screaming out of the starting gates taking all of us by surprise? Are the innovators coming from inside or outside of the research sector? The debate about quality vs cost continues but who is assessing if these new techniques and methodologies are fit for purpose or is it simply a matter of faster and cheaper?

Regional Profile: Asia Pacific

Extra Distribution: ESOMAR APAC Conference, Summer Academy

Advertising reservation deadline: 7 April 2017

**Advertising copy deadline: 10 April 2017**

Submission of content ideas: 6 February 2017

**Content copy deadline: 6 March 2017**

Published: 5 May 2017

# EDITORIAL AND ADVERTISING SCHEDULE

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## September 2017

### Visionary

It's been 70 years since ESOMAR held its first Congress in Amsterdam where the industry agreed to form an association which would help the burgeoning industry to grow. In this special anniversary edition of *Research World* we celebrate 70 years of this momentous occasion. Who will shape the future of the industry? What are the visions for the future? How will we ensure another 70 years for the profession?

Regional Profile: Global

Extra Distribution: ESOMAR Congress

Advertising reservation deadline: 2 August 2017

**Advertising copy deadline: 5 August 2017**

Submission of content ideas: 5 June 2017

**Content copy deadline: 3 July 2017**

Published: 30 August 2017

## October 2017

### Optimising the impact of research

We've done the research, delivered the data, gleaned the insights....job well done! But, what is the impact? What is the ROI and how much value do we add? How about our impact on respondents and the trust we need to ensure that we can continue to produce ROI? Have we given them an experience that they appreciate? These can be tough questions to answer but they are vital to our business health and longevity. We look at how researchers can best work with their clients to ensure that the research really provides new and useful insights and enables them to develop products and services that exceed their customers' expectations.

Regional Profile: USA

Extra Distribution: ESOMAR Big Data World Conference

Advertising reservation deadline: 15 September 2017

**Advertising copy deadline: 18 September 2017**

Submission of content ideas: 17 July 2017

**Content copy deadline: 14 August 2017**

Published: 13 October 2017

## November/december 2017

### Giving society a voice

Just as technology and globalisation have brought enormous changes to not only the research industry but business generally, so it has transformed societies. Winners and losers in this new free flowing landscape rise and fall but what role does research have in understanding and interpreting social change? Can the profession measure social impact and help decision makers understand what they need to do? Where and how can research help build a better society?

Regional Profile: Europe

Extra Distribution: ESOMAR Qualitative Conference

Advertising reservation deadline: 6 October 2017

**Advertising copy deadline: 9 October 2017**

Submission of content ideas: 7 August 2017

**Content copy deadline: 4 September 2017**

Published: 3 November 2017