

RATE CARD 2024

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

Paul Heitzman
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ARTWORK STUDIO

Caitlyn Hobbs
caitlyn.hobbs@cplone.co.uk | 01727 739 189

PRINT



COSTS

ICONNECT MAGAZINE

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.

AD TYPE	COST PER INSERTION
OBC	£990
IFC/IBC	£900
Full Page	£750
Half Page	£495
Quarter Page	£360

JOURNAL OF THE INSTITUTE OF CONSERVATION

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.

AD TYPE	COST PER INSERTION
Full Page	£700

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

DATES FOR YOUR DIARY

ICONNECT MAGAZINE

Issue	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
SPRING	22 March	26 March	18 April
SUMMER	21 June	25 June	18 July
AUTUMN	13 September	17 September	10 October
WINTER	19 December	03 January	17 January

JOURNAL OF THE INSTITUTE OF CONSERVATION

Issue/ Month	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
46-02 / JUNE	TBC	TBC	TBC
46-03 / OCT	TBC	TBC	TBC

ARTWORK SPECS

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

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

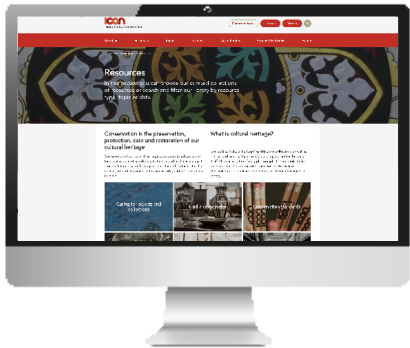
QUARTER PAGE	width x height (mm)
Portrait (no bleed required)	90 x 125

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.

RATE CARD 2024

DIGITAL



COSTS

DIGITAL OPPORTUNITIES

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.

AD TYPE	COST PER INSERTION
Footer Banner	£250

ADVERTISE ON ICON'S WEBSITES

AD TYPE	COST PER MONTH
Sponsored Article	£750

Homepage banner www.icon.org.uk	£495
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Conservation register banner conservationregister.org.uk	£750
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ICONNECT JOBS

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.

AD TYPE	COST PER INSERTION
Call for Tenders	£495
Salaried role	£420
Apprenticeship*	£150

*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 x height (px)
Homepage Banner	1440 x 500
Conservation Register Banner	450 x 270

NEWSLETTER	width x 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.

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