Contribution & Advertising Opportunities 2020

CLICK HERE TO GET STARTED
Advertising opportunities are available in Research News - Australia's ONLY specialist magazine for market and social researchers.

About Research News

*Research News* is the quarterly publication of the Australian Market and Social Research Society. *Research News* is published in hard copy 4 times a year and distributed to members of the Society and other subscribers. The Society has more than 2,000 members Australia-wide. The membership includes research company proprietors, research consultants, client-side research managers, marketing executives, academics and students.

*Research News* publishes topical, newsworthy items about research in Australia and the Asia Pacific, with a deliberate focus on the work of its members including feature articles, opinion pieces and letters to the editor, along with a number of regular columns.

85% read Research News regularly
More than half (53%) keep their copy for reference
One in three (34%) read each edition straight away
49% have been reading Research News for more than five years
28% say their copy is read by someone else

56% 44%

30 and under 31-40 41-50 51-60 61+

4 EDITIONS PER YEAR

DISTRIBUTED TO OVER 2,000 MEMBERS
## RESEARCH NEWS - ADVERTISING OPTIONS & RATES

### Double Page Spread
- 395mm x 225mm
  - Permanent: $2,445
  - Casual: $3,265

### Full Page
- 185mm x 225mm

### 1/2 Page Horizontal
- 185mm x 110mm

### 1/4 Page Vertical
- 90mm x 110mm

### 1/8 Page Horizontal
- 185mm x 35mm

### 1/8 Page Vertical
- 58mm x 110mm

### Company Announcement
- Up to 600 characters

### TOPIC SPONSOR
- Logo on feature articles
- 1 x Full Page Ad
- Acknowledgement as Topic sponsor

### Advertising Rates

<table>
<thead>
<tr>
<th>Advertising Position</th>
<th>Permanent Rate (ex gst)</th>
<th>Casual Rate (ex gst)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edition Topic Sponsor (inc company logo on feature articles &amp; 1 x Full Page Ad)</td>
<td>$2,640</td>
<td>$2,640</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$2,450</td>
<td>$2,450</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,640</td>
<td>$1,640</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,200</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$820</td>
<td>$820</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>$540</td>
<td>$540</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>$540</td>
<td>$540</td>
</tr>
<tr>
<td>Company Announcement (inc company logo, contact details, up to 600 characters)</td>
<td>$295</td>
<td>$295</td>
</tr>
</tbody>
</table>

### Flyer Insert
- Your own printed insert packaged within the publication's plastic sleeve.
  - Finished flyer size no larger than 210mm x 250mm.

### Premium Location Rates:
- Inside back cover/back cover: Casual full page rate +25%
- Specific page #: +15% (plus additional 10% for right hand pages)
- Right hand side: +10% subject to availability

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate (ex gst)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>$1,310</td>
</tr>
<tr>
<td>NSW or VIC only</td>
<td>$770</td>
</tr>
<tr>
<td>NSW &amp; VIC only</td>
<td>$895</td>
</tr>
<tr>
<td>WA, ACT, SA, QLD or TAS</td>
<td>$360</td>
</tr>
</tbody>
</table>
## Print artwork specifications
- Email artwork to researchnews@hyve.com.au
- All artwork must be supplied in CMYK
  - *Research News* accepts no responsibility for incorrect colours if RGB files are supplied.
- Artwork must be high resolution (minimum 300DPI) print ready PDF format
- All fonts must be converted to outlines.
  - *Research News* takes no responsibility for font changes if files are not set up correctly.
- Proofs are not available. However, final published pages with the advertisement in position once the publication has been finalised are available upon request in PDF format.
- No *Research News* advertising positions require bleed, so no bleed is required. Artwork to be supplied at actual size without bleed or crop marks.

## Production and design services
Hyve Creative can design advertisements or make amendments to digital material supplied at a rate negotiated for each advertisement, at the standard hourly rate of $110 per hour plus GST.

## ADVERTISING DEADLINES 2020

<table>
<thead>
<tr>
<th>QUARTERLY EDITION</th>
<th>TOPIC</th>
<th>AD BOOKING DEADLINE</th>
<th>AD ARTWORK DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February - April 2020</td>
<td>CX &amp; research design</td>
<td>5pm Mon 6 Jan</td>
<td>5pm Wed 15 Jan</td>
</tr>
<tr>
<td>May - July 2020</td>
<td>Data analytics</td>
<td>5pm Mon 30 March</td>
<td>5pm Wed 8 April</td>
</tr>
<tr>
<td>August - October 2020</td>
<td>Conference edition</td>
<td>5pm Mon 6 July</td>
<td>5pm Wed 15 July</td>
</tr>
<tr>
<td>November 2020 - January 2021</td>
<td>Delivering research findings</td>
<td>5pm Mon 5 Oct</td>
<td>5pm Wed 14 Oct</td>
</tr>
</tbody>
</table>
RESEARCH NEWS - EDITORIAL SUBMISSION OPTIONS

- Act as a guest editor
- Participate in the Invited Commentary section
- Write by-lined feature / opinion articles
- Contribute to / sponsor a regular column
- Share your company news
- Share your career moves

Feature articles: By-lined feature articles relevant to the publication topic.

Opinion pieces: unlike feature articles, they contain partisan views that may challenge the views of other researchers.

Letter to editor

Company news: brief news items based on media releases submitted by research agencies that employ at least one full-time member of the Society.

Topline: short stories highlighting recent research findings.

Career moves: appointments and promotions.

An ethical question: a Q&A style column that addresses an ethical dilemma by referring back to the Society’s Code of Professional Behaviour.

Profiles: interviews with researchers and clients about their work and their passions.

Cover to cover: reviews of books that challenge our way of thinking about society, business, management, leadership, research and its allied disciplines.

Gadgets and gizmos: technology reviews.

Top 3 tips: on a range of topics.

EDITORIAL SUBMISSION DEADLINES 2020

<table>
<thead>
<tr>
<th>QUARTERLY EDITION</th>
<th>TOPIC</th>
<th>SUBMIT FEATURE ARTICLE DRAFT DEADLINE</th>
<th>SUBMIT EDITORIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February - April 2020</td>
<td>CX &amp; research design</td>
<td>5pm Mon 25 Nov</td>
<td>5pm Mon 6 Jan</td>
</tr>
<tr>
<td>May - July 2020</td>
<td>Data analytics</td>
<td>5pm Mon 24 Feb</td>
<td>5pm Mon 30 Mar</td>
</tr>
<tr>
<td>August - October 2020</td>
<td>Conference edition</td>
<td>5pm Mon 25 May</td>
<td>5pm Mon 29 Jun</td>
</tr>
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<td>Delivering research findings</td>
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<td>5pm Wed 5 Oct</td>
</tr>
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</table>
RESEARCH NEWS - EDITORIAL SUBMISSION GUIDELINES

When submitting articles and regular features, contributors should be mindful that Research News (printed publication) and Research News Live publishes items that are newsworthy and of professional interest to the research industry. Contributors are asked to avoid promoting individual companies or services either in articles, photographs and graphics. Articles must not be vexatious, frivolous or defamatory.

Please note: Whilst we value your contribution not all submissions result in publication; we do our best to place articles.

FEATURE ARTICLES
AMSRS members who wish to submit feature articles for consideration in Research News are required to submit a first draft in accordance with the deadlines provided on the editorial submissions options page. In addition, to increase your chances of publication please:

• adhere to a maximum of 800 words
• check out the Research News themes and time your submission to fit into a theme where possible
• advise why you think the subject is worthwhile means of communicating ideas to the membership body as a whole. Research News is aware that individual members of the AMSRS may not always be happy about the outcomes. A right of reply is always an option.

The following policy applies for letters:

1. Letters must be a maximum of 500 words
2. Letters may be circulated by editor, prior to publication, to any other researchers named in the letter to give them the opportunity to:

• write your article clearly and succinctly using plain English. Spell out any acronyms and avoid jargon. See the following Top Tips for submitting articles. We will review your submission and advise if it has been selected for publication.
• Contact the author directly and request correction of errors if fact
• Write a rebuttal (also 500 words or less), which may be published in a subsequent edition or in an online edition
3. The Society accepts no responsibility for the accuracy of letters or the views expressed within.

OPINION PIECES
Like feature articles, opinion pieces should not be simply promoting your company or service; they need to have a wider applicability and interest to the readership. Unlike feature articles they may contain partisan views that may challenge the views of other researchers.

Articles must not be vexatious, frivolous or defamatory.

LETTERS TO THE EDITOR
Research News values contributions from members in the form of letters for publication. The exchange of views between members of the AMSRS can be an extremely worthwhile means of communicating ideas to the membership body as a whole. Research News is aware that individual members of the AMSRS may not always be happy about the outcomes. A right of reply is always an option.

The following policy applies for letters:

1. Letters must be a maximum of 500 words (or less)
2. Letters may be circulated by editor, prior to publication, to any other researchers named in the letter to give them the opportunity to:

• include the name of someone who can be quoted if you want to include an opinion or comment from the company
• ask yourself: if another company submitted a news item like this, would I be interested in reading it?
• staff appointments (see People Moves) will not be included in company news unless they are part of a wider news story about restructuring
• there is a cost for including a company announcement in the printed publication Research News.

COMPANY NEWS
Company news contains short newsworthy items of professional interest to the research industry and cover mergers/acquisitions, product launches, launches of new companies/divisions, new business/ tenders awarded, corporate/social responsibility initiatives and financial results. AMSRS members are encouraged to send media releases and news items to the editor for consideration. Company news items are rarely published verbatim and we reserve the right to edit them to ensure they are suitable. We don’t guarantee inclusion in Research News Live, but do our best to include newsworthy items. For Research News, the hard copy publication, there is a cost for including a company announcement. Current rates are on page 3.

Important points to note:

• to be included People Moves you need to be a current AMSRS member
• keep your contribution SHORT (maximum 60 words)
• contact the author/s for final approval prior to publication

PEOPLE MOVES
People Moves covers staff promotions and the appointment of new staff. Information should be brief (maximum 60 words), with an overview of the person, their new role and some of their professional background. The editors reserve the right to edit material for People Moves unless they are part of a wider news story about restructuring.

Important points to note:

• to be included company announcements you need to be a current AMSRS member
• keep your contribution SHORT (maximum 60 words)
• include a current photo suitable for publication.

PHOTOGRAPHS AND GRAPHICS
When including photographs or graphics with your story or People Moves, ensure they are suitable for publication. That is:

• a 300 dot-per-inch jpeg file
• sent as a separate attachment
• not embedded into a word file.

TOP TIPS FOR SUBMITTING ARTICLES:
1. Be original. Start with a well-developed new idea or piece of information that can be expressed as the key point, and argue based on new insights and/or interesting information that is not well known.
2. Be clear and articulate. Write a plan for your article to ensure the paragraphs and arguments flow, that points you refer to at the beginning are covered off in the article, and that the key argument you want to make is clearly articulated.
3. Stick to the theme and word count. Each edition of the hard copy magazine has a theme and we recommend that you stick to the theme. Similarly, we ask you to adhere to the maximum 800-word count.
4. Style guide. Write your article clearly and succinctly using plain English, correct grammar and punctuation, Australian spelling, no jargon and spell out acronyms in the first instance.
5. Proof, proof and proof again. Have someone proof-read your article before submitting it. Another set of eyes is always helpful.
6. State your relationship. When referring to a case study, or an example product, brand or advertisement, identify your relationship with it. If you know something about a brand’s strategy because you are a client and you can write about that, great. If you are hypothesising about a brand’s strategy because you saw their ad on TV, remember that there may be readers of Research News who know a lot more about this brand than you do.
7. Got something to say. You can always submit a perspective that you can’t substantiate with well-developed new thinking, new information or data as a letter or comment.
RESEARCH NEWS LIVE - ONLINE ADVERTISING

Advertising opportunities are available in Research News Live - Australia’s ONLY specialist online magazine content for market and social researchers.

About Research News Live

*Research News LIVE* is not only an online version of the *Research News* magazine, but a news portal where market and social researchers are able to find latest industry news, updates, opinion pieces and look for new career opportunities on the AMSRS Job Board.

All articles submitted to *Research News* magazine will be automatically published on the *Research News LIVE* portal (with full article content available to AMSRS members only) and we welcome additional articles, including:

- any articles that you’ve always wanted to publish but were unable to due to space / topic / time limitations in *Research News* magazine
- articles from your professional blog that you would like to share with the wider research community
- company media releases
- job advertisements (fees apply)

www.researchnewslive.com.au

RESEARCH NEWS LIVE COLUMNS & TOPICS

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<thead>
<tr>
<th>COLUMNS</th>
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<tbody>
<tr>
<td>Features</td>
</tr>
<tr>
<td>Industry News</td>
</tr>
<tr>
<td>Company News</td>
</tr>
<tr>
<td>Opinion</td>
</tr>
<tr>
<td>Career in Research</td>
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<tr>
<td>Research Ethics</td>
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<table>
<thead>
<tr>
<th>TOPICS</th>
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</thead>
<tbody>
<tr>
<td>Innovation</td>
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<tr>
<td>Future of Research</td>
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<tr>
<td>Visualisation</td>
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<tr>
<td>Big Data</td>
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<tr>
<td>Responders</td>
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<tr>
<td>Branding</td>
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</tbody>
</table>

People in Research
Effective Research
Government & Social
Leadership
Privacy
..and many more.
## RESEARCH NEWS LIVE - ADVERTISING OPTIONS & RATES

### ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th>Advertising Position</th>
<th>Rate Per Month (ex gst)</th>
</tr>
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<tbody>
<tr>
<td><strong>ALL PAGES</strong></td>
<td></td>
</tr>
<tr>
<td>Header Banner 1</td>
<td>$780</td>
</tr>
<tr>
<td>Header Banner 2</td>
<td>$675</td>
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<tr>
<td><strong>HOME PAGE</strong></td>
<td></td>
</tr>
<tr>
<td>Side Banner 1</td>
<td>$460</td>
</tr>
<tr>
<td>Side Banner 2</td>
<td>$370</td>
</tr>
<tr>
<td>Home Page Banner 1</td>
<td>$370</td>
</tr>
<tr>
<td>Home Page Banner 2-3</td>
<td>$220</td>
</tr>
<tr>
<td><strong>INNER ARTICLE PAGES</strong></td>
<td></td>
</tr>
<tr>
<td>Side Banner 1</td>
<td>$260</td>
</tr>
<tr>
<td>Side Banner 2</td>
<td>$220</td>
</tr>
<tr>
<td>Banner Below the article</td>
<td>$220</td>
</tr>
<tr>
<td><strong>SECTION BANNERS (appears above section articles)</strong></td>
<td></td>
</tr>
<tr>
<td>Features</td>
<td>$460</td>
</tr>
<tr>
<td>Other sections (Opinion, Industry News, Career, Research Ethics)</td>
<td>$220</td>
</tr>
<tr>
<td>Job Board</td>
<td>$350</td>
</tr>
<tr>
<td><strong>WEEKLY EMAIL NEWSLETTER</strong></td>
<td></td>
</tr>
<tr>
<td>Top Banner (798x90 px)</td>
<td>$450</td>
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<tr>
<td>Centre Banner (798x90 px)</td>
<td>$275</td>
</tr>
<tr>
<td>Email Blast (Advertorial) inc Industry News placement + email</td>
<td>$350</td>
</tr>
</tbody>
</table>

### DISCOUNTS:

- 35% discount for current advertisers in print *Research News*
- 25% discount for 3+ consecutive months booked

*Discounts cannot be combined.*
AMSRS JOB BOARD ADVERTISING

Advertising opportunities are available on the AMSRS Job Board.

AMSRS Job Board


With affordable advertisement packages and updated resources in the AMSRS Career Centre, we aim to create the leading platform for the market and social research industry to look for new career opportunities.

AMSRS JOB BOARD ADVERTISING RATES

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>RATE (ex gst)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casual rate</td>
<td>$150</td>
</tr>
<tr>
<td>Casually rates for companies with an AMSRS member(s)</td>
<td></td>
</tr>
<tr>
<td>1 x Ad</td>
<td>$100</td>
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<tr>
<td>5 x Ads per month</td>
<td>$375</td>
</tr>
<tr>
<td>FREE</td>
<td></td>
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<tr>
<td>Packages for Recruitment Agencies</td>
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</tr>
<tr>
<td>5 x Ads per month</td>
<td>$375</td>
</tr>
<tr>
<td>10 x Ads per month</td>
<td>$500</td>
</tr>
</tbody>
</table>

MAXIMIZE YOUR BRAND EXPOSURE
AMSRS unites more than 5,800 market and social research professionals, consumer insights experts, academics and other practitioners involved in gathering, analysing and interpreting information about markets, products and consumers around Australia.

For more than 60 years we have been raising awareness of the pivotal role the market and social research has in the changing business environment.

We assist our members in embracing their careers through networking, learning and access to information about latest developments, new technologies and forward-thinking strategies.

**REACH YOUR TARGET AUDIENCE**

Collaboration with the AMSRS will help you to deliver your message to a broad audience of research industry professionals. The Society’s members, customers and partners operate in a range of research areas, including research company proprietors, research consultants, client-side research managers, marketing executives, academics and students.

**FLEXIBLE PACKAGES**

Each of our sponsor packages can be customised to meet your organisation’s specific needs and marketing objectives. Don’t hesitate to contact us and share with us your ideas of collaboration, whether it’s event sponsorship, publications or new exciting initiatives that will benefit the entire industry.

**YOUR SUPPORT OF THE INDUSTRY**

Partnership with AMSRS proves your organisation’s commitment to the industry and demonstrates your adherence to research standards and ethics. By becoming an AMSRS Partner, you signal that your organisation fosters the professional development of research professionals in Australia and enable AMSRS to grow our initiatives offered to the whole industry.
AMSRS CONTACT DETAILS & BOOKING FORMS

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Follow us on Twitter: @amsrs_au
Linked in: AMSRS Group
Facebook: facebook.com/AMSRS
Instagram: #amsrs

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