

QW QUALITYWORLD

THE VOICE OF THE QUALITY PROFESSION



MEDIA PACK

THE MAGAZINE

Qualityworld is the official membership magazine for the Chartered Quality Institute (CQI), the professional institute for those working in quality in the UK and globally. Qualityworld is the only magazine in the UK to feature the latest news, views and jobs in quality. Published monthly, the magazine reports on business improvement techniques such as ISO 9000 and six sigma, while offering in-depth coverage of contemporary business issues, making it essential reading for quality professionals who want to stay ahead of the competition.



The CQI, formerly the IQA, celebrates its 90th anniversary in 2009. As the UK's leading professional body for the advancement of quality practices, it offers members opportunities to network and share ideas, with a central mission to promote best practice through professional recognition, qualifications, training, events and involvement in policy issues.



CIRCULATION

Distributed to 11,000 readers each month, Qualityworld is posted directly to the CQI's members as well as external subscribers. The breakdown of readership comprises 11,000 members of the CQI and 1,000 individual subscribers, both in the UK and globally.

RECRUITMENT

Qualityworld offers immediate access to a skilled and qualified pool of candidates enabling you to fill positions quickly and effectively. Qualityworld's audited circulation and guaranteed high standard of readers provides quality candidates. Qualityworld is by far the most cost-effective and targeted medium for reaching your relevant audience. Vacancies carried in Qualityworld can also be posted on the CQI's website increasing the reach of your advertisement and enhancing the likelihood of finding the perfect candidate.

Examples of some of the jobs we carry are:

- Business Improvement/Process Managers
- Certification Managers
- Quality Assurance Auditors/Analysts/Managers/Directors/Engineers
- Quality, Safety and Environmental Managers
- Six Sigma Specialists

RESEARCH - MEMBERSHIP

In a recent membership survey*, the CQI's members cited Qualityworld as the main reason why they stay a member of the CQI. 83% think that the magazine is an important part of membership and 82% rate

its performance highly. The CQI website was found to be the second most popular member benefit.

The average salary for quality professionals is £32,500 per annum. Members and Fellows of the CQI earn significantly more than average (between £31,970 and £38,180 per annum). Professionals with more than ten years' experience in quality earn roughly 30% more than their colleagues.

The survey also showed that over 70% of quality professionals receive some kind of employment benefit (bonus, commission, profit share, share options or medical cover) from their employers.

Source: *MSS Marketing Research - October 2004

READERSHIP SURVEY

In a recent readership survey*, 72% of readers and 58% of subscribers revealed they had been reading Qualityworld for more than two years. Every edition of Qualityworld is read or looked at by 71% of those surveyed, with over 84% of readers having read or looked at the magazine in the last month.

Qualityworld readers also like to keep hold of their magazines. Over 65% archive their copies, with 48% keeping hold of them for more than two years. Readers also share their Qualityworld with others: 31% share their copy with between one and three people each month.

Source: *Qualityworld Reader Survey 2008

THE RATES & SIZES

DISPLAY SIZES		DEPTH X WIDTH
Double page spread	BLEED	280 x 426 mm
	TRIM	274 x 420 mm
	TYPE AREA	240 x 390 mm
Note: 6mm gutter must be left on dps pages as magazine is perfect bound.		
Full page	BLEED	280 x 216 mm
	TRIM	274 x 210 mm
	TYPE AREA	240 x 185 mm
Half page-Horizontal	TYPE AREA	118 x 185 mm
Half page-Vertical	TYPE AREA	240 x 90 mm

SIZES

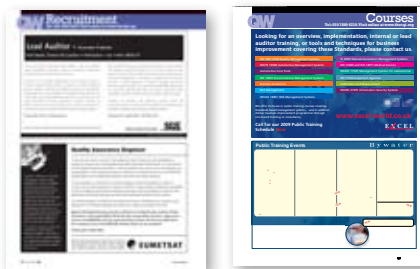


DISPLAY AND COURSES	COLOUR	MONO
Full page	£1,850	£1,600
Half page	£1,095	£980
Quarter page	£760	£680
Double page spread	£3,100	-
Inside front cover	£2,200	-
Inside back cover	£1,930	-
Outside back cover	£2,200	-

RATES

Creative solutions

Tip-ons, inserts, gatefold, branded polywrapping:
Price on application.



ONLINE

Online Display listing	£650
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THE DETAILS

PRODUCTION DETAILS 2010

ARTWORK SUPPLY ISDN or disc artwork should be supplied in QuarkXpress – no higher than version 5.0, Adobe Photoshop or Adobe Illustrator. All associated fonts and image files must be included. Please ensure that image files aren't compressed in ANY way. All picture files must be CMYK colour, 300 dots per inch and saved as a tiff or eps. With ISDNs, please check that the total send size is under 25 Megabytes. The ISDN folder name must be as follows: Qualityworld\<(publication month)\(client name). ISDN No: 020 7251 3194. Bleed adverts must include the bleed in the PDF created; live area adverts as per size specified.

PDF PDF files must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files supplied) with fonts embedded. Bleed advertisements must include the bleed in the PDF created. Adobe Acrobat Distiller V. 5 is acceptable. Please note PDFs should not be created using PDF Writer.

PROOFING A hard copy proof must be sent with all formats. This makes it possible to check for colour matching and the possibility of image files being sent in the wrong format. Cromalin or machine proofs must both incorporate a Eurostandard strip. If the above formats cannot be sent, please submit a fax proof. Setting and copy amendments are available in-house, and will carry an extra charge.

ARTWORK Please supply all artwork to Jane Easterman, Redactive Media Group, 17 Britton Street, Farringdon. EC1M 5TP. T: 020 7880 6248. F: 020 7880 7691 E: jane.easterman@redactive.co.uk

PUBLICATION DATE	FORWARD FEATURES LIST	DISPLAY / COURSES BOOKING & COPY DEADLINE	DIRECTORY DEADLINE
JANUARY 10	Business case for quality	9 December 09	11 December 09
FEBRUARY 10	Customer relationship management	13 January 10	15 January 10
MARCH 10	Healthcare	10 February 10	12 February 10
APRIL 10	Quality profession	10 March 10	12 March 10
MAY 10	Quality awards	14 April 10	16 April 10
JUNE 10	Quality and strategy	12 May 10	14 May 10
JULY 10	Local government	9 June 10	11 June 10
AUGUST 10	BRIC countries and quality	14 July 10	16 July 10
SEPTEMBER 10	Technology & management systems	11 August 10	13 August 10
OCTOBER 10	Innovation	15 September 10	17 September 10
NOVEMBER 10	Benchmarking	13 October 10	15 October 10
DECEMBER 10	Sustainability	10 November 10	12 November 10

ADVERTISERS SCHEDULE FOR QUALITYWORLD 2010