

Who reads Communicator?

ISTC Survey January 2019

Type of work	%
Business analysis	13.07
Documentation – paper based	51.63
Documentation – online (intranet content; PDFs etc.)	84.31
Editing/Quality Assurance	62.09
Indexing	13.07
Management – supervising technical communicators	19.61
Marketing / messaging	19.61
Online help – HTML help	35.29
Online help - Webhelp	18.30
Process mapping	22.22
Training material – printed manuals, workbooks etc.	35.95
Training material – online (demos, videos, simulations)	32.03
Translation, localisation	13.73
Usability	23.53
Web pages (developing content)	24.84
Other	15.69

Note: respondents could select more than one type of work.

Specialisation	%
Engineering	43.14
Information technology	45.10
Aerospace	6.54
Defence	6.54
Manufacturing	19.61
Science	9.15
Education	4.58
Energy	7.84
Banking/finance	10.46
Marketing	2.61
Research/development	10.46
Construction	8.50
Medicine/health	5.88
Automotive	3.27
Press/publicity	1.31
Consumer products	3.27
Government	9.80
Telecommunications	9.15
Broadcast media	2.61
Accountancy	0.00
Public sector	3.92
Other	19.61

Note: respondents could select more than one specialisation.

Breakdown of ISTC members surveyed	%
Associate	3.25
Fellow	16.88
Member	52.60
Junior	3.25
Student	0.65
Other	23.38
Total	100.00

Communicator

The Institute of Scientific and Technical Communicators

Unit 19, Omega Business Village, Thurston Road, Northallerton, DL6 2NJ.
+44 (0) 20 8253 4506 istc@istc.org.uk www.istc.org.uk

Why advertise in Communicator?

"Communicator is a widely respected journal and being a regular advertiser over 12 years has undoubtedly been a significant contributor to our growth. The adverts reinforce our reputation as a company interested in what technical communicators care about and help to communicate the range of 3di expertise."

Paul Ballard, 3di Information Solutions

The Institute of Scientific and Technical Communicators (ISTC) is the UK's professional association for technical communicators. Its aim is to raise standards in the delivery of technical and scientific information to support products and services. This includes manuals and other factual literature in both online and paper formats. Technical communication encompasses a wide range of disciplines, including:

- Technical writing
- Technical illustration
- Technical journalism
- Online help design
- Website design
- eLearning development
- Publications management

Communicator is the quarterly journal of the ISTC, with a circulation of up to 1200 copies, online and print. It is available to purchase as a [PDF](#). Your advertising can include a URL for the online version which is included FREE in the print rates. ISTC Members can access PDF back issues for free on the ISTC website meaning that advertisements may be seen by new readers at any time.

As well as being distributed to members and affiliates, Communicator is often circulated at international events, exposing advertisers' messages to a wider audience. It provides an ideal platform for long-term profile-raising campaigns as readers keep issues for reference over many years.

Put simply, there is no better way to reach the UK's documentation professionals than through ISTC publications!

Communicator Summer 2021

Theme: Emerging trends

- Communicating complex science and how interfaces with social media.
by Sawsan Khuri
 - Conversation Design
by CJ Walker
 - Mirakl Case Study and MadCap Software
by Mariso Delao
 - eLearning
by Helen Hill
 - History and development of controlled language
by Mats Broberg
 - Concept, design and creation of a silver centerpiece
by Neil Bulpitt
 - Creating content with Cortana3D
by Antonina Mitrofanova
 - Helping translate English
by Mark Lewin
 - Gender-neutral language
by Alexandra Gifuni
 - Product review of the latest MadCap release
by Matthew Ellison
 - Improving localization processes
by 3di
 - SEO and Analytics
by Virginia Soares
 - Version control
by Technically Write IT
- And, all our usual regulars...**
- ISTC news
 - Book review
 - Editing
 - Ethical dilemmas
 - MadCap tips
- Note: Content is subject to change without notice.

Advertising guidelines

These guidelines provide general information about advertising in *Communicator*. Please direct any queries and bookings to the Advertising Agent, Felicity Davie, at Tou-can Marketing, felicity@tou-can.co.uk

Rates

The central panel on this page shows the advertising opportunities available in *Communicator* and the rates applied to them. These rates are for the printed journal and include FREE online advertising in the downloadable PDF version which can include a URL link.

Discounts

Multiple insertions

We offer discounts for multiple insertions:

- 5% for two issues
- 10% for three issues
- 12.5% for four issues
- 15% for five or more issues

If a series of advertisements is booked at a discounted rate and later withdrawn, the appropriate rate for the numbers of insertions used will be applied. For example, if four insertions are booked and three made, the three-issue rate will apply to advertisements already run.

Business Affiliates

[Business Affiliates](#) are entitled to a further discount: 5% (Bronze), 10% (Silver) and 15% (Gold).

Multiple publications

Advertisers who advertise in both [Communicator](#) and the ISTC Newsletter will receive a special reduced rate. Contact the Advertising Agent for further information.

Deadlines

The 2021 advertising booking deadlines for *Communicator* are: 25 January (Spring), 10 May (Summer), 23 August (Autumn) and 25 October (Winter). Artwork must be supplied 29 January (Spring), 14 May (Summer), 27 August (Autumn) and 29 October (Winter).

Cancellation policy

A cancellation policy will apply for any advertising cancelled after a Booking Confirmation has been issued. Details are shown on the Booking Confirmation.

Delivery of artwork

Please supply artwork to Katherine Judge: istc_journal@gmail.com. If you need to send artwork through another channel, please contact the Advertising Agent.

Slots, rates and inserts

Space in *Communicator* is sold in the following slots:

Slot	Cost (£)
Outside back cover	1550
Inside front cover	1390
Inside back cover	1300
Double page spread	1950
Full page	1200
Half page	800
Third page	630
Box	170
Double box	300

The size of these slots is shown below. Advertisements may run to the page edge (for full and half pages only) or to the page margin (except full pages).

Slot	To page edge (width x height mm)	To page margin (width x height mm)
Full page (including covers)	210 x 297 (+ 4mm bleed all sides)	N/A
Half page	210 x 143 (+ 4mm bleed all sides)	186 x 132
Third page (landscape)	N/A	186 x 88
Third page (portrait)	N/A	58 x 269
Box	N/A	58 x 60
Double box (landscape)	N/A	122 x 60
Double box (portrait)	N/A	58 x 132

Inserts

Weight (g)	Cost (£)
Up to 20	640
21-50	790
51-100	950
101-150	1120

Notes

- Rates effective from 10 January 2021.
- Rates exclude VAT.
- Rates assume press-ready artwork.
- Payment terms: invoiced on publication of each issue in pounds sterling; strictly 30 days net from invoice date.
- The ISTC reserves the right to decline to publish advertisements.
- The ISTC's liability for any error arising in reproduction of an advertisement is limited to the charge made for that advertisement.

Artwork requirements

Our preferred format for receiving advertising artwork is Portable Document Format (PDF). We can accept other formats, subject to agreement.

When creating print-ready PDF artwork, please take the following points into consideration:

- Trimmed page size is A4 (297x210mm).
- Artwork that extends to the edge of the page should have a 3mm bleed allowance on all affected edges (up to 305x218mm) and should have trim marks and, if possible, registration marks and colour bars.
- All fonts should be outlined if possible (this means that they are no longer editable and you cannot go in and type, instead that are converted to vector shapes and will not be modified or lost in any further process). This does not apply for an online version when someone wants to add a web link to the text.
- Artwork that does not extend to the page margins should not have any page marks or bars.
- We recommend generating PDF files that are compliant with the PDF/X1a:2001 standard, if this is supported by your software. Using this standard eliminates many common errors when submitting artwork for print.
- PDF artwork should be supplied to version 1.4.
- All fonts should be embedded, preferably subset.
- All page objects and images should be in the CMYK colour space, preferably converted to Europe ISO Coated FOGRA27. Please do not include any ICC Profile tags in the PDF.
- All photographic images should have a minimum resolution of 240ppi, recommended 300ppi.
- Vector-based artwork should not contain excessively long paths, as these can cause problems.
- If trapping is required, this should be applied to the supplied file. The default used is 0.125pt.
- Any URLs (web or email addresses) within your artwork will be automatically converted to hyperlinks which readers of the online version of *Communicator* can click on. Please avoid converting text to vector paths, and ensure that any URLs in the artwork are valid.
- Online adverts should not have bleed or any printers marks and have active links if applicable (this means that we can substitute the print versions for those very easily).
- Before submission, it is advisable to 'pre-flight' all PDF files using an application such as Adobe Acrobat or Enfocus PitStop.