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-Web help	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

Why advertise in Communicator?

"Communicator is a widely respected journal and being a regular advertiser over12 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."
PaulBallard,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. 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, 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 Content

- News, current discussions and reports from events

- Case studies, methods and technology

- Articles on the trends, culture and theory of technical communication

- Tips on writing best practices

- Community listings for events, forums and local area groups

- Expert opinions and contacts

And, all our usual regulars…

- ISTC news

- Book review
- Editing
- Ethical dilemmas
- Madcap tips
- International Standards

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 Chantel Sankey – istc@istc.org.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
Early bird discount
5% for confirming annual bookings before January 31st.

Multiple ads per issue
5% for two ads, 10% for three and 12.5% for four ads

Advertising in Multiple issues
5% for two issues, 10% for three and 12.5% for four issues.

Business Affiliates
Business Affiliates are entitled to a further discount: 5% (Bronze), 10% (Silver) and15% (Gold).

Multiple publications
10% if advertising in both Infoplus and Communicator.

Loyalty discount
5% (if advertised in the previous year), 10% (if advertised in the previous two years)

***Note**: Discounts can be combined. If a series of ads is booked at a discounted rate and later withdrawn, the appropriate rate for the numbers of ads used will be applied.*

Deadlines
The 2024 advertising booking deadlines for *Communicator* are: 25 January (Spring), 10 May (Summer), 23August (Autumn) and 25 October (Winter). Artwork must be supplied by 29 January (Spring), 14 May (Summer), 27August (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 T Villas Boas commissioning.editor@istc.org.uk If you need to send artwork through another channel, please contact Chantel.

Communicator slots

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

Slot	Cost(£)
Outside back cover	1866
Inside front cover	1672
Inside back cover	1562
Double page spread	2347
Full page	1442
Half page	961
Third page	756
Box	206
Double box	360

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 x297(+4mm bleed all sides)	N/A
Half page	210 x143(+4mm bleed all sides)	186 x132
Third page (landscape)	N/A	186 x88
Third page (portrait)	N/A	58 x269
Box	N/A	58 x60
Double box(landscape)	N/A	122 x60
Double box(portrait)	N/A	58 x132

Inserts and Bellybands

Weight(g)	Cost(£)
8-page (4 double-sided) insert	5088
4-page (2 double-sided) insert	3710
2-page (1 double-sided) insert	2490
Bellyband (must be ordered with an insert)	636

Notes

- Rates effective from 1 January 2024; early booking is advised, as rates may be revised during the year.
- 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 (297×210mm).
- Artwork that extends to the edge of the page should have a3mm bleed allowance on all affected edges (up to 305×218mm) 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:2001standard, 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 version1.4.
- 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 Pit Stop.