



The International Journal of Meteorology

www.ijmet.org
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[since 1975]

Media Pack for Advertisers

The IJMet

The only journal that focuses on severe weather meteorology, documenting statistics for further research, articles and papers on severe weather events including special issues for the major catastrophes such as the *Birmingham Tornado* (Volume 31, Issue 311, September 2006) and publishing academic scientific research papers, the IJMet is popular with a wide range of people from Professors, photographers, storm chasers and the enthusiastic amateur or even just the interested cloud watcher. We have successfully published over 320 journals from 1975 recurrently expanding and improving our profile as well as increasing our material and escalating the variety of features, now including a poster pull-out Photography section, Media Reviews, Book Reviews, weather impact features including The International Severe Weather Summary and the United Kingdom whirlwind data reports along with other interactive features such as letters and readers' articles, questions and so on.



May, 2007 front cover

Completely voluntary, since 1975, we continue to grow and appeal to more and more institutions as the weather; in particular severe weather affects millions worldwide on a daily basis. We aim to continue educating, informing, researching and providing support to ensure events and research is documented enabling scientists to learn the vital workings of severe weather and to provide insight and preparedness to those in danger or affected by providing closure and explanations for the good of mankind.

IJMet Destinations

Gaining at least two new subscribers each week we currently dispatch 600 journals each month to worldwide destinations:

UK and Eire

Europe (including Spain, Italy, The Netherlands, Norway, Finland, Switzerland, Poland, France, to name a few)

South Africa and other African nations including Nigeria

The United Arab Emirates

India

China

Hong Kong

Australia

North and South America

Canada

We are well known and respected amongst the meteorological offices worldwide and endeavour to begin a wider distribution to general public in each of these countries.



Currently 80 % of our subscribers are UK based, with 8 % EU and 12 % worldwide destinations.

25 % of our UK network are libraries, government bodies and other institutions (including Universities) with the rest (75 %) general public and other sectors of the community.

We have international contributors from all over the EU, worldwide and even the third world meaning our journal is accessible by all, particularly in research centres.

Who advertises with IJMet?

We are fortunate in that our journal will never be out of date. The weather will always play a huge role in peoples' lives and there will always be content for the IJMet and with that, content will never be the same – varying and timely, appealing to many more than just academics. It therefore stands to reason that we have had an eclectic array of advertisers ranging from IT web and email companies, to storm chase tour companies.

Previous and current advertisers include:

- Simply Mail Solutions
- Tempest Tours SCE
- Stormvideographer.com
- UKweatherworld
- The Environment Agency
- Weather Equipment companies
- Publishers
- Other magazines
- WeatherNet
- Net Weather
- Cloud Appreciation Society



The journal offers an excellent audience for potential advertisers such as photography companies, colleges and other educational institutions and research bodies.

Deals and Prices

Prices are merely guidelines but the important thing for the IJMet is that you are happy with your advert so we are more than happy to agree to deals, particularly if you want to be a regular advertiser.

We do ad swaps where we agree on a fair swap for maximum exposure of each party. We offer returning customer and annual discounts but the main thing is – no price is static – contact us with your specifications and we will suggest a price until we come to a mutually acceptable agreement.

We offer online or in-journal advertising and many of our advertisers take advantage of both!

Why advertise in the journal?

Ensuring your advert is definitely seen by at least 600 people, from over 20 countries worldwide, ensuring prominence and exact content, you can be more exact about who views your advert. You can choose from a variety of sizes (within the main margins), colours, fonts and be more precise and regimented on delivery times and dates. Need we say more?

Why advertise online?

Advertising with IJMet online means your advert is displayed exactly when and where and how you want it with no physical size or time limits. It ensures your advert will go to the public on time, you don't have to worry about postal delays or printing delays/errors.



Regular advertisers
Tempest Tours – inside
front cover

With most people using the internet these days, advertising online is one of the sure ways your company, job placement or holiday offers are seen by an even wider audience of a variety of groups from literally every corner of the globe.

With being at the top of *Google* for a number of keywords either directly or indirectly IJMet is an excellent place to advertise. Our page rank is 5, we have over 4000 hits daily, and we have over 200 unique visitors daily. For more stats, contact us. *Stats are correct at time of issue.*

Approximated Pricing

Number of issues	1	5	10 (one year)
Full Page (180 mm x 130 mm) Colour	£400	£600	£1000
Full Page (180 mm x 130 mm) B&W	£200	£300	£500
Half page (90 mm x 65 mm) Colour	£250	£550	£850
Half page (90 mm x 65 mm) B&W	£60	£100	£170

Loose Inserts can also be dispatched within the Journal envelope – giving you freedom of size and colour. Inserts must be folded or be A5 size and must not weigh more than 4 grams. We do not dismiss heavier documents completely but the weight must be specified before payment so we can judge extra postage cost to add to your charge. Contact us for a price on loose inserts starting from £70.

We provide a 10 % discount for advertising agencies only. Other discounts are available for returning or annual customers.

All prices are simple guidelines – contact us for your specific requirements. You can choose any size within the Full Page margins but we cannot guarantee date of publication for adverts of unusual shape/size.

Special Issues and Events Coming Up

Advertising in special issues gives you even more exposure to an even larger audience, particularly of increased institutions and governing bodies as well as people affected by the severe weather event in question.

For Volume 33 (2008) we have two proposed special issues:

- 1) The Greensburg Tornado, 4 May 2007, USA – Expected date of publication – May 2008
- 2) The UK Floods of 2007 – we do not have a date for this issue

Advertising space in these issues goes quickly and is limited, so hurry to secure your spot!

We will be doing an extensive mail drop at the end of the year (2007). Increase your audience by advertising with us now to be in with a chance of being delivered to hundreds of libraries, institutions and doorsteps worldwide.

What else?

If you don't want to advertise in the conventional way, why don't you contact us with ideas for articles, reviews or features to advertise your product in a unique, interesting way to engage and encapsulate your audience? There are so many ways to advertise, and we supply them all. Contact us to negotiate a deal.

Ready to request advertising space? Contact our office to secure your place in the world's most prestigious severe weather journal. Ask us for our Advertising Terms and Conditions.

Advertising

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"What we put in today will supply us with tomorrow." (Samantha Hall, Editor)