



What does E-IR offer?

Advertising Opportunities

E-International Relations (E-IR) is the world's leading website for students and scholars of international politics. Advertising with E-IR is a uniquely efficient path to reaching a global audience of undergraduate and Masters students.

E-IR is recommended by professors and university departments around the world, and is read by over **130,000 unique visitors** each month. Pieces written for the website have been referenced by publications including the Wall Street Journal, Foreign Policy, the Brookings Institution, Real Clear World, the BBC, The Daily Beast, The National Interest and National Public Radio.

Advertising clients have included:

- › Australian National University
- › Cardiff University
- › Cambridge University Press
- › Georgetown University
- › University of Hong Kong
- › University of Leeds
- › University of Melbourne
- › Queen's University Belfast
- › National University of Singapore
- › Newcastle University
- › Oxford Brookes University
- › Routledge
- › Royal Holloway, University of London
- › University of Salford
- › University of Surrey
- › SOAS, University of London



E-IR publishes thousands of original pieces per year written by academics, practitioners and students, and offers an unrestricted scholarship for Masters students.

ARTICLES

The articles published on E-IR aim to provide accessible routes into the key contemporary issues and debates in international relations.

STUDENT ESSAYS

By publishing student essays, E-IR aims to extend discussion and debate beyond seminar rooms, and on to an inclusive global forum.

BLOGS

E-IR Blogs provide a flexible publishing space to academics, without the barriers posed by more formal settings.

INTERVIEWS

Questioning the leading thinkers in contemporary international relations.

BOOK REVIEWS

Incisive reviews of the latest publications in international relations.

PUBLICATIONS

Edited Collections bring together rosters of experts to analyse some of the most pressing issues in the world today.

SCHOLARSHIP

In collaboration with major publishers, E-IR offers an annual scholarship for postgraduate students.

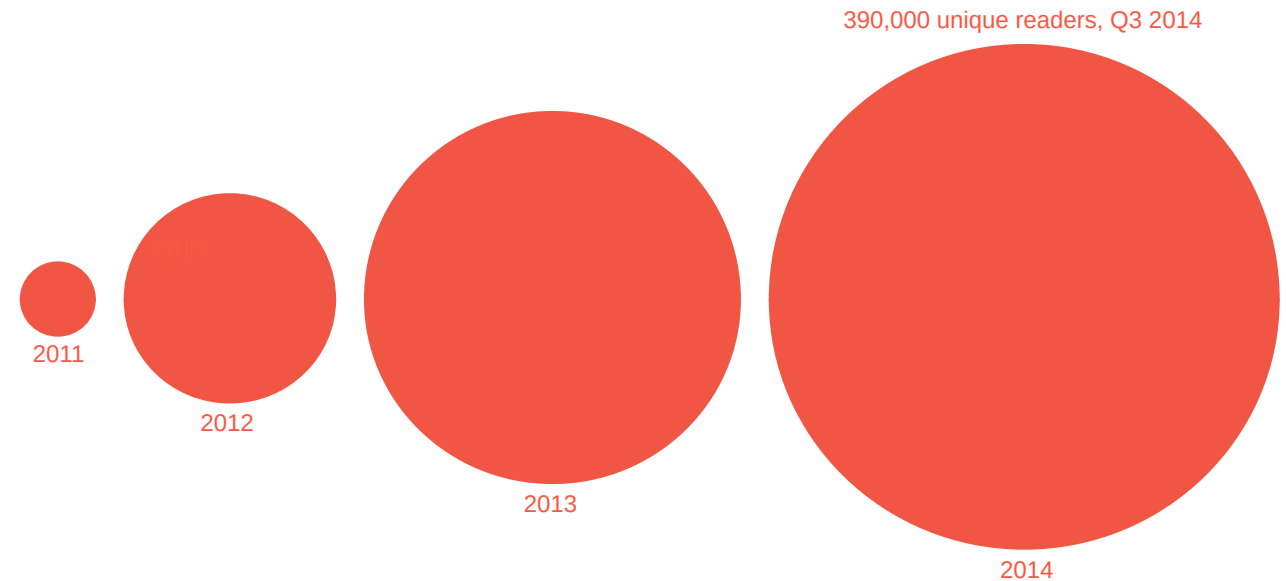
Audience and Reach

Advertising Opportunities

ABOUT OUR READERS

- › **130,000** monthly unique readers (avg, Q3, 2014)
- › **70%** of readers are currently in higher education and **89%** of this cohort report they are likely to undertake further study
- › **15%** of readers are lecturers or professors
- › **28%** of readers visit more than once per week
- › **90%** of readers would recommend E-IR to their peers
- › **75%** of readers are male, **25%** are female
- › **65%** are aged 18-35.
- › E-IR's audience is based in:
 1. USA
 2. UK
 3. Australia
 4. India
 5. Canada
 6. Netherlands
 7. Germany
 8. Indonesia
 9. Philippines
 10. South Africa

E-IR efficiently reaches a worldwide audience of engaged International Relations students and scholars.



*Data from Google Analytics and E-IR Intercept Survey (122 respondents), June 2014

Rate Guide

Advertising Opportunities

Adverts are placed in the right hand column of the website and appear on all key pages including the Home page and section pages of Articles, Essays, Blogs and Features.

Nine advertising slots are available in total (see right), each measuring 300px wide by 80px deep.

- 1 x **Premium** slot is £500/\$820 per quarter each
- 3 x **Tier 1** slots are £350/\$570 per quarter each
- 2 x **Tier 2** slots are £250/\$410 per quarter each
- 4 x **Tier 3** slots are £150/\$245 per quarter each

Slots can be purchased individually or in combination to create a larger advert (e.g. 300px wide by 160px deep). Slots can be bought for 3, 6, 9 or 12 month durations.

For current availability see: <http://bit.ly/1qnM4tb>

FURTHER INFORMATION

- › Payment will be made to E-IR Publications Limited - a UK registered not-for-profit company
- › Payment can be made via bank transfer, cheque or Paypal, or in any currency via IBAN/SWIFT if outside the UK
- › Materials are due 5 business days before the start date of your advert.
- › File format must be JPEG or PNG.

The screenshot shows a webpage layout with a 'RECENT POSTS' section on the left and an 'ADVERTISE WITH US' section on the right. The 'RECENT POSTS' section lists several articles with their titles, authors, and dates. The 'ADVERTISE WITH US' section features a grid of advertising slots in various colors (green, red, orange, purple) and sizes. Below the grid is a 'WEEKLY E-MAIL' sign-up form with a 'GO' button. The overall design is clean and professional, with a focus on content and advertising opportunities.

EXAMPLE

Tier 1 adverts bought for two quarters during 2013 were seen by over a quarter of a million unique users. That is 0.003 pence (0.0044 cents) per unique user exposed to an advert.

Because E-IR is entirely volunteer-run with limited costs to cover, we are able to offer unparalleled value to our advertisers.

What Others Say

Advertising Opportunities

'E-IR is terrific – just what the field needs.'

– Anne-Marie Slaughter,
Bert G. Kerstetter '66 Professor,
Princeton University

'It is a pleasure to find such a well-organized, informative and interesting website amidst all the chatter on the internet. E-International Relations is a marvellous resource and forum for debate.'

– Margaret MacMillan,
Warden of St. Antony's College,
Oxford University

'E-International Relations is a fascinating web site that will be of interest not just to students of international relations but also to anyone interested in world politics.'

– Steve Smith,
Vice-Chancellor,
University of Exeter

'E-IR may be the moment of democratization for International Relations – at last, a platform on which an informed conversation can take place and every voice heard.'

– Peter Vale,
Nelson Mandela Chair in Politics
Emeritus, Rhodes University

'I often turn first to E-IR for what is new and interesting in the sphere of international studies before looking at academic journals or the latest books.'

– M.L.R. Smith,
Professor of Strategic Theory, King's
College London

'As a long retired former diplomat with nearly 40 years' experience in international affairs, I find the only drawback to browsing in E-IR is that I'm liable to find myself spending half the day reading (and itching to respond to) much of its material. May it continue to flourish.'

– Sir Brian Barder KCMG,
former British ambassador to Ethiopia/
Poland and high commissioner in
Nigeria/Australia

'For scholars seeking to make an immediate impact with new research or informed opinion, E-IR provides a venue second to none... It is the very epitome of 'applied academics' and should be on everyone's list of academic bookmarks.'

– Michael W. Mosser,
Visiting Assistant Professor of Political
Science,
Southwestern University

'I would not be surprised if E-IR becomes one of the top resources for scholars and practitioners of IR in the very near future. It is also likely to morph into a premier networking and collaboration instrument. I cannot praise E-IR highly enough.'

– Dan G. Cox,
Professor of Political Science, U. S.
Army School of Advanced Military
Studies

'E-International Relations is the place for an informed, spirited, and thoroughly civil discussion of international relations theory and practice with a special appeal for young scholars.'

– Harvey Sapolsky,
Professor of Public Policy and
Organization Emeritus, MIT

'E-IR provides a refreshing alternative to the few dozen institutionally branded and well-financed sites that dominate the world of web-based analysis and commentary on international relations. In a few short years, E-IR has established itself as a credible and independent voice.'

– Daryl Copeland, Professor at
the Munk School of Global Affairs,
University of Toronto

'E-IR is an extremely valuable resource for students of International Relations. Methodologically pluralistic, theoretically ecumenical, and politically diverse, it provides access to a wide range of competing viewpoints about some of the most pressing issues facing citizens and scholars today.'

– Duncan Bell,
Lecturer of International Studies,
University of Cambridge

'E-International Relations provides readers with much-needed, highly-pertinent, constantly-insightful, analyses of issues that shape our world.'

– Jamsheed K. Choksy,
Professor of Iranian, Indian, Islamic,
and International Studies, Indiana
University

'E-IR offers a series of in-depth, scholarly articles and a forum for discussion on all aspects of international affairs from the past to the present providing a remarkably useful resource for students and anyone interested in the relations between states.'

– John Keiger,
Professor of International History,
University of Salford

