

e-IR Advertising Opportunities

2011-2012



e-International Relations

the world's leading website for students of international politics

WHAT WE DO

e-IR is the world's leading website for students of international politics and global governance

e-International Relations offers digital advertising opportunities to engage with our global audience of students and thought leaders.

The website receives half a million page views each month, as well as thousands of mentions on social networks.

e-IR is recommended by university professors and departments around the world.

Pieces written for e-IR have been referenced and republished by organisations including the Wall Street Journal, the Brookings Institution, World Politics Review, the Stanley Foundation, Real Clear World and Global Policy Forum.

We publish original content aimed at current students:



1) ARTICLES

The articles published on e-IR offer an accessible route into key debates in international relations - providing academic analysis of the issues, events and ideas that our readers encounter in their studies.



2) ESSAYS

Students spend countless hours researching and writing essays. By publishing them on e-IR, we extend discussion and debate beyond seminar rooms and lecture theatres, and into an inclusive and accessible global forum



3) BLOGS

e-IR's blogs offer a flexible publishing space that facilitates discussion on key issues between academics and students - without the barriers posed by more formal settings.

4) FEATURES

e-IR 'features' include reviews, a bi-monthly round-up of upcoming events and conferences, and brief assessments of some of the newest student-focused books.

AUDIENCE

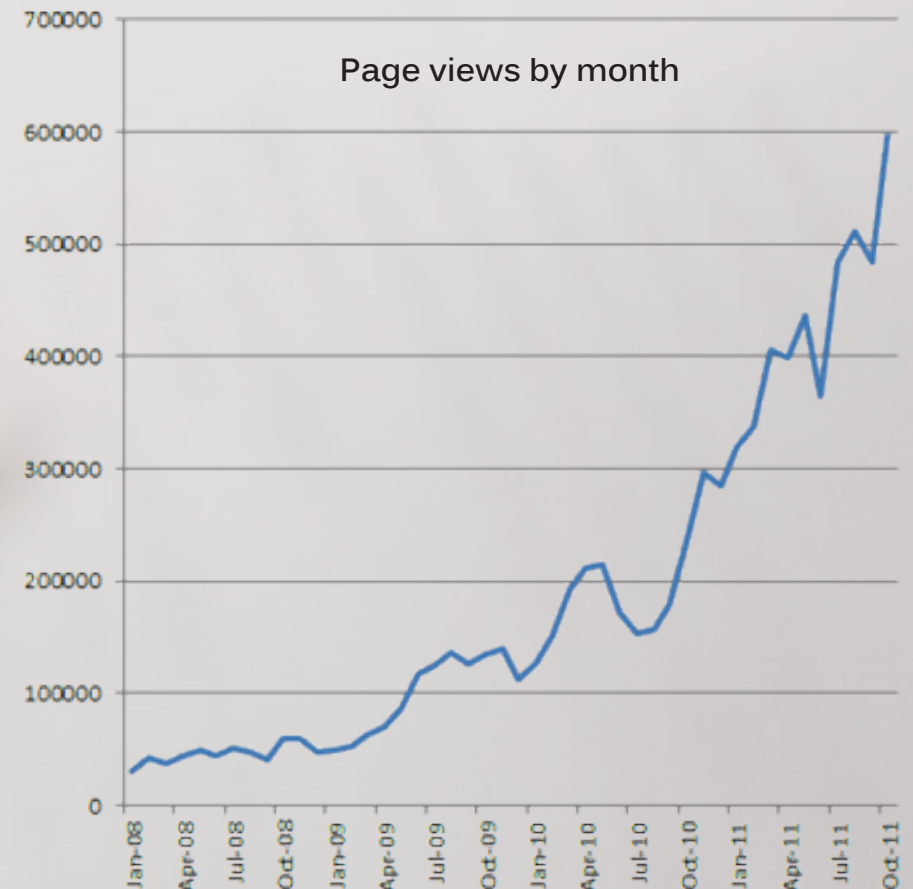
e-IR efficiently reaches a worldwide audience of engaged students, in fields such as International Relations, International Development and Area Studies.

Avg. monthly visits (2011)	60,000
Avg. monthly page views (2011)	500,000
Page views per visit	8.3
Audience	72% male 28% female

e-IR's visitors are

Loyal	73% visit at least once per month
Engaged	Staying an average 6.4 minutes per visit
Growing	857% page view growth since Dec 2008
Committed	88% have recommended us to friends
Studying	85% are working for a university degree
International	1. UK 2. US 3. Canada 4. Germany 5. Malaysia 6. Australia 7. Turkey 8. India

Since going live in January 2008, e-IR has received more than nine million page views from hundreds of thousands of unique visitors located around the world.



*Data from AWStats and e-IR Intercept Survey, July 2011

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.

Ad type	Dimensions	Availability
Banner	300 x 70 pixels	6 or 12 months
Big Box	300 x 300 pixels	3 or 6 months

AD DETAILS

- Maximum file size: 40k
- Preferred file formats: JPEG or PNG
- Alternate text: 30 characters max
- Target URLs must be active when ads are submitted

PAYMENT

Payment will be made to e-IR Publications Limited - a UK registered not-for-profit company. It can be:

- made via bank transfer, cheque or Paypal
- made in any currency via IBAN/SWIFT if outside the UK

*Please note we cannot accept credit card payments

For further information or to request a rate card, please contact:

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