



Strategic Advertising with Information Matters: Your Brand. Our Audience. Shared Impact.

An official publication of the Association for Information Science and Technology (ASIS&T)

asis&t 

About Information Matters

Information Matters is ASIS&T's premier digital publication bridging academic research and real-world practice in information science. We connect industry leaders, scholars, data professionals, librarians, and thought leaders across the information ecosystem.

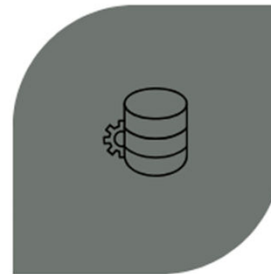
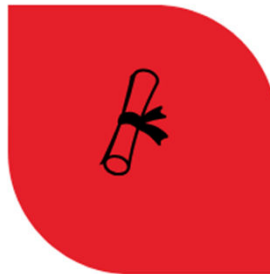
Our content explores emerging trends, practical applications, and innovative solutions in information science and technology.



Our Audience

Academic Professionals

Professors, researchers, and students in information science, computer science, and library science programs

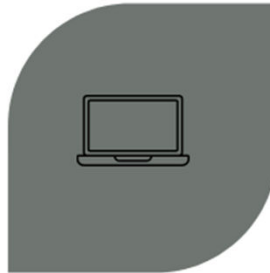


Data Specialists

Data scientists, analysts, and information architects working with complex information systems

Tech Industry

Technology professionals focused on information systems, AI, and knowledge management solutions



Library Professionals

Librarians, archivists, and knowledge managers from academic, public, and special libraries



Advertising Opportunities

1

Sponsored Articles

Branded content labeled as "Promoted Content" that provides value to our readers while highlighting your expertise

- 800-1200 words
- Includes author bio and company logo
- Featured on homepage for 2 weeks

2

Banner Ads

High-visibility digital advertisements on our website and newsletter

- Multiple size options available
- Targeted placement options
- Monthly or quarterly packages

3

InfoFire Podcast Sponsorships

Associate your brand with our expert-led educational sessions

- Logo placement in promotions
- 5-minute sponsor introduction
- Access to attendee list (opt-in)

Pricing Structure

Advertising Option	Standard Rate	Institutional Member Rate
Sponsored Article	\$1,000	\$800
Banner Ad (Homepage)	\$800/month	\$650/month
Banner Ad (Article Pages)	\$600/month	\$480/month
Newsletter Ad	\$950/issue	\$760/issue
InfoFire Podcast Sponsorship	\$2,000	\$1,600

Ask about our bundle discounts and first-time advertiser special offers!



Reach & Impact

7K+

Monthly Visitors

Unique visitors to our digital publication each month

30%+

eJournal Open Rate

Papers: 333
Downloads: 16,733
Abstract Views: 86,505
Subscribers: 203

47

Countries reached

Visitors from around the globe who view our digital publication.

54%

Academic Audience

Percentage of readers from university and research settings

32%

Industry Professionals

Percentage of readers working in corporate and tech sectors

CUSTOMER REVIEWS

☒ Excellent

☐ Good

☐ Neutral

☐ Poor

What Our Advertisers Are Saying

Placing a two-week ad with Information Matters was a great experience from start to finish. The setup process was smooth and straightforward, and both Garrett and Chirag were incredibly helpful and responsive throughout. Our goal was to promote the graduate programs offered by the Faculty of Information, and this ad helped us effectively reach our target audience. The campaign received strong exposure across multiple platforms, including Twitter/X, Facebook, their newsletter, and website, allowing us to engage with a broad and relevant community.

What impressed us most was the detailed analytics report shared at the end of the campaign. It included snapshots, impressions, and engagement metrics that clearly demonstrated the reach and impact of our ad, something that's rarely provided with other advertising opportunities.

We truly appreciated the transparency, professionalism, and follow-through, and would gladly consider advertising with Information Matters again in the future.

Andrea DiBiase, MEd
Associate Registrar, Recruitment & Admissions
Faculty of Information
University of Toronto

What Our Readers Are Saying

By translating complex research into accessible insights, IM has become an indispensable channel for Chinese LIS scholars to engage with global academic trends and innovations.

Dr. Chang Liu, Tenured Associate Professor, Peking University

Technical Specifications

Sponsored Articles

- 800-1200 words
- Author headshot: 300x300px
- Company logo: vector format preferred
- Featured image: 1200x630px

Banner Ads

- Leaderboard: 728x90px
- Rectangle: 300x250px
- File formats: JPG, PNG, GIF
- Max file size: 150KB

Newsletter Ads

- 600x200px image
- 50-word description
- One clickable URL

Submission Guidelines

- Materials due 10 business days before publication
- Content subject to editorial review
- Clearly labeled as sponsored content



Contact Us

Ready to Promote Your Brand?

Contact our advertising team to discuss custom packages and availability.

Email: info@asist.org

Phone: (301) 495-0900

Next Steps

1. Review our media kit options
2. Contact us to discuss your goals
3. Receive a customized proposal
4. Submit materials by deadline
5. Reach our engaged audience of information professionals