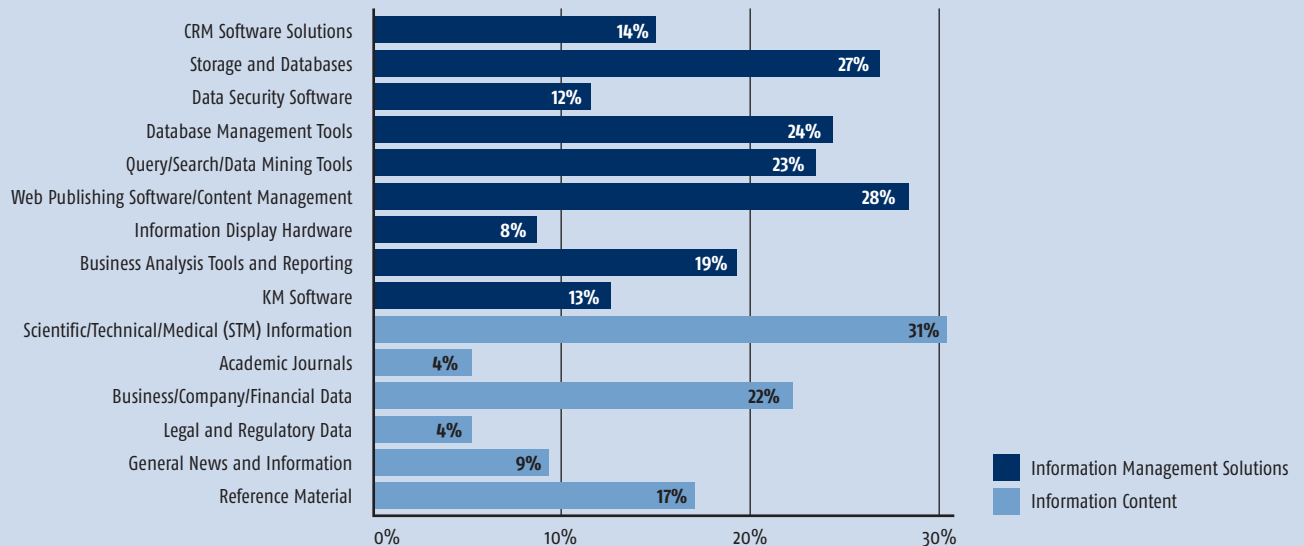


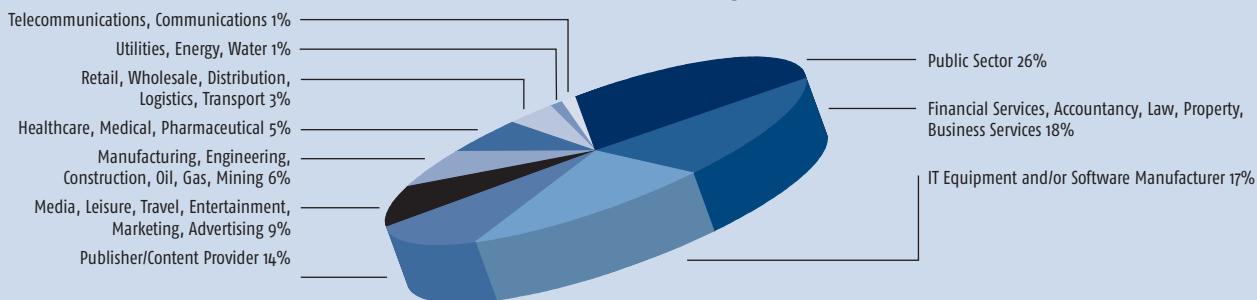
Reader Profile

Information World Review is essential monthly reading for information professionals within corporations, academic institutions, consultancies and government bodies. The magazine reaches everyone from content purchasers to implementers of content management strategy, from system builders to those implementing the underlying technologies. A tightly controlled circulation, reaching a selected 10,000 users and buyers of information products and services, is augmented by a paid-for circulation of another 1,000 subscribers, covering both the UK and mainland Europe. With an average 3.5 readers per issue IWR reaches in total, over 38,500 industry professionals.

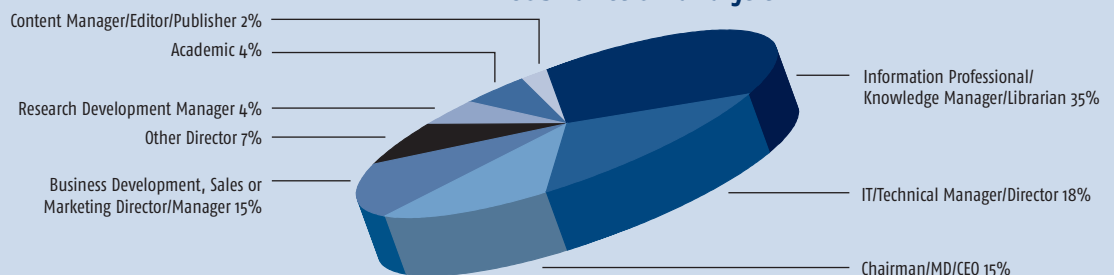
Reader involvement in purchasing



Main business activity of readers



Job function analysis



Bonus Circulation Issues

IWR is proud to be the official media partner for the **Online Information** and **Information Management Solutions** Exhibitions and also the **Library+ information Show**. IWR advertisers benefit from an additional circulation of 7,000 a year and the extra international awareness gained from the IWR sponsorship activities at these events that attract buyers and users of information products, services and solutions from across the UK and around the world.



Library + information Show

4-6 December 2007, Olympia, London
December issue additional circulation: 5,000

18-19 April 2007, Birmingham NEC
April issue additional circulation: 2,000

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