GET IN THE MIX

magazine subscribers
50,000+

app downloads
6,000+

yearly webinar registrations
7,500+

e-newsletter subscribers
38,500+

yearly website visits
1,000,000+

countries reached
150+
The **QUIRK'S** Advantage

**Monthly Print and Digital Magazine**

Each month more than 50,000 qualified research decision makers rely on our magazine’s case studies, technique articles, software reviews, industry news and directories to maximize the value of their research efforts. The practical, hands-on editorial approach is aimed squarely at research buyers, who rely on Quirk’s for its independent expertise. And, the circulation represents the top global research professionals and decision makers across all industries who help drive their organizations’ research efforts.

**Multiple Mobile Apps on Multiple Platforms**

Readers of Quirk’s have the option of getting the magazine on their iPad, iPhone, Android or Kindle devices. In addition, only Quirk’s has app versions of its most popular directories – letting users locate research companies anywhere and everywhere. The apps are free and have been installed on thousands of devices worldwide.

**Comprehensive Online Resources**

Quirks.com is the top-ranked research industry Web site and is on course to have more than one million user visits in 2013. Users rely on Quirks.com for all their research inquiries including searching our archive of 5,000+ articles, using our searchable directories, locating events, associations or jobs and participating in research discussions. No other industry site comes close to having as many targeted research visitors because no other site offers the exhaustive resources designed to attract them.

**Twice-Monthly E-newsletter**

Quirk’s e-newsletter keeps marketing research professionals on top of their game by giving them quick and easy-to-read information twice a month. Every article in the e-newsletter is written for the research buyer with an understanding of the limits and benefits of the e-newsletter format. This, along with our opt-in process, ensures a controlled, qualified and engaged subscriber base of more than 38,500.

**Quirk’s LinkedIn Group**

Quirk’s is the owner of the largest LinkedIn group for research professionals. Our group, **The Marketing Research & Insights Group**, is committed to maintaining an open forum for research professionals to socialize, share ideas and perspectives, openly debate issues facing the research industry and network with colleagues. The group has a large international following and is open to all members of the research community whether or not they are members or subscribers to Quirk’s Web site or magazine.

**A Cycle of Visibility That Makes Quirk’s the Leader**

At Quirk’s we know that it’s critical for providers of research products and services to reach the largest-possible audience of research buyers before, during and at the very moment they make their purchase decision. That’s why we have created a suite of products that are relied upon by research buyers at all points in the project cycle. In fact, Quirk’s delivers the largest global audience across the most platforms.

**More Active and Growing Social Media Presence**

With over 4,200 Twitter followers and an active Facebook page, Quirk’s is rapidly expanding its social media engagement. At its current rate of growth, Quirk’s continues to have the largest social media following in the research industry.
“I have nothing but praise for Quirk’s -- alone without equal.”

“I just checked out your articles online and really love them.”

“Your daily News Queue is smartly done.”

“Quirk’s is always the go-to-source for me as a project director.”

“Please change my address to my home address. I love Quirk’s and don’t want to lose a single copy.”

“I’ve deferred to [Quirk’s] often. Thank you!”

“I enjoy your content both in print and digital.”

“I participate in about three to six Webinars a week to keep up with what is happening in the industry. Your Webinars are the best.”

“Thanks for being an effective advertising partner.”

“I want to congratulate you on your continued quality and growth.”

“Loved the cocktail party you hosted. The place was packed and I go to interact with several new suppliers. Great job!”

“Thanks for being such a great support system for the industry.”

“Clearly your attention to Quality is the reason Quirk’s has become the industry standard.”
Web Advertising

Online Banner Advertising
Quirks.com is the premier site for the market research industry, averaging more than 90,000 visitors per month and more than 268,000 page impressions. The extensive and high-quality resources attract users who conduct, coordinate and purchase marketing research. Banner and box advertising give you the opportunity to capitalize on that traffic and increase the frequency of messaging. By integrating Web advertising into your marketing or lead-generation campaign, you extend your brand exposure.

Ad Types and Positions

Run-of-Site Top Button
Reach every visitor to Quirks.com with our run-of-site top button ad. This ad is located at the top-right of every page of quirks.com in order to give you complete site exposure. The ad position is available on a monthly basis. It is especially ideal for events, Webinars and other time-sensitive advertising.

Top/Bottom Banner Ad
This placement is available as a shared space on any Quirks.com Web page. Up to five advertisers rotate randomly between the top and bottom position on a page, displaying each banner ad to 40% of the viewing traffic (20% in the top position and 20% in the bottom position). Advertisers also have the option of buying additional views, if available.

Box Ad
Want a large, prominent ad but also want it to appear to 100% of all page visitors? A side box ad is the perfect option. Side ads randomly change position with each visit (or page refresh) but are always visible to every viewer of the page. Most pages have no more than four side ads, meaning you are in the top position 25% of the time.

Who Visits Quirks.com?*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Web Visits</td>
<td>91,313</td>
</tr>
<tr>
<td>USA</td>
<td>72.1%</td>
</tr>
<tr>
<td>International (208 countries and territories)</td>
<td>27.9%</td>
</tr>
<tr>
<td>Average Monthly Page Views</td>
<td>268,003</td>
</tr>
<tr>
<td>Average Number of Monthly Registrations (to receive the e-newsletter, print magazine or additional Web site access)</td>
<td>841</td>
</tr>
</tbody>
</table>

*Web statistics based on the year ending Sept. 30th, 2014

“1 Million + Yearly Visits

“What a fantastic Web site – nice design and a wealth of good info and other interesting resources.”

“Love what you are doing at Quirks.com.”

“I added your blog to my favorites.”

“I could spend weeks reading all the good content on your site.”
Unique Page Placement

Home Page
With more than 25,000 views per month the Quirks.com home page is the most popular page on the site. In addition to top, bottom and side ads, the home page has middle advertising positions available.

Run of Directory or Run of Section
Advertising in Quirk’s different resource and directory sections is not limited to just a single page in the section. Ads now appear on all the main pages within the section - giving your message far more exposure. For example, an advertiser who purchases the panel directory will have their ad appear on the panel directory search page, the general directory search results page and even on the company details pages (including on competitor pages). The same is true for our other directories, articles, events, discussion forums, blogs and other sections of our site.

Niche Topic Pages
Let potential customers know you are a leader in a given niche by advertising in one of our new micro niche pages. When you run an ad in a given niche your ad will appear when a user searches our SourceBook directory of research companies for suppliers specializing in that specific topic. In addition, it will appear whenever a user conducts the same search in our article section. As an added bonus, your ad will appear on the related sub-topic micro pages.

City, State and Country Directory Results Pages
In addition to the niche topic advertising positions, you now also have the option of advertising whenever a user searches our directories for a specific city, state or country. By geo-targeting your ad you reach a highly specified audience that is ready to purchase, at a fraction of broader advertising placements.

Web Ad Specifications

GIF AND JPEG SPECIFICATIONS:
- Weight Limit: 40K
- Animation: 15-second animation limit. Continuous looping allowed.
- URL: Provide a click-through link for the ad at the time of submission.

FLASH AD SPECIFICATIONS:
- Weight Limit: Initial download must be under 40K. Additional weight cannot exceed (polite download) 1.2 MB for video or 160K for other rich media.
- Animation: 15-second animation limit. Continuous looping allowed with a maximum of 20 frames per second.
- Audio: Any audio must be user-initiated and must be able to turn off.
- URL: Provide a click-through link for the ad at the time of submission.
- Fail Over Images: All Flash submissions should include an ad of the same size in JPEG or GIF formats. This alternative ad will be displayed when a user does not have Flash installed and on devices such as iPads which do not allow Flash animation to be displayed.
- Click Tag: In order to track the click-through rate (CTR) use the following clickTAG within your Flash creative. clickTAGs are case-sensitive. on (release) {
  getURL (clickTAG, "_blank");
}

2015 Web Ad Rates

Top /Bottom Banner*
728w x 90h
40% * of page views for six months

Home Page $4,350* $6,000 ±
Run of Directory or Run of Section $2,000* $1,900 ±
Niche Topic Pages $450* $450 ±
City, State, Country Directory Result Pages $250 to $450* $250 to $450 ±
All Other Single Pages $1,000* $1,000 ±

Side Box
300w x 250h
100% of page views for six months

Note: Quirk's does not accept floating or expandable/retractable advertising.

Premium Web Advertising Positions

1 Month 2 Months 3 Months

Run-of-site Top Button
195w x 90h
100% of all site views
$3,500 $6,500 $9,500

Home Page Middle Banner
728w x 90h
100% of page views
$2,000 $3,600 $5,000

10% discount given for a one-year contract on all Web ad placements. * The top/bottom banner space on all pages is shared by up to five advertisers. The price quoted for the top/bottom banner is for 20% of the rotation (1 of 5). You can purchase additional rotations if available. ± Side box ads jumble positions with other side ads on the same page but appear to 100% of all page views.
Marketing research professionals stay on top of their game by reading Quirk’s e-newsletters. Get directly into the in-box of more than 32,000 qualified research professionals. Quirk’s e-newsletter has a controlled, qualified subscriber base composed of both U.S. and foreign members. Our opt-in process is 100% confirmed direct request. Likewise, we have a one-click opt-out option to ensure that we consistently deliver to an audience that is actively seeking and willing to receive the newsletter.

2015 E-Newsletter Mailing Dates
The e-newsletter is scheduled twice-monthly.

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<td><strong>January</strong></td>
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<td><strong>March</strong></td>
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<td>28</td>
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</tbody>
</table>

Please note that advertising in the e-newsletter must be JPEG or GIF format only. E-newsletter ads cannot contain animation. Frequency discounts available.

Free Design Service for Electronic Ads
In order to make advertising as easy as possible, we offer all advertisers free design of e-newsletter and Web ads. Our designers can make your ad coordinate with your brand image and Web site. Simply supply us with your ad copy, your Web address and any other graphics you want incorporated and our designers will do the rest.

Total E-Newsletter Circulation: 38,846*

<table>
<thead>
<tr>
<th></th>
<th>U.S.A.</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client Side</td>
<td>43.1%</td>
<td>64.1%</td>
</tr>
<tr>
<td>Research Company</td>
<td>56.9%</td>
<td>35.9%</td>
</tr>
<tr>
<td>Existing Magazine Subscribers</td>
<td>42.0%</td>
<td></td>
</tr>
<tr>
<td>E-Newsletter Subscribers Only</td>
<td>58.0%</td>
<td></td>
</tr>
</tbody>
</table>

Frequency: Twice Monthly

*Statistics based on circulation of October 2014

<table>
<thead>
<tr>
<th>E-Newsletter Ad Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position</td>
</tr>
<tr>
<td>Top Spot</td>
</tr>
<tr>
<td>Interior Spots</td>
</tr>
</tbody>
</table>

The Daily News Queue
The Daily News Queue is a daily e-mail summary of the marketing research and Insights Industry news. The format is designed specifically to be quick and easy to digest and mobile friendly. With this e-newsletter only one company is the sponsor for an entire week, (with an additional weekly recap each Friday). So, not only do you receive exclusivity, but your message is made even stronger by the power of repetition. Because the ad is text-based, the ad will appear even on mobile devices that do not download images.

Circulation: .......................................................... 8,000+ (25% client-side researchers)
Exclusive sponsorship: ........................................... $1,250 per week
Size: ................................................................. Text Based (approximately 500 characters)
Webinar Marketing

Market researchers constantly rely on Quirk’s to get information on best practices, trends and technologies, as well as ways to improve their research projects. Let our targeted audience know that you’re an industry thought leader by producing a research Webinar.

When produced and marketed correctly, you’ll reach a highly targeted, fresh and engaged audience. And, because the Webinar is just for your company, the audience is more likely to understand your message and think highly of your firm.

Top 5 Benefits of a Webinar

1. Build Awareness as a Thought Leader
   Webinars create a buzz around your company’s ideas and information. This attracts attention and builds traffic and positive awareness of your brand and company.

2. Get Immediate Feedback
   When you present your information in a live and interactive format, the audience can question, clarify and drill down to the parts of most interest. You don’t risk losing a customer due to a misunderstanding or lack of clarification.

3. Build Deeper Relationships
   People are happier to spend money with companies they know, like and trust. And, the next best thing to meeting you in person is to let your audience hear you and interact with you. A Webinar will build your credibility and connection cheaper, faster and deeper than most other forms of contact.

4. Long-Term Value
   Unlike a face-to-face meeting or live event, your Webinar can remain on the Internet for years – potentially generating hundreds of additional viewers.

5. Lead Generation
   If none of the other benefits came into play, the benefit of growing your audience and list alone would make the return on investment of Webinars very

Quirk’s Webinar Marketing Packages

<table>
<thead>
<tr>
<th></th>
<th>Silver Package</th>
<th>Gold Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listed on Quirks.com in the event calendar</td>
<td>Q</td>
<td></td>
</tr>
<tr>
<td>Minimum of one month.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listed in Quirk’s magazine (print, digital and mobile app) as a featured event</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>One monthly issue.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listed in Quirk’s e-newsletter as a featured event</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>One e-newsletter issue.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Added to Quirks.com multimedia section</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>On-demand listing and link to the recorded Webinar for one year.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner or box ad on Quirks.com Web site</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>One month in the events section. Free design service available.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One ad in the Quirk’s e-newsletter</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>E-newsletter listing approximately two weeks before the event.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event e-mail blast sent to 14,000 of Quirk’s subscribers</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>Two separate e-mail blasts of 7,000 each. May be combined with other Webinars and events.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct and dedicated event promotion to Quirk’s Marketing Research &amp; Insights Group on LinkedIn</td>
<td>Q</td>
<td>Q</td>
</tr>
<tr>
<td>The LinkedIn e-mail blast will go directly to the e-mail inbox of approximately 24,000 members.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quirk’s produces your Webinar</td>
<td>Q</td>
<td></td>
</tr>
<tr>
<td>You supply the content and we assist with the platform and production.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quirk’s introduces the speakers and handles Webinar Q&amp;A</td>
<td>Q</td>
<td></td>
</tr>
<tr>
<td>Quirk’s provides one of our editors to assist.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Price

Silver Package: $6,500
Gold Package: $10,500

“The decision is clear, Quirk’s for all our Webinars moving forward!”
Quirk’s Marketing Research Review print and digital magazine delivers highly-qualified readers who seek understanding and guidance when conducting marketing research. The practical, hands-on editorial approach is aimed squarely at the research buyer and not industry insiders. And, the circulation represents the top research professionals and decision makers who help drive their organizations’ research efforts and make purchasing decisions.

### 2015 Editorial Calendar

**January**
- What’s Ahead in 2015
- Frontiers in Data-Gathering (biometric, virtual reality, eye-tracking, neuro MR, etc.)
  - Closing Date: December 1
  - Ad Files Due: December 8

**February**
- Mobile Research—Quantitative
- Millennials/Youth Research & Insights
- Research Software & Solutions Directory
  - Closing Date: January 2
  - Ad Files Due: January 9

**March**
- Advertising Research
- Pharmaceutical Research
  - Closing Date: February 2
  - Ad Files Due: February 9

**April**
- Business-to-Business Research
- Regional Focus: China
  - Closing Date: March 2
  - Ad Files Due: March 9

**May**
- Working with Data – Data Integration, Analysis, & Visualization
- Qualitative Research
- Qualitative Moderator Directory
  - Closing Date: March 30
  - Ad Files Due: April 6

**June**
- Research Technology Report
- Internet/Online Research
  - Closing Date: May 1
  - Ad Files Due: May 8

**July**
- Raising MR’s Profile in Your Organization
- Mobile Research – Qualitative/Ethnography
- Shopper Insights
  - Closing Date: June 1
  - Ad Files Due: June 8

**August**
- New Product/Innovation Research
- Regional Focus: Latin America
  - Closing Date: June 29
  - Ad Files Due: July 6

**September**
- Researcher SourceBook™ Directory
- Corporate Research Report Supplement
  - Closing Date: July 10
  - Ad Files Due: July 24

**October**
- Customer Experience Research
- Health Care Research
  - Closing Date: August 31
  - Ad Files Due: September 8

**November**
- Global Research
- Research Panels & Communities
  - Closing Date: October 2
  - Ad Files Due: October 9

**December**
- Qualitative Research
- Regional Focus: Asia (excluding China)
- Focus Group Facilities Directory
  - Closing Date: November 2
  - Ad Files Due: November 9

*new for 2015!

Note: Other research topics are included in each issue in addition to those mentioned in the calendar.

---

**What Our Readers Are Saying**

“Your magazine is required reading. I especially enjoy the digital edition.”

“Keep being awesome!”

“Big fan of your publication.”

“I appreciate the timely, relevant and quality content you deliver and look forward to each issue.”

“I have been a long-time reader and fan of Quirk’s.”
### Who Gets QUIRK’S Magazine?

**50,001* unique subscribers**

- **USA** ............................................. 67.1%
- **International** (155 Countries) .. 32.9%

### Client Side (Corporate Research)

**22,037**

### Areas of Research Involvement

(4,414 responses. Multiple answers accepted.)

- Consumer, Non-Durable .............................................. 43.1%
- Consumer, Durable .................................................. 30.3%
- Services (Banks, Insurance, etc.) .............................. 43.3%
- Business-to-Business .............................................. 47.7%
- Health Care ............................................................ 27.8%

### Research Products/Services Purchased

(4,751 responses. Multiple answers accepted.)

- Full Service .................................................. 57.5%
- Desktop (Secondary) .............................................. 40.9%
- Syndicated Studies ................................................. 44.4%
- Multiclient Studies ................................................. 22.7%
- Omnibus Studies .................................................. 27.3%
- Panels .............................................................. 41.6%
- Focus Group Moderating ......................................... 52.0%
- Personal Interviewing ............................................ 39.7%
- Telephone Interviewing .......................................... 48.0%
- Mail Surveys/Lists .................................................. 36.9%
- Mall Intercepts ..................................................... 15.7%
- Focus Group Facility/Recruiting .............................. 58.3%
- Data Processing Services ......................................... 29.5%
- Statistical Analysis ............................................... 48.1%
- Software Packages ................................................ 29.3%
- Online Interviewing .............................................. 66.4%

### Research Companies (Providers)

**25,999**

### Research Products/Services Purchased

(4,605 responses. Multiple answers accepted.)

- Desktop (Secondary) .............................................. 20.8%
- Panels .............................................................. 43.8%
- Focus Group Moderating ......................................... 43.7%
- Personal Interviewing ............................................ 43.9%
- Telephone Interviewing .......................................... 53.3%
- Mail Surveys/Lists .................................................. 33.3%
- Mall Intercepts ..................................................... 24.1%
- Focus Group Facility/Recruiting .............................. 54.5%
- Data Processing Services ......................................... 35.9%
- Statistical Analysis ............................................... 41.9%
- Software Packages ................................................ 26.8%
- Online Interviewing .............................................. 59.0%

### Other

**1,965**

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* Statistics based on October 2014 print magazine (17,003) and electronic magazine (42,438) circulation. There are 9,440 Subscribers receive both the print and electronic magazine making the unique subscriber total of 50,001 subscribers. Mobile app subscribers (approx. 6,000) are not included in these totals.

---

“I love Quirk’s! In fact, I am always suggesting it to my colleagues as a great read!”

“I am voracious consumer of your content.”

“I find Quirk’s insightful and amazing.”

“I appreciate the timely/topical coverage and knowledge sharing your organization has provided the MR industry.”

“You make Quirk’s better and better over the years.”

“I really enjoy your magazine and find the content rich.”
**Magazine Rates and Specifications**

### Print Ad Dimensions

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<th>Width</th>
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<tbody>
<tr>
<td>Two-Page Spread w/Full Bleed</td>
<td>16.25”</td>
<td>11.125”</td>
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<tr>
<td>Two-Page Spread</td>
<td>15”</td>
<td>10”</td>
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<tr>
<td>Full-Page w/Full Bleed</td>
<td>8.25”</td>
<td>11.125”</td>
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<tr>
<td>Full-Page</td>
<td>7”</td>
<td>10”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.563”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.563”</td>
<td>7.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.563”</td>
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</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.188”</td>
<td>10”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2.188”</td>
<td>3.5”</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.188”</td>
<td>7.5”</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>7”</td>
<td>2.375”</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.188”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.563”</td>
<td>2.375”</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>2.188”</td>
<td>3.375”</td>
</tr>
</tbody>
</table>

### Magazine Specifications

- **Trim Size**: 8” x 10.875”
- **Bleed**: 1/8” (.125”) on all sides that bleed
- **Binding**: Saddle stitched for most issues
- **Stock**: Cover: 100 lb. coated; Inside: 45 lb. coated
- **Preferred File Format**: High-resolution Adobe Acrobat PDF with fonts embedded

**Digital Edition Sponsorship**

The first week of each month we mail an interactive digital version of our magazine to more than 38,000 qualified marketing research professionals (26,000 of whom don’t receive the print edition). As part of the mailing, we allow one company to have exclusive sponsorship of the edition.

The sponsor receives two ads in the e-mail accompanying the digital edition and a full-page ad on the opening presentation page of the issue as well. As an added bonus, a direct e-mail of the digital edition is sent directly to our LinkedIn Group members (40,000+). Exclusive digital sponsorship is $2,950.
### 2015 Display Ad Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL-PAGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>$2,535</td>
<td>$2,355</td>
<td>$2,175</td>
<td>$2,030</td>
</tr>
<tr>
<td>Two-Color</td>
<td>$2,940</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
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<tr>
<td>Four-Color</td>
<td>$3,460</td>
<td>$3,275</td>
<td>$3,100</td>
<td>$2,950</td>
</tr>
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<td><strong>2/3 PAGE</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black &amp; White</td>
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<td>$1,790</td>
<td>$1,630</td>
<td>$1,515</td>
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<td>Two-Color</td>
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<td>$2,370</td>
<td>$2,255</td>
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<tr>
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<td>Black &amp; White</td>
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<tr>
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<td>Four-Color</td>
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<td>$1,950</td>
<td>$1,865</td>
<td>$1,790</td>
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<tr>
<td><strong>1/4 PAGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1/4 PAGE VERTICAL</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Black &amp; White</td>
<td>$1,025</td>
<td>$955</td>
<td>$880</td>
<td>$820</td>
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<td>$1,175</td>
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<td>$1,770</td>
<td>$1,695</td>
<td>$1,635</td>
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<td></td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>$920</td>
<td>$855</td>
<td>$790</td>
<td>$735</td>
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<td>Two-Color</td>
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<td>$1,080</td>
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<td>Four-Color</td>
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<td>$1,540</td>
<td>$1,485</td>
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<td><strong>1/6 PAGE VERTICAL</strong></td>
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</tr>
<tr>
<td>Black &amp; White</td>
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<td>$770</td>
<td>$715</td>
<td>$665</td>
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<td>Two-Color</td>
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<td>$1,115</td>
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<td>$1,010</td>
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<tr>
<td>Four-Color</td>
<td>$1,580</td>
<td>$1,520</td>
<td>$1,465</td>
<td>$1,415</td>
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<td>Black &amp; White</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Two-Color</td>
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<tr>
<td>Four-Color</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### Premium Positions and Spreads

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$4,495</td>
<td>$4,260</td>
<td>$4,030</td>
<td>$3,835</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,805</td>
<td>$3,605</td>
<td>$3,410</td>
<td>$3,245</td>
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<tr>
<td>Back Cover</td>
<td>$4,495</td>
<td>$4,260</td>
<td>$4,030</td>
<td>$3,835</td>
</tr>
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<td>Two Page Spread</td>
<td>$6,225</td>
<td>$5,905</td>
<td>$5,590</td>
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<td>Half Page Spread</td>
<td>$4,475</td>
<td>$4,275</td>
<td>$4,070</td>
<td>$3,895</td>
</tr>
</tbody>
</table>

Save 15%

### Discounts and Payment

- A 15% discount on space and color will be earned for electronic files submitted within our specifications. Gross rate will apply to ads which need alterations or reformatting.
- Net due 30 days.
- New advertisers will be required to prepay for their first two ads.
- Ad creation services available.

"Thanks for helping us with such a successful promotion."

"Just wanted to say I appreciate the individual attention you give to each account including your small customers like me."

"Most of my clients come from word of mouth but the single biggest client in the history of our company came from Quirk’s!"

"Quirk’s is how many of our new clients find us – so I appreciate all you do."

"We have a 10:1 ROI guarantee when we go with Quirk’s."

Premium position and spread pricing is for four-color. Premium positions for the September Researcher SourceBook differ. Contact Quirk’s advertising sales department for details.
## Inserts, Outserts & Special Magazine Advertising Options

### 2015 Product Pricing

<table>
<thead>
<tr>
<th>Furnished Inserts</th>
<th>Minimum Dimensions</th>
<th>Maximum Dimensions</th>
<th>Minimum Paper Stock</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard -</td>
<td>5” x 5.75”</td>
<td>6” x 8”</td>
<td>80#</td>
<td>$4,000</td>
</tr>
<tr>
<td>Saddle-stitched</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard -</td>
<td>5” x 7”</td>
<td>6” x 8”</td>
<td>80#</td>
<td>$4,000</td>
</tr>
<tr>
<td>Perfect-bound</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard -</td>
<td>5” x 7”</td>
<td>6” x 8”</td>
<td>80#</td>
<td>$4,650</td>
</tr>
<tr>
<td>Tipped on (glued)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-Page -</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>80#</td>
<td>$5,950</td>
</tr>
<tr>
<td>Saddle-stitched</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-Page -</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>80#</td>
<td>$5,950</td>
</tr>
<tr>
<td>Perfect-bound</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-Page -</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>60#</td>
<td>$6,550</td>
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<tr>
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</tr>
<tr>
<td>Four-Page -</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>50#</td>
<td>$6,550</td>
</tr>
<tr>
<td>Saddle-stitched</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Four-Page -</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>50#</td>
<td>$6,550</td>
</tr>
<tr>
<td>Perfect-bound</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four-Page -</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>50#</td>
<td>$7,250</td>
</tr>
<tr>
<td>Tipped on (glued)</td>
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<td></td>
<td></td>
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<tr>
<td>Furnished Outsert</td>
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<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>$9,995</td>
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<tr>
<td>Four-Page</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>80#</td>
<td>$11,100</td>
</tr>
<tr>
<td>Eight-Page</td>
<td>6” x 9”</td>
<td>8” x 10.875”</td>
<td>80#</td>
<td>$15,300</td>
</tr>
<tr>
<td>Bellybands</td>
<td>18” x 5”</td>
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<td>80#</td>
<td>$9,995</td>
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<tr>
<td>Front Cover Ad</td>
<td>Circle diameter: 2.5”</td>
<td>Included</td>
<td></td>
<td>$3,250</td>
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<tr>
<td>Specialty Covers</td>
<td>Three-Page Gatefold</td>
<td>7.75” x 10.875” and</td>
<td>100#</td>
<td>$10,900</td>
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<td></td>
<td>15.375” x 10.875”</td>
<td>100# Cover Stock</td>
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</tr>
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<td></td>
<td>Split Front Cover</td>
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</tr>
<tr>
<td>Spread</td>
<td></td>
<td>100# Cover Stock</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This list is just a sample of the many possible types of special positions available.
Furnished Inserts
Inserts in Quirk's deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Unlike traditional print advertising, with an insert you have the option of targeting only those readers who match your criteria – and the pricing varies accordingly. Furnished inserts may be bound in (saddle-stitched or perfect-bound depending on the issue) or tipped (glued) into the magazine. See the chart for pricing and insert specifications.

Bellyband
A bellyband is a furnished paper outsert with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. See the chart for pricing and specifications.

Furnished Outserts
Capture the attention of our readers before they even open the cover of Quirk’s by including your unique marketing piece on the outside of the magazine within a clear plastic wrap or polybag. The options for outserts are many – from CDs to posters, catalogs to mouse pads. You choose the card stock and the number of pages. The outsert gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Just like inserts, outserts have the option of targeting only those readers who match your criteria – and the pricing varies accordingly. See the chart for pricing and outsert specifications.

Insert Pricing and Availability
The pricing chart should only be used as a guide since inserts and outserts can vary greatly in size and weight. All prices include bindery make-ready, in-line running costs and extra postage costs. Pricing does not include the printing of the insert, outsert or bellyband. Partial circulation available at reduced rates.

A mock-up of the insert or outsert on the proposed paper stock must be submitted to confirm pricing, mechanical and postal approval. If the finished material differs in weight, size or content from the approved sample, you may incur additional charges. Inserts or outserts requiring special positioning or work will be billed for additional bindery costs, such as slowdowns, handwork, etc. Preliminary estimates of such charges will be provided if samples are furnished.

The number of outserts allowed per issue is limited. Outserts will be sold on a first-come basis.

Special Covers
Maximize the impact of your message with a three-page gatefold cover or a split front-cover spread (sometimes called a barn door cover).

The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.

The split front cover (barn door) is a two-page spread advertisement that opens directly from the front cover. See the chart for pricing and cover specifications.

What Our Advertisers Are Saying
“"I just ended a project yesterday that I got from you, so I know there is value to being in Quirk’s.’’

“"Quirk’s helped bring hundreds of registrations to our event.’’

“"Thanks for your publication [Quirk’s] being in existence. We appreciate the business we get from advertising.”

“"I’ve received several responses, including a couple of companies wanting to talk about projects.”

“"Thanks so much for being our advertising partner.”

“"I think Quirk’s rocks the market research universe!!’’
Supplier Directories

Quirk’s publishes seven marketing research supplier directories, which have become the industry’s most relied-upon sources for locating research product and service providers. These directories have more company listings than any other, reach the largest audience of research buyers and are available on the most platforms.

Directories

Researcher SourceBook™ published as our September issue

The Researcher SourceBook™ is the most comprehensive research industry directory, listing almost 6,500 firms worldwide, offering services in more than 500 research specialties and industries.

Specialty Directories

Companies that provide appropriate research services can be included in any of our six specialty directories. These highly focused directories let research companies highlight specific types of facilities, products and services.

Market Research Software & Solutions published as part of our February issue

Telephone Interviewing Facilities published as part of our April issue

Focus Group Moderators published as part of our May issue

Market Research Panels published as part of our November issue

Focus Group Facilities published as part of our December issue

Mystery Shopping Providers published online only

Both free and expanded listings are available in each directory. Enhancement features vary depending on the directory, but can include logo, description, research capabilities, industry/audience specialization, language capabilities, facility features, pictures and video. Expanded listings generate more traffic due to their greater accessibility and higher ranking in search results.

Contact Ilana Benusa (Ilana@quirks.com or 651-379-6200 Ext. 213) to list your company or for more information about any of our directories.

What Our Readers are Saying

“Our first time experience listing ourselves in the SourceBook has been great! We picked up a few new clients we wouldn’t have otherwise!”

“You are putting cool things together for the experienced and in-experienced.”

“I appreciate how you are offering something new [The Quirk’s Event], spanning the range from small to large companies!”
Classified Ads
With reasonable rates and layout assistance, classifieds are an effective way to buy, sell and hire. Classified ads are available at $125 per column inch. A column inch is 3 3/8” wide.

Free Job Postings
Our online job postings section is the Web’s most active site for marketing research employment opportunities. Best of all, viewing and posting job openings is completely free of charge. For more information visit http://www.quirks.com/jobs/index.aspx.

Sponsor a Cocktails with Quirk’s Party
At Quirk’s we love our readers, writers, Web site users and marketing researchers in general but, being a media company, we rarely get to interact with our audience face-to-face – especially now that our audience is global. That’s why we are excited to host a series of events called Cocktails with Quirk’s.

As a cocktail sponsor your firm will not only receive exposure at the event but you’ll also benefit from our marketing of the event to 50,000+ Quirk’s members and you’ll receive the list of all those who register for the event you sponsor. This is a great opportunity to add to your client-side list, promote your brand and build working relationships in a relaxed setting. Dates and locations are always evolving, so contact us for more information.

Article and Press Release Submissions
We accept outside submissions for case studies and research techniques and trend articles for the magazine and for our blogs and e-newsletters. Submit manuscripts or ideas to Joseph Rydholm, Quirk’s editor, at joe@quirks.com.

Press releases are welcome and should be sent to Emily Koenig, Quirk’s content editor, at emilyk@quirks.com.

Guidelines are also available at Quirks.com.

Reprints
Print and electronic reprints of articles and advertisements are available. Contact Steve Quirk at steve@quirks.com or at 651-379-6200 for more information.

THE QUIRK’S EVENT
The Quirk’s event is a two-day experience, with the exhibit hall at the center of the event to facilitate face-to-face meetings between Quirk’s valued subscribers and our valued industry supporters. The cost to exhibit, sponsor and speak is in the bottom third of all research events and the cost to the client-side attendee will be extremely low (starting under $200). By making it affordable for suppliers and attendees alike, the goal is to maximize attendance and provide the most inclusive marketing research experience with the best ROI for all.

The inaugural Quirk’s Event is taking place February 23-24, 2015 in Brooklyn, N.Y. Please visit www.Quirks.com/TheEvent for up-to-date information about attending, exhibiting, speaking or sponsoring the event.

Advertising Sales Offices
Quirk’s Marketing Research Media
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Eagan, MN 55122
Phone: 651-379-6200
Fax: 651-379-6205

Eastern and Western U.S. and Canada, Europe and Africa
Evan Tweed, V.P. Sales
Phone: 651-379-6200 Ext. 205
evan@quirks.com

Central U.S. and Canada, South America and Asia
Lance Streff
Phone: 651-379-6200 Ext. 211
lance@quirks.com
The B2B world, circa 2020
Gen Z
Panel tips
Value data, not big data
Perfect your palette
Study outlines optimal B2B content marketing strategy
April 2014
www.quirks.com
2014 Telephone Facilities Directory