

# INOMICS Handbook 2022 Media Kit

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EMPLOYER among 70,000+  
talented economists worldwide



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Handbook 2021 THE ULTIMATE CAREER GUIDE FOR ECONOMISTS

**COVID-19 AND THE ECONOMISTS' REDEMPTION**

**THE UK COVID-19 RECOVERY AND THE CASE FOR COMMUNITY WEALTH BUILDING**

**Working From Home and the Future of Remote Work**

*The Life of Rational Economic Man*

**COVID-19 and the Renaissance of Big Government**

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**HOW ECONOMISTS CAN SOLVE THE STUDENT DEBT CRISIS**

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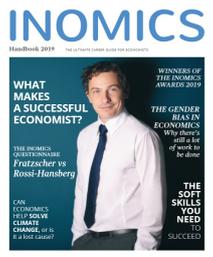
**COVID-19 AND THE CHANGING ROLE OF GOVERNMENT**

**Lucrative careers for economists**

**OUR ECONOMIES ARE SENSIT AND REQUIRE CHANGE**

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**WINNERS OF THE INOMICS AWARDS 2019**

**THE GENDER BIAS IN ECONOMICS**

**THE SOFT SKILLS YOU NEED TO SUCCEED**

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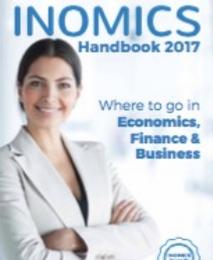
**Interview with King's Professor of the 21st Century, David Foray**

**THE INOMICS AWARD FOR BEST CAREER ADVICE**

**It's possible you could be a successful economist**

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**Where to go in Economics, Finance & Business**

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# About the INOMICS Handbook

The INOMICS Handbook is a career magazine containing quality advice and information on how to succeed in the fast-moving and highly competitive environment of economics - our sole aim being to support the career development of our readers.



*Economists want to stay on top of trendy topics in their field and their career development. The INOMICS Handbook motivates and supports their personal and professional growth.*

**4,000**  
Digital  
downloads  
/month

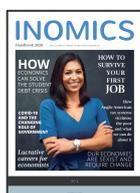
**3**  
RPC\* for  
Printed  
Distribution

**70,000**  
Worldwide  
Reach

Yearly publication since 2017:



2021



2020



2019



2018



2017

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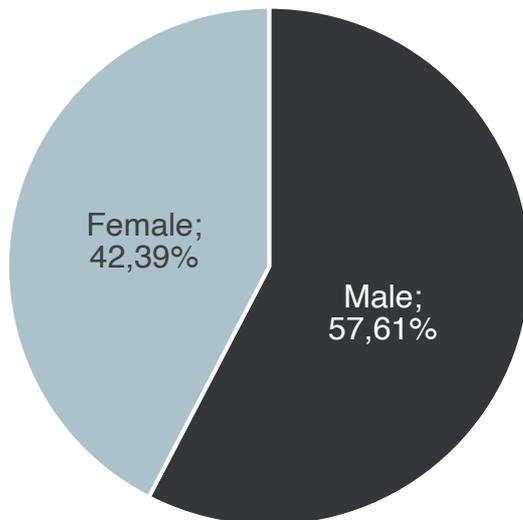
# Profile of Readers

## Target Group

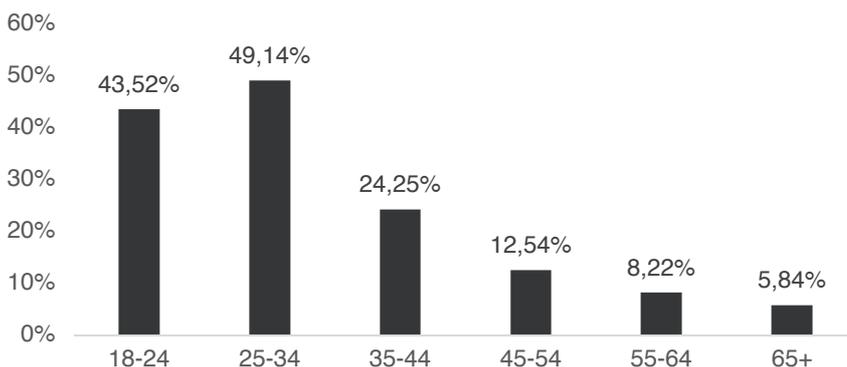
PhD candidates  
Master's students  
Professors  
Researchers  
Career centers  
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Heads of departments  
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## Gender Distribution of Readers



## Age Distribution of Readers



Source: Readership Stats Handbook 2020

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# Profile of Readers

**Education level:** university graduate

**Employers of our readership:**

- Universities
- Research centers
- Think tanks
- Private Schools
- Business Schools
- Central Banks
- Economic Consultancies
- Big 4 Consulting Firms
- Private Companies

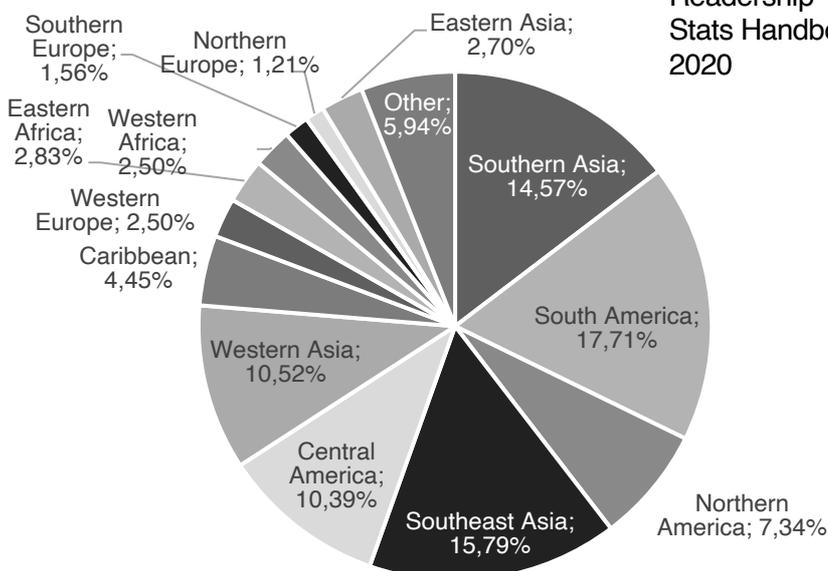


**Interests:**

- Economics
- Economics research
- Business economics
- Financial economics
- Career development
- University education
- Professional education
- Job market
- Conferences



**Geo-Distribution of Readers**



Source:  
Readership  
Stats Handbook  
2020

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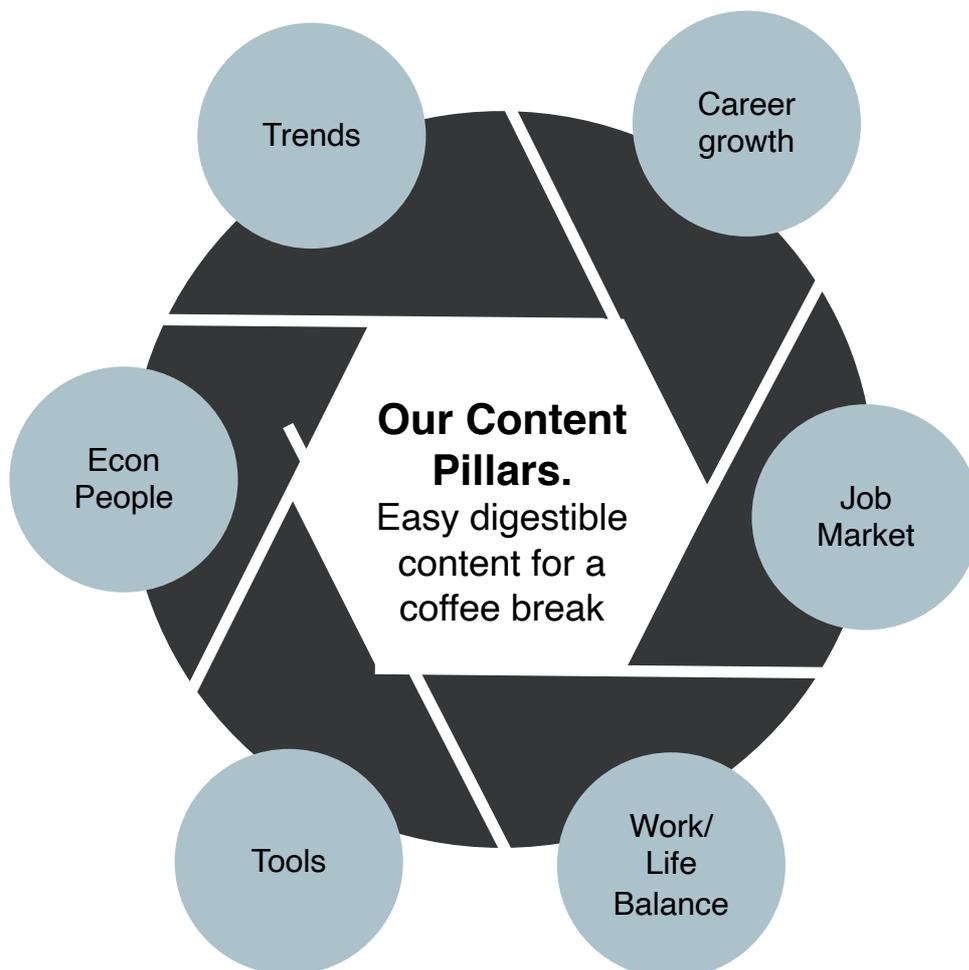
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# Editorial Content

The INOMICS Handbook is based on 6 pillars of content. Every year we partner with recognized professors and institutions in the area of economics to deliver economics trending topics, employer insights, recruitment trends, professor interviews, and career advice to all our readers. For samples of editorial content check [inomics.com/handbook](https://inomics.com/handbook)



The INOMICS Awards are announced every year in the Handbook to exalt institutions worldwide in each of the following categories:

- Top Employers,
- Top Training Course Organizers,
- Top Places to Do a Master's
- Top Places to Do a PhD,
- Top Conference Organizers
- Top Summer School Organizers
- Top Scholarship Providers



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# Why to advertise with us

## TARGETED AUDIENCE

**Niche audience** in economics, statistics, finance and business economics.

**More than 70,000 economists** at all career levels are waiting to hear from your institution

**Niche career topics in economics** to increase probability of engagement with your institution

## WORLDWIDE BRAND AWARENESS

Brand awareness for your institution on the **online magazine** and on **INOMICS website**

**Long-lasting reach** for your institution: previous editions of Handbook are downloaded by our users; plus short version of the articles are available online in our blog section.

**Pass-on readership:** we calculate an RPC\* of 3 .

## QUALITY AND TRUST

**Credibility among our readers** built with 10+ years online and 4+ years in niche publications.



\*Readers per Copy

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# Advertising Rates

## Ads inserted in Handbook content

This type of ads are inserted in the main content (articles, interviews, etc.)

Option	Ad Size	Price
1/4 Page (horizontal)	210 x 75 mm	690 EUR*
1/2 Page (horizontal)	210 x 148 mm	990 EUR*
Full Page	210 x 297 mm	1,690 EUR*
Double spread	420 x 297 mm	2,890 EUR*

## Editorial Content

Engage readers with content marketing

Option	Description	Price
Sponsored Articles	2-page article (up to 1200 words) submitted by your institution, logo, 2 images and description of your institution (up to 400 words)	1,200 EUR*
Recommended Sections	Includes logo, image, description and link to your INOMICS announcement	350 EUR*

\*Prices vary according to promotion package. Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT

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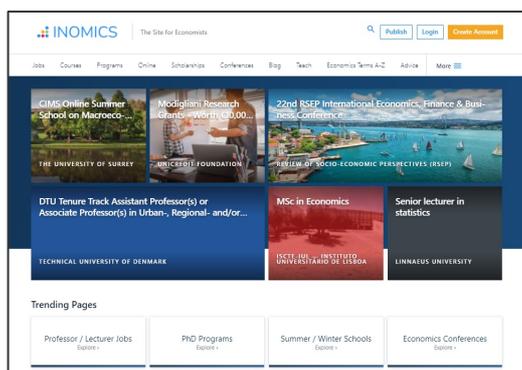
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**990 EUR\***

Advertiser pack includes:

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210 x 75 mm Ad

Artwork assistance by INOMICS

Team if required

Worth

690 EUR

## Recommended Section

Logo, image, description and link to your INOMICS announcement

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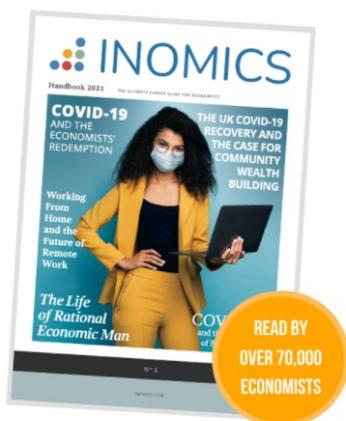
The Site for Economists



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## INOMICS Handbook 2021

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- ↳ The Economists' Redemption
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- ↳ The 2021 INOMICS Awards
- ↳ COVID-19 and the Renaissance of Big Government
- ↳ Working From Home and the Future of Remote Work
- ↳ The Case for Community Health Building
- ↳ An interview with Berkeley Professor, Edward Miguel
- ↳ Recommended study and career opportunities

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\*20,000/month estimated visits to [inomics.com/handbook](https://inomics.com/handbook) during active promotion months

# Digital Promotion of Handbook

Apart from the visibility on the INOMICS website, the INOMICS Handbook is actively promoted via:

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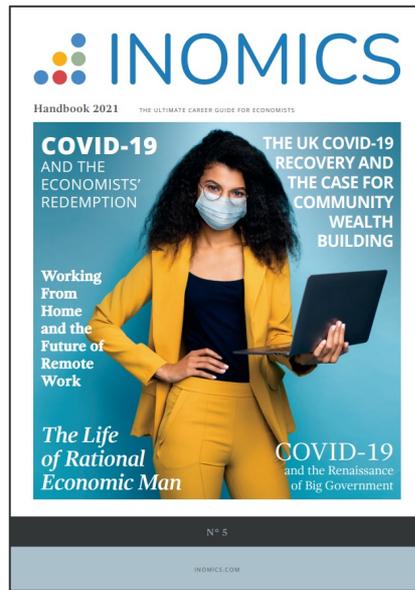
Facebook, Instagram,  
Twitter, LinkedIn  
(100,000+ Fans)

Paid social media  
campaigns: Facebook,  
LinkedIn  
(5,000,000+ Reach per  
Campaigns)

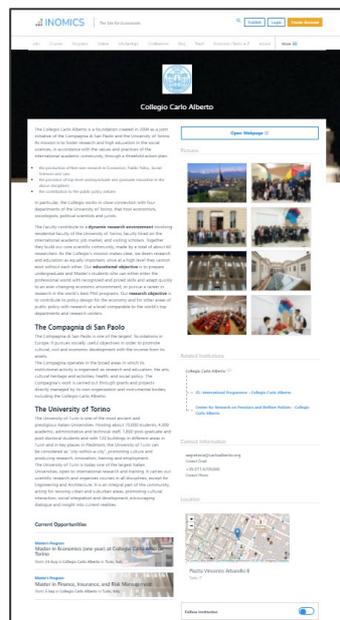
Email Campaign  
(100,000+ Recipients)

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Promotion with partners and  
conference organizers in  
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Example Ad in Handbook



Example Institutional Profile on inomics.com

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# Contact us for more information!

Contact us to design the advertising pack that matches your needs!

## Marketing & Sales

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**Christopher Nash**

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