

QUALITY WORLD

Media information 2022

Quality World is the official membership magazine for the Chartered Quality Institute (CQI), with a reach of more than 10,000 CQI members and 1,000 individual subscribers.

Maximise a quality audience

The Chartered Quality Institute (CQI) is the UK's leading professional body for the advancement of quality practices.

With more than 18,000 members in 100 countries, the CQI has been championing organisational excellence for more than a century, setting professional standards for quality management in the UK and globally.

Granted a Royal Charter in 2006, the CQI is the only body that can confer individual Chartered status on quality management professionals.

The CQI is also the partner of choice for systems audit professionals, thanks to its International Register of Certificated Auditors (IRCA) certification.

IRCA is the leading register for management systems auditors, helping them to demonstrate their professional competence, boost their career prospects, and be recognised as world leaders in their field.

IRCA members receive digital access to *Quality World* magazine, which includes a dedicated IRCA feature per issue and crossover in a number of quality-related articles. As well as this, there is regular auditing tailored content on **quality.org** and a monthly IRCA Knowledge e-newsletter.

Tap into the power of **print**

Quality World is the official membership magazine of the CQI.



The CQI offers members opportunities to network and share ideas, with a central mission to promote best practice through professional recognition, qualifications, training, events and involvement in policy issues.

Carrying your message to more than 10,000 CQI members and 1,000 individual subscribers, both in the UK and globally, *Quality World* is the international magazine dedicated to the quality profession.

Available in print four times a year and published in a digital format online, it's the leading source of information on the world of

quality, from the latest opinions and thought leadership, to case studies, tools and career advice for quality professionals.

Quality World's mission is to provide useful practical tools and case studies for quality professionals to apply to their work. The magazine offers forecasts and direction on the future of the profession, as well as broader, important themes from the business world.

Covering everything from governance, assurance and improvement, to ISO 9001 and Lean Six Sigma, the magazine is packed with insight and information to help you be a better quality professional.



Advertising opportunities

Advertising rates

Size and position	Price
Full page	£1,900
Half page	£1,125
Quarter page	£825
Double-page spread	£3,195
Inside front cover	£2,265
Inside back cover	£1,985
Outside back cover	£2,265

Inserts

Weight (g)	Price
Up to 10 grams	£1,390
More than 11 grams	POA

Quality World is the essential read for quality professionals. This means that your partnership with us will land in the hands of those with purchasing power or with a genuine interest in what you have to say.

Advertising within these pages will ensure that your brand and proposition are recognised and understood by quality professionals, those who are influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Advertising dates

Issue	Booking deadline	Publication date
Spring 2022	18 February 2022	15 March 2022
Summer 2022	7 June 2022	7 July 2022
Autumn 2022	5 September 2022	27 September 2022
Winter 2022	18 November 2022	13 December 2022



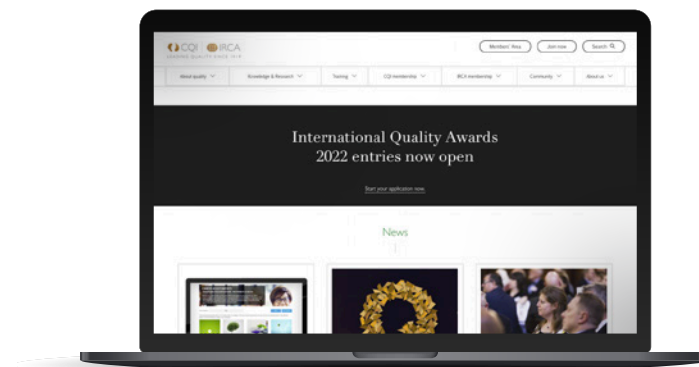
Advertising opportunities



CQI & IRCA Knowledge, and Network e-newsletters

Mailed out once a month, each e-newsletter is sent to quality and auditing professionals, directing traffic to your target destination. Each includes expert opinions on the industry's hot topics, news, courses, events and jobs.

Type	Size (HxW)	Price
Banner	150x560	£725
MPU	358x279	£725
Sponsored post	150x560 (50-80 words, excluding title, CTA and image)	£950



Website banner

The CQI website (quality.org) receives more than 23,600 average page views per month. By advertising through the array of site-wide options, you can engage with the industry and increase brand visibility.

Type	Size (HxW)	Price
Banner	250x970	£725

Artwork specifications

1

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4

1 Double-page spread (HxW)

Bleed – 303mm x 426mm

Trim – 297mm x 420mm

Type – 267mm x 392mm

2 Full page (HxW)

Bleed – 202mm x 216mm

Trim – 297mm x 210mm

Type – 267mm x 182mm

3 Half page (HxW)

131mm x 182mm

4 Quarter page (HxW)

131mm x 88.9mm

Print

All print advertisements must be supplied as high-resolution print-ready pdf files.

Images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size. Do not supply GIF or RGB files.

Digital

All digital advertisements can be supplied as jpeg or GIF files.



To find out more about our advertising opportunities, please get in touch:

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CPL

CQI | IRCA
LEADING QUALITY SINCE 1919

