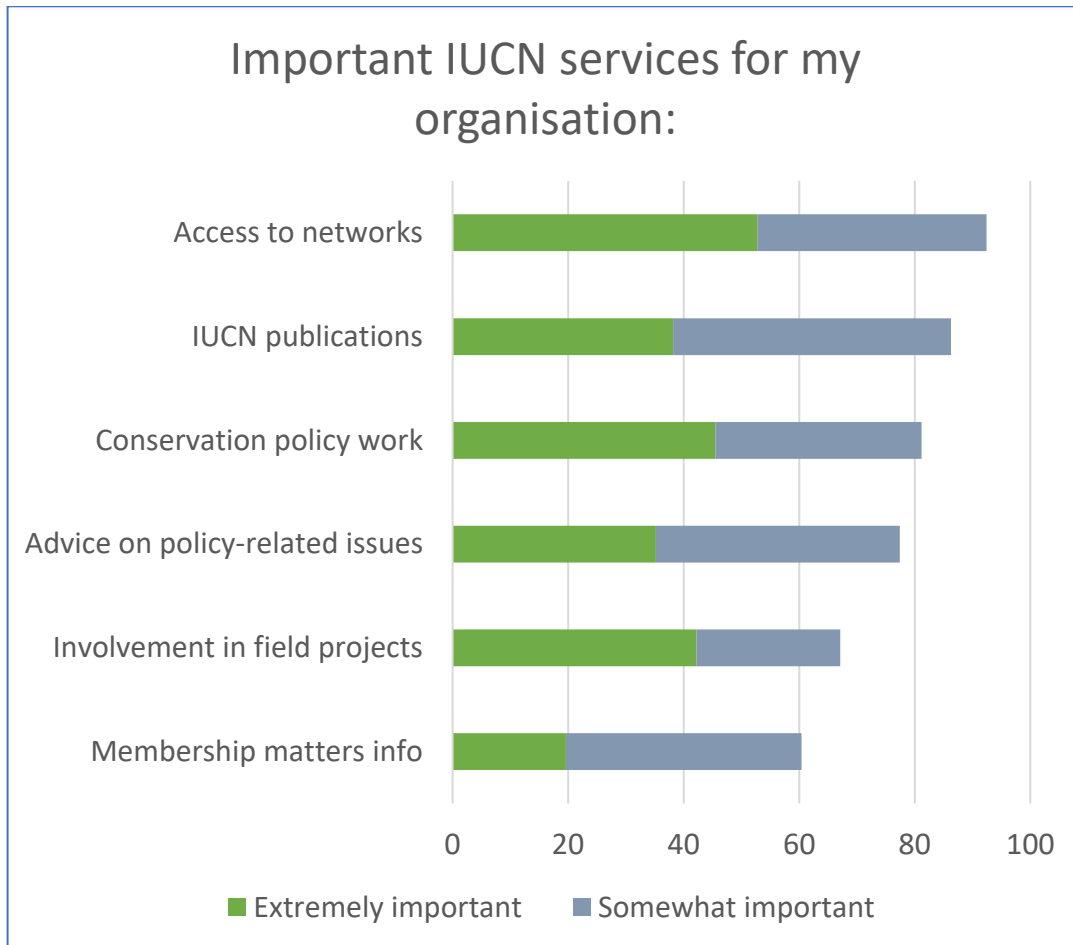


Questions to RfP-Member Magazine IUCN-22-09-P90003-2

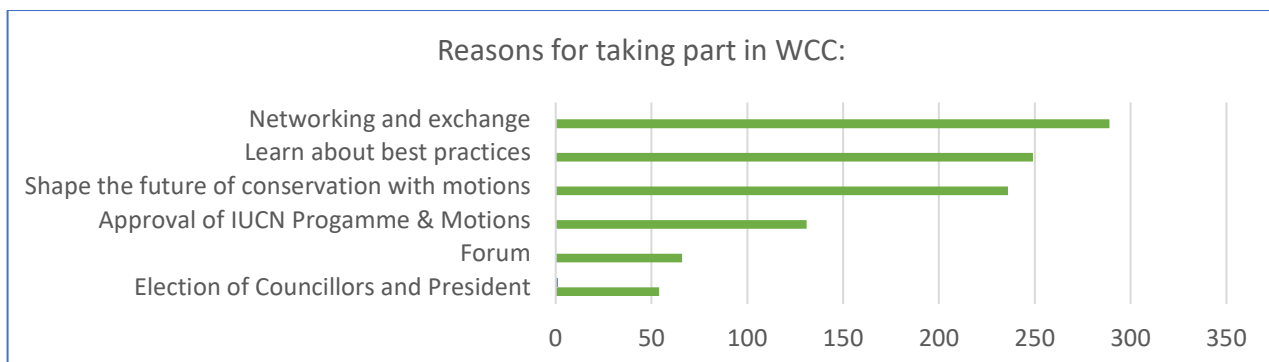
- 1- Are you able to share any audience/reader/member research that looks at what the audience wants from both the organisation and its communications?

We will provide a more detailed brief to the selected supplier but for the purposes of this RfP:

- The Member benefits of joining IUCN can be found [here](#).
- Several years ago, IUCN surveyed its Members regarding what they wish from IUCN. Members identified the most important services for their organisation as:



- Every four years, IUCN holds the World Conservation Congress (WCC). This is seen as a major benefit for Members and also leads to significant recruitment of new Members. The reasons Members like to take part in the WCC are:



- 2- Are you able to share any details about your audience demographic and how your membership base breaks down? (e.g segments etc)

IUCN's membership is composed of organisations and institutions. There are various categories of membership, the latest data is:

Member category - Status 3 Nov 2022	Count of Member Category
A	211
Government Agency with State Member	80
Government Agency without State Member	34
State	86
Subnational Government	11
B	1158
International NGO	100
National NGO	1058
C	25
Indigenous peoples organisations	25
D	52
Affiliate	52
Grand Total	1446

The geographic breakdown of IUCN Members are:

- Asia: 285
- Mediterranean and North Africa: 78
- Eastern and Southern Africa: 104
- Eastern Europe and Central Asia: 43
- Europe: 333
- North America: 163
- Oceania: 50
- Mexico, Central America and the Caribbean: 113
- South America: 104
- West Asia: 79
- West and Central Africa: 94

Please note IUCN Members are organisations. Each Member has at least 4 IUCN contacts with some Members having over 100 IUCN contacts. We would send the magazine to all Member contacts.

Although the primary focus of the editorial of the magazine will be IUCN members, we also plan to send the magazine to Commission members, these are expert volunteers that contribute to IUCN work. There are currently six Commissions and a seventh is being established. The names and numbers of Commission members are:

- CEC Commission on Education and Communication: 1245
- CEESP Commission on Environmental, Economic and Social Policy: 949
- CEM Commission on Ecosystem Management: 1449
- SSC Species Survival Commission: 8247

- WCEL World Commission on Environmental Law: 991
- WCPA World Commission on Protected Areas: 2483
- CCC Climate Crisis Commission (currently being established)
- TOTAL (unique): 13569 Commission members

3- Are there any digital magazines that you admire/aspire to that you could share?

Nothing specific at this stage. We would like to develop a member magazine that our members value and view as a concrete benefit of membership.

4- Can you please supply a set of your brand guidelines, plus any documents relating to the IUCN's tone of voice?

Current information on publishing with IUCN is available [here](#). IUCN is in the process of updating its brand guidelines. The font and attached "logo rules" and colour palette will not change in this update. The IUCN font is Helvetica Neue, with the following weights:

- Helvetica 45 light
- Helvetica 55 Roman
- Helvetica 56 italic
- Helvetica 75 bold

As our brand guidelines emphasise our scientific publications, we are willing to allow some creativity outside of our brand guidelines for this magazine. So as long as the covers follow the logo, colour and font guidelines above, we welcome your creativity.

IUCN's voice is authoritative and professional. We are head-centred and factual, diplomatic yet firm and clear. We write simply and clearly, and stick to the facts. Our language is non-technical and our voice conversational in tone

5- Could we be sent a copy of your previous magazine?

Not many previous issues have been digitalized but please find attached one issue of World Conservation from 1998.

6- Do you have a target pagination for the magazine in mind?

No, we would prefer shorter with higher quality editorial content. However, in the interests of being able to compare bids, please use 28 pages.

7- Do you have a title for the magazine in mind that you would like us to use or should we make a recommendation?

No, we don't have a title in mind. This would be agreed as part of the magazine strategy. For the purposes of the RfP, we would welcome your recommendation.

8- For the printed copies do you have a paper specification in terms of weight and grade or would you like us to suggest one?

Please suggest. Environmentally friendly paper is very important to IUCN.

9- How do you intend to distribute the digital publication? Do you have an e-newsletter, for example?

Our current thinking is to distribute it like we do our e-newsletter with a link to a digital page turning version of the magazine. Our regular e-newsletter is sent out fortnightly to our Members and Commission members from our CRM, which is developed in CiviCRM. A sample is attached. As part of the magazine strategy, we would be interested in exploring different approaches to maximize the click through rate from the magazine email.

10- Please could we have a copy of your brand guidelines?

Please see answer to question 4.

11- Please could you confirm whether the print run of 1000-2000 copies includes all three translations, or whether you are looking for a quote of 1000-2000 for each language edition?

The print run of 1000 and 2000 copies includes all three languages. To enable comparisons across the bids, please use this ration: English (50% of copies), French (25% of copies), Spanish (25% of copies).

12- We recognise that the brief is open with regards to paper and print specification and pagination, but is there a number of pages and specification you have in mind that we could quote for to enable a comparison across bidders or are you hoping for a range of suggestions?

Please see answers to question 6 and 8.

13- How do you intend to distribute the digital publication? Do you have an e-newsletter, for example?

Please see answers to question 9.