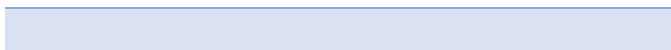


## Questions to RfP-Member Magazine IUCN-22-09-P90003-2

1-

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



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

- 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 voi.9 (91Tc 0 Tw .1 (f)2u( )](i) 1 Tf-0.001 Tc .2 (i)-u0W)-0.9 (9-16.2 6.1 (u)-6.1 (b0.0ggggaggg(b0.0g 0 Tw .i) 1 T.9 (91Tc)T.0.0

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