

# Media Kit 2021

The world of news media industry at  
your fingertips



Photo by Freepik.com



World Association  
of News Publishers



# Research Reports

Every year publishers from all around the world read our topic-oriented, in-depth reports which are available free of charge to all WAN-IFRA Members. Position your brand as a category leader by exclusively sponsoring the reports below and benefit from the wide reach it brings.

## 2021 Planned Reports

\*non-members pay an additional 25%

**TRENDS IN NEWSROOMS SERIES:** The World Editors Forum will focus this year's series of reports on the following topics: How to tackle climate change; How to go next level with podcasts; How to manage subscription-centric KPIs. **7,000 €\***

**WORLD PRESS TRENDS OUTLOOK:** WAN-IFRA's annual survey is now asking publishing executives to share their upcoming investment strategies, cost management / reduction, business focus, as well as collecting the traditional data of annual revenues and other trends and data. **7,000 €\***

**THE NEWSROOM BAROMETER:** The World Editors Forum will survey editors from all over the world to find out what their top priorities will be for the upcoming 12-18 months, gauging their investments, their strategies, where they are hiring, where they are reducing resources, and more. **6,000 €\***

**THE TOOLS AND TRENDS IN CMS:** WAN-IFRA will hold an in-depth workshop on the latest technologies, trends and best-practice in Content Management Systems, and our Insights team will produce the key takeaways from this event. **6,000 €\***

**READER REVENUE – A PLAYBOOK FROM DIME:** WAN-IFRA's Digital Media Europe conference will take place in the fall of 2021, focusing much of its programme on the burning issues with Reader Revenue strategies. Our Insights analysts will produce a concise slide deck report with the key takeaways, best-practice and advice. **6,000 €\***

**WORLD PRINTERS FORUM OUTLOOK:** The World Printers Forum will survey production executives from all over the world to find out what their top priorities will be for the upcoming 12-18 months, gauging their investments, their strategies, cost management, and more. **6,000 €\***

## Sponsorship Package

- Full-page ad on page 2 of report
- An article included about why your company is sponsoring this report
- Company description included in the report
- 20 copies of the report
- 2 sponsored posts on WAN-IFRA's array of targeted newsletters
- Branding in all marketing & communications of report

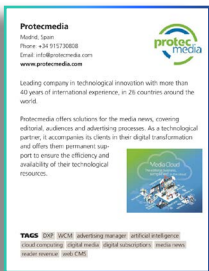


# Technology Guide & Directory

This annual publication features expert advice on the leading technology trends, as well as **THE** industry directory for tech and service providers to the news media industry to showcase their products and solutions.

## How to get in the directory?









It's as simple as this: If your company is a **WAN-IFRA member**, it can be included in our industry directory of technology and service providers for **FREE!** If you are a **non-member**, you can be a part of the directory at a cost of **€500**. We will email you a link to our simple website form where you can include the following information.



- Name of the company
- Contact details (address, phone number, email, website)
- Company and product descriptions - This annual publication features expert advice on the leading technology trends, as well as "the" industry directory for tech and service providers to the news media industry to showcase their products and solutions.
- Company logo and product photo
- Keywords to categorise your company and products

## Advertising Sizes & Rates

\*non-members pay an additional 25%

	<b>QUARTER PAGE AD</b> Bleed size: 210 x 81.1 mm (3 mm around)	<b>2,300 €* </b>		<b>TWO PAGE ADVERTORIAL</b> Bleed size: 420 x 297 mm (3 mm)	<b>5,500 €* </b>
	<b>HALF PAGE AD</b> Bleed size: 210 x 146.3 (3 mm around)	<b>2,700 €* </b>		<b>FRONT PAGE BANNER AD</b>	<b>5,000 €* </b>
	<b>FULL PAGE AD</b> Bleed size: 210 x 297 mm (3 mm)	<b>3,500 €* </b>		<b>PG. 2, INSIDE/BACK COVER</b> Bleed size: 210 x 297 mm (3 mm)	<b>4,000 €* </b>
	<b>FULL PAGE ADVERTORIAL</b> Bleed size: 210 x 297 mm (3 mm)	<b>4,000 €* </b>		<b>RIBBON, PG. 1</b>	<b>3,500 €* </b>

## Reach of Guide & Directory



4,000

**PRINT CIRCULATION**



24,000

**E-PAPER CIRCULATION**



+40,000

**POTENTIAL REACH**

All members receive the ePaper edition, 3000 global execs will be mailed a copy, and the rest will be distributed at events.

# Publication Planning And Technical Information

## Guidelines for Digital AD Supply

### PRODUCTION SCHEDULE

#### Technology Guide & Directory, October 2021

Ads close:	20 September
Material deadline:	25 September
Editorial deadline:	20 September
To printer:	30 September
Mailing:	10 October
Publication date:	12 October

### TECHNICAL DATA

Printing Process:	Offset
Paper:	Revive white 115 g/sqm
Processing:	Spine stitching
Page size:	A4, 210 mm x 297 mm
Type area:	190 x 270 mm mm
Size for Inserts:	210 x 297 mm (A4 and more)
(Any folding costs incurred are the responsibility of the client.)	

## DATA SPECIFICATIONS

File formats:	PDF/X-3:2003, other formats only on request.
Side-cut:	For bleed ads, please provide and output 3 mm bleed on all sides. Cutting marks are not required.
File Names:	Please name your ads unequivocally with customer's name, edition no, language, e.g. customername_0102-2013_E.pdf
Data checking:	Used fonts must be embedded. Image files must be embedded in a high resolution. Colour and grey scale images must have a minimum resolution of 300 dpi, line artwork 1200 dpi. Images (TIFF, JPEG, Photoshop EPS) must be converted to CMYK
ICC-Profile:	Please use the ICC profile Coated FOGRA39 (ISO 12647-2:2004) (no RGB data) We can email you the profile on request.

## PRINTING MATERIAL

Translation:	The client is responsible for the correct translation of the advertisement into English & German.
Typesetting & repro costs:	Any typesetting and reproduction costs incurred are the responsibility of the client.

## DATA TRANSMISSION

Via Data Carriers: PDF to: Dean Roper, Editor-in-Chief ; e-mail: dean.roper@wan-ifra.org

**Please communicate to us by email the order data as well as the file name.**

**Please note: we convert ads that are not in accordance with our specifications automatically and without prior consultation to the correct color space. Although experience shows that the result corresponds to the original files, in such cases we cannot guarantee absolute accuracy of color reproduction. We can only guarantee perfect reproduction of your ad if we receive the ad data in accordance with the above specifications.**

## GENERAL INFORMATION

Frequency of publication:	1 issue annually	Bank Account:	WAN-IFRA CH
Place of publication:	Frankfurt am Main, Germany		Dresdner Bank AG,
Website:	WAN-IFRA: www.wan-ifra.org		D-64219 Darmstadt,
Advertising deadline:	See Production Schedule.		SWIFT-BIC.: DRES DE FF 508
Cancellation:	2 weeks before advertising deadline at the latest	Payment Details	IBAN DE78 5088 0050 0174 1822 00, BLZ 508 800 50 A/c No. 174 182 200.
			Net, without discount, upon receipt of invoice

# Newsletters

Our segmented newsletters feature the most relevant original WAN-IFRA content (case studies, research, Q&As, profiles) as well as industry news, for that respective audience. It offers a direct connection for your brand through exclusive sponsorships, as well as stand-alone opportunities, such as banner ads and sponsored content.

## Exclusive Sponsorship Rates

\*non-members pay an additional 25%

TITLE AND DESCRIPTION	FACTS & FIGURES	PRICE
<b>EXECUTIVE NEWS SERVICE (DAILY)</b> The most important headlines of the news media industry.	<ul style="list-style-type: none"><li>• <b>7200</b> media executive <b>Subscribers</b></li><li>• 120 countries</li><li>• 52.4% open rate</li><li>• 30.3% unique views.</li></ul>	<b>12,000 €*</b>
<b>WORLD EDITORS FORUM (BI-WEEKLY)</b> The most critical trends in newsrooms, by the World Editors Forum.	<ul style="list-style-type: none"><li>• <b>8210</b> editor <b>subscribers</b></li><li>• 116 countries</li><li>• 51.3% open rate</li><li>• 27.8% unique views.</li></ul>	<b>8,000 €*</b>
<b>WORLD PRINTERS FORUM (BI-WEEKLY)</b> The most critical trends & developments in newspaper production.	<ul style="list-style-type: none"><li>• <b>3329</b> production executive <b>subscribers</b></li><li>• 95 countries</li><li>• 61.7% open rate</li><li>• 36.3% unique views.</li></ul>	<b>8,000 €*</b>
<b>DIGITAL BUSINESS (BI-WEEKLY)</b> Features original case studies, Q&As, analyses, and other news.	<ul style="list-style-type: none"><li>• <b>7221</b> digital executive <b>subscribers</b></li><li>• 58.5% open rate</li><li>• 16.5% unique views.</li></ul>	<b>8,000 €*</b>
<b>LEADERSHIP &amp; STRATEGY (MONTHLY)</b> Features original case studies, best-practice, Q&As, analyses, as well as industry news for CEOs and other executives.	<ul style="list-style-type: none"><li>• <b>6002</b> media executive <b>subscribers</b></li><li>• 69.5% open rate</li><li>• 42.85% uniques.</li></ul>	<b>8,000 €*</b>

## Sponsorship Package

**Each newsletter can be sponsored for one year featuring your branding, including:**

1 banner ad per newsletter plus a permanent company logo mentioning you as an Exclusive Sponsoring Partner and 5 sponsored posts.

# Newsletters: Banner Ads & Sponsored Content

Increasingly, technology and service providers are taking advantage of WAN-IFRA's newsletters to connect with a very targeted audience, in the form of placing actionable banner ads, or collaborating on sponsored content.

ENS BANNER ADS		BANNER ADS		SPONSORED CONTENT	
<b>Daily Executive News Service</b>		<b>On all newsletters except ENS</b>		<b>Daily Executive News Service</b>	
1 day	€250	€200 per newsletter/1 banner ad	1 article/day	€400	
5 days	€1000		5 days	€1500	
20 days	€3000				
60 days	€7000				
1 year (exclusive)	€12,000				
			The content is written in collaboration with WAN-IFRA's branded content team and highlighted in a prominent spot on the newsletter and featured on WAN-IFRA's blog.		

## Sponsored Mailings

Reach out to potential customers through a dedicated sponsored mailing to WAN-IFRA's subscriber base.

Our sponsored content team will work with you to craft the best content for your targeted audience, an ideal way to boost your reach.

- This message will be sent to a tailored, pre-selected, targeted subscriber base.
- We will send only 1 sponsored mailing per quarter so sign up while they are available!

\*non-members pay an additional 25%

4,000 €\*

**Sponsored Content** WAN-IFRA

Chartbeat

### Global Trends in Coronavirus Readership

Coronavirus traffic and coverage trends - By the numbers

Chartbeat, a content analytics platform used across the world, has been analyzing reader behaviors to see how the virus has affected their relationships with the news. Below, some key numbers from the research:

<b>86K</b> COVID-related articles produced per day	<b>500M</b> Daily pageviews referred by Google Search vs. 230 million by Facebook	<b>32%</b> Daily pageviews to COVID-19 articles, down 6.4% from last week
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Based on an analysis on 03/27/20 of 87 billion pageviews on 21.7 million articles, including 1.7 million articles about COVID-19.

# Webinars

The world pandemic forced us all to learn how to better connect online. As a result, the WAN-IFRA team became experts in connecting communities and sharing knowledge through a dedicated series of global and regional webinars.

Benefit from its increase in popularity and join several global media visionaries in the discussion of a myriad of topics relevant to our members.

Sponsor one of our webinars or exclusively present your own and increase your brand awareness. Support us in educating the marketplace, achieve measurable results and obtain a list of qualified leads!



## Present your own webinar

5,000 €\*

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- Submit a relevant, educational topic, provide your own expert speaker and work closely with WAN-IFRA to get your webinar up and running. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the audience.
- Your company logo will be featured in all pre-webinar digital campaigns, including webinar information mailings.
- You are entitled to a (maximum) 1 minute informative pitch of your products and services at the opening of the webinar. Your company slide will be displayed on screen during this time.
- Although this sponsorship option is exclusive, WAN-IFRA will remain a co-host and its branding will be featured throughout the webinar.
- Webinar will be recorded as a video and uploaded on Youtube indefinitely.
- Receive attendee contact list (subject to their agreement upon registration).

## Sponsor a webinar

2,000 €\*

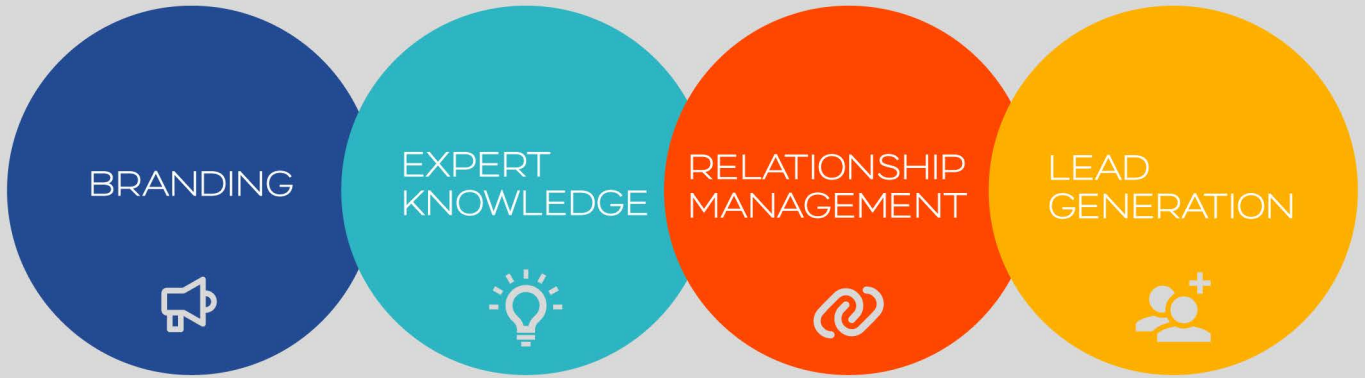
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### Up to 2 Sponsors allowed per webinar

\*non-members pay an additional 25%

- Sponsor and support a pre-scheduled WAN-IFRA webinar.
- Your company logo will be featured in all pre-webinar digital campaigns, including webinar information mailings.
- You are entitled to a (maximum) 1 minute informative pitch of your products and services at the opening of the webinar. Your company slide will be displayed on screen during this time.
- Webinar will be recorded as a video and uploaded on Youtube indefinitely.
- Receive attendee contact list (subject to their agreement upon registration).

# WAN-IFRA Connect Portfolio



## BRANDING



Build your Brand

- 16 Global Conferences
- Webinars
- Online Advertising
- Trend Reports
- Newsletter Banners
- Marketing Emails
- Sponsored Content
- International Awards
- Ambassador Program
- Directory Listing

## EXPERT KNOWLEDGE



Convey your Expertise

- Thought Leader Articles
- Event Speaking Opportunities
- Community Specific Webinars
- Trend Reports
- Customised Events
- Whitepaper Collaboration

## RELATIONSHIP MANAGEMENT



Enhance your Relationships

- 16 Global Conferences
- Social Events
- Board Dinners
- Board Meetings

## LEAD GENERATION



Generate Quality Leads

- 16 Global Conferences
- Webinars
- Exhibiting Opportunities
- Community Specific Webinars
- International Awards
- Targeted Emails
- Speed Meetings
- Customised Events

## Products by Community

### DIGITAL REVENUE NETWORK

### CEOs

### EDITORS

### PRINT

#### Conferences

World News Media Congress  
Digital Media  
India, Africa, LATAM, Europe, Middle East, Asia

World News Media Congress  
Media Leaders Summit  
APAC, Middle Eastern, LATAM, Francophone, Indian, Spanish

World News Media Congress  
Newsroom Summit

World Printers Summit  
Indian Printers Summit

#### Reports

The Tools & Trends in  
Content Management Systems  
Reader Revenue

World Media Trends Outlook

Trends in Newsrooms Series  
The Newsroom Barometer  
The Tools & Trends in  
Content Management Systems

The Tools & Trends in  
Content Management Systems  
World Printers Forum Outlook

#### Newletters

Digital Business

Executive News Service  
Leadership & Strategy

Executive News Service  
World Editors Forum

Executive News Service  
World Printers Forum

#### Webinars

Customized Topics

Customized Topics

Customized Topics

Customized Topics

#### Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory



Connect