Media Kit
2022
The world of news media industry at your fingertips

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.

2022 Planned Reports

**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.

**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 to 18 months, in terms of investments, strategies, cost management, and more.

**READER REVENUE – DME22 TAKEAWAYS:** WAN-IFRA’s Digital Media Europe conference is planned to take place on 1st and 2nd June in Oslo, and much of the programme focus on the emerging strategies for reader revenue. WAN-IFRA’s Insights team will provide all the key case studies, strategies, and expert commentary in a slide deck report.

**WHAT’S YOUR NEWSLETTER STRATEGY?** As audiences-first and reader revenue strategies continue to take hold, newsletters’ importance as a driver of engagement, loyalty and personalisation takes on a whole new meaning. We will delve into the array of options for publishers.

**TRENDS IN NEWSROOMS:** The World Editors Forum’s series of reports on the newsroom’s most critical issues. One sponsorship, multiple reports.

**DISTRIBUTION AS A PROFIT CENTRE:** The World Printers Forum will feature two deep dives into how two newspaper publishers have turned their distribution activities into a sustainable business.

**THE DATA-CENTRIC CHAMPIONS:** We will feature a number of best-practice publishers that have built their content, product and business strategies on the firm foundation of data and analytics.

---

## 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 (not all reports will be printed. Ask us about it!)
- 2 sponsored posts on WAN-IFRA’s array of targeted newsletters
- Branding in all marketing & communications of report

---

*non-members pay an additional 25%
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**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUARTER PAGE AD</td>
<td>210 x 81.1 mm (3 mm around)</td>
<td>2,300 €*</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>210 x 146.3 (3 mm around)</td>
<td>2,700 €*</td>
</tr>
<tr>
<td>FULL PAGE AD</td>
<td>210 x 297 mm (3 mm)</td>
<td>3,500 €*</td>
</tr>
<tr>
<td>FULL PAGE ADVERTORIAL</td>
<td>210 x 297 mm (3 mm)</td>
<td>4,000 €*</td>
</tr>
<tr>
<td>TWO PAGE ADVERTORIAL</td>
<td>420 x 297 mm (3 mm)</td>
<td>5,500 €*</td>
</tr>
<tr>
<td>FRONT PAGE BANNER AD</td>
<td>210 x 297 mm (3 mm)</td>
<td>5,000 €*</td>
</tr>
<tr>
<td>PG. 2, INSIDE/BACK COVER</td>
<td>210 x 297 mm (3 mm)</td>
<td>4,000 €*</td>
</tr>
<tr>
<td>RIBBON, PG. 1</td>
<td>210 x 297 mm (3 mm)</td>
<td>3,500 €*</td>
</tr>
</tbody>
</table>

*non-members pay an additional 25%

**Reach of Guide & Directory**

- **E-PAPER CIRCULATION**: 24,000
- **POTENTIAL REACH**: +30,000

All WAN-IFRA members receive the ePaper edition.
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

<table>
<thead>
<tr>
<th>TITLE AND DESCRIPTION</th>
<th>FACTS &amp; FIGURES</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE NEWS SERVICE (DAILY)</td>
<td>• 6210 media executive subscribers • 120 countries • 52.4% open rate • 30.8% unique views</td>
<td>12,000 €*</td>
</tr>
<tr>
<td>READER REVENUE (BI-WEEKLY)</td>
<td>• 6190 digital executive subscribers • 58.5% open rate • 36.5% unique views</td>
<td>8,000 €*</td>
</tr>
<tr>
<td>WORLD EDITORS FORUM (BI-WEEKLY)</td>
<td>• 6050 editor subscribers • 116 countries • 51.3% open rate • 29.8% unique views</td>
<td>8,000 €*</td>
</tr>
<tr>
<td>WORLD PRINTERS FORUM (BI-WEEKLY)</td>
<td>• 3200 production executive subscribers • 95 countries • 61.7% open rate • 36.3% unique views</td>
<td>8,000 €*</td>
</tr>
<tr>
<td>LEADERSHIP &amp; STRATEGY (MONTHLY)</td>
<td>• 6002 media executive subscribers • 69.5% open rate • 42.85% unique views</td>
<td>8,000 €*</td>
</tr>
</tbody>
</table>

*non-members pay an additional 25%

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.

Contact us today for all sponsoring possibilities: connect@wan-ifra.org
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.

<table>
<thead>
<tr>
<th>ENS BANNER ADS</th>
<th>BANNER ADS</th>
<th>SPONSORED CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daily Executive News Service</strong></td>
<td><strong>On all newsletters except ENS</strong></td>
<td><strong>Daily Executive News Service</strong></td>
</tr>
<tr>
<td>1 day</td>
<td>€250</td>
<td>1 article/day</td>
</tr>
<tr>
<td>5 days</td>
<td>€1000</td>
<td>5 days</td>
</tr>
<tr>
<td>20 days</td>
<td>€3000</td>
<td>60 days</td>
</tr>
<tr>
<td>60 days</td>
<td>€7000</td>
<td>1 year (exclusive)</td>
</tr>
</tbody>
</table>

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 bimonthly (every 2 months) so sign up while they are available!

*non-members pay an additional 25%  

5,000 €*

Contact us today for all sponsoring possibilities: connect@wan-ifra.org
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

- 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

*non-members pay an additional 25%

Up to 2 Sponsors allowed per webinar

- 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**

<table>
<thead>
<tr>
<th>DIGITAL REVENUE NETWORK</th>
<th>CEOs</th>
<th>EDITORS</th>
<th>PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences</td>
<td>World News Media Congress Media Leaders Summit APAC, Middle Eastern, LATAM, Indian</td>
<td>What's Your Newsletter Strategy? Trends In Newsrooms</td>
<td>European Printers Summit</td>
</tr>
<tr>
<td>Reports</td>
<td>World Press Trends The Data-Centric Champions</td>
<td></td>
<td>World Printers Forum Distribution As A Profit Centre</td>
</tr>
<tr>
<td>Newsletters</td>
<td>Digital Business Executive News Service Leadership &amp; Strategy</td>
<td>Executive News Service World Editors Forum</td>
<td>Executive News Service World Printers Forum</td>
</tr>
<tr>
<td>Webinars</td>
<td>Customized Topics</td>
<td>Customized Topics</td>
<td>Customized Topics</td>
</tr>
</tbody>
</table>