Media Kit
2023

The World of News Media Industry at your Fingertips
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.

2023 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.  
7,000 €*

**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 to 18 months, in terms of investments, strategies, cost management, and more.  
6,000 €*

**READER REVENUE – GLOBAL TAKEAWAYS:** One of our Insights team’s key topic areas, we will produce a number of best-practice case studies from publishers all over the world, highlighting the array of issues publishers are addressing with their reader revenue strategies.  
6,000 €*

**BEST-IN PRACTICE IN PRODUCT DEVELOPMENT:** In our World Press Trends survey this year, publishers told us Product Development would be their top area of investment and focus in 2023. We will showcase global case studies, from large to small publishers.  
6,000 €*

**EVENTS: THE REVENUE STREAM TAKING CENTRE STAGE:** Publishers’ biggest growth area in 2022, outside their core revenue streams of advertising and reader revenue, is the business of events. We will profile publishers who are making this is sustainable business.  
6,000 €*

**NATIVE ADVERTISING - SURVEY & TRENDS:** Along with the Native Advertising Institute in Denmark, WAN-IFRA will ask advertising executives how this core advertising offer is evolving.  
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 (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%

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

<table>
<thead>
<tr>
<th>TITLE &amp; DESCRIPTION</th>
<th>FACT &amp; FIGURES</th>
<th>PRICE</th>
</tr>
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</table>
| **EXECUTIVE NEWS SERVICE (DAILY)**
The most important headlines of the news media industry. | - 5430 media executive subscribers
- 120 countries
- 45% open rate
- 30.296% unique views | 12,000 €* |
| **READER REVENUE (BI-WEEKLY)**
Features original case studies, Q&As, analyses, and other news. | - 5445 digital executive subscribers
- 42.5% open rate
- 33.5% unique views | 8,000 €* |
| **WORLD EDITORS FORUM (BI-WEEKLY)**
The most critical trends in newsrooms, by the World Editors Forum. | - 5300 editor subscribers
- 116 countries
- 42.5% open rate
- 29.8% unique views | 8,000 €* |
| **WORLD PRINTERS FORUM (BI-WEEKLY)**
The most critical trends & developments in newspaper production. | - 2800 production executive subscribers
- 95 countries
- 38% open rate
- 29% unique views | 8,000 €* |
| **LEADERSHIP & STRATEGY (MONTHLY)**
Features original case studies, best-practice, Q&As, analyses, as well as industry news for CEOs and other executives. | - 5100 media executive subscribers
- 46% open rate
- 33% unique views | 8,000 €* |

## 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.

**BANNER ADS**

<table>
<thead>
<tr>
<th></th>
<th>Executive News Service (Daily)</th>
<th>Other Newsletters</th>
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<tbody>
<tr>
<td>1 Day</td>
<td>250€*</td>
<td>1 banner ad</td>
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<tr>
<td>5 Days</td>
<td>1,000€*</td>
<td>2 banner ads°</td>
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<tr>
<td>20 Days</td>
<td>3,000€*</td>
<td>3 banner ads°</td>
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<tr>
<td>60 Days</td>
<td>7,000€*</td>
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</tr>
<tr>
<td>1 Year (exclusive)</td>
<td>12,000€*</td>
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</tbody>
</table>

*non-members pay an additional 25%

**SPONSORED CONTENT**

<table>
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<th>Executive News Service (Daily)</th>
<th>Other Newsletters</th>
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</thead>
<tbody>
<tr>
<td>1 article/day</td>
<td>400€*</td>
<td>1 article</td>
</tr>
<tr>
<td>5 Days</td>
<td>1,500€*</td>
<td>2 articles°</td>
</tr>
<tr>
<td>20 Days</td>
<td>5,000€*</td>
<td>3 articles°</td>
</tr>
</tbody>
</table>

*The banners can be featured on different newsletters (excluding the ENS)

*The articles can be featured on different newsletters (excluding the ENS)

**Sponsored Mailings**

Reach out to potential customers through a dedicated sponsored mailing to WAN-IFRAs 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.
- Limited Availability

*non-members pay an additional 25%

4,000 €*
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 8,000 €*

- 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.

- Receive attendee contact list (subject to their agreement upon registration).

Sponsor a webinar 2,000 €*

- 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.

- Receive attendee contact list (subject to their agreement upon registration).

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WAN-IFRA Connect Portfolio

**Branding**
- Build your Brand
- 14 Global Conferences
- Webinars
- Online Advertising
- Trend Reports
- Newsletters 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
- White Paper Collaboration

**Relationship Management**
- Enhance your Relationships
- 14 Global Conferences
- Social Events
- Board Dinners
- Board Meetings

**Lead Generation**
- Generate Quality leads
- 14 Global Conferences
- Webinars
- Exhibiting Opportunities
- Community Specific
- Webinars
- International Awards
- Targeted Emails
- Speed Meetings
- Customised Events

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**Products by Community**

**DIGITAL REVENUE NETWORK**

- **Conferences**
  - World News Media Congress
  - Digital Media India, Africa, Latam, Europe, Middle East, Asia,

- **Reports**
  - World Press Trends
  - Reader Revenue Global Takeaways
  - Native Advertising - Survey & Trends

- **Newsletters**
  - Digital Business

- **Webinars**
  - Customised Topics

**CEOs**

- World News Media Congress
- Media Leaders Summit
- Middle Eastern, Latam, Indian

- World Press Trends
- Events: The Revenue Stream Taking Centre Stage

- Executive News Service
- Leadership & Strategy

- Customised Topics

**EDITORS**

- World News Media Congress
- Newsroom Summit

- Best-Practice in Product Development

- Executive News Service
- World Editors Forum

- Customised Topics

**PRINT**

- World Printers Summit
- Indian Printers Summit

- World Printers Forum

- World Printers Forum

- Executive News Service
- World Printers Forum

- Customised Topics