

Media Kit 2023

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.

2023 Planned Reports

*non-members pay an additional 25%

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 €*
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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 €*
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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 €*
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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 €*
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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 €*
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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 €*
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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

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 & DESCRIPTION	FACT & FIGURES	PRICE
EXECUTIVE NEWS SERVICE (DAILY) The most important headlines of the news media industry.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.

Newsletters: Banner Ads & Sponsored Content

*non-members pay an additional 25%

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

Executive News Service (Daily)

1 Day	250€*
5 Days	1,000€*
20 Days	3,000€*
60 Days	7,000€*
1 Year (exclusive)	12,000€*

Other Newsletters

1 banner ad	250€*
2 banner ads°	350€*
3 banner ads°	500€*

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

SPONSORED CONTENT

Executive News Service (Daily)

1 article/day	400€*
5 Days	1,500€*
20 Days	5,000€*

Other Newsletters

1 article	350€*
2 articles°	500€*
3 articles°	700€*

°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-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.
- Limited Availability

*non-members pay an additional 25%

4,000 €*

Sponsored Mailing



Do you want to streamline your editorial workflows?

There are likely several areas in your department's current systems that slow down your workflows. Whether there are difficulties finding the right content, keeping track of copyrights, moving files from one system to another, or something else entirely, the chances are high that you can - and should - further improve your editorial processes.


During 2021, the German media-group, Klamt Verlag, has automated their entire editorial workflow using the FotoWare Digital Asset Management (DAM) solution. If you want to learn about how they did it and what this new system meant for their business and daily work, you may check out this [case study](#) and read all about it!

At FotoWare, we help Media & Entertainment companies worldwide efficiently manage their visuals using our highly customizable DAM solution. If you want to learn more about how you may streamline your production and publishing processes, check out our resources below, or [contact us](#) directly.

Download our eBook!

The eBook covers how Media & Entertainment companies can successfully cope with the explosion of digital content, mastering the 4 core foundations of content management.

[DOWNLOAD EBOOK](#)



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!



The underrated format: Ask Me Anything sessions

News publishers are looking for ways to deliver digital experiences that attract, engage and convert audiences. [The Independent](#), the first UK newspaper to go fully digital in 2016, is an innovative publisher. But even with more than 100 million unique users a month, the registered audience team noticed that audience engagement was dropping, and converting users from anonymous to known was becoming more difficult. So they partnered with [Viafoura](#) to implement an audience commenting and engagement solution. As part of their strategy, they launched an Ask Me Anything (AMA) series, which allows users

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).

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

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 Middle Eastern, Latam, Indian	World News Media Congress Newsroom Summit	World Printers Summit Indian Printers Summit
Reports	World Press Trends Reader Revenue Global Takeaways Native Advertising - Survey & Trends	World Press Trends Events: The Revenue Stream Taking Centre Stage	Best-Practice in Product Development	World Printers Forum
Newsletters	Digital Business	Executive News Service Leadership & Strategy	Executive News Service World Editors Forum	Executive News Service World Printers Forum
Webinars	Customised Topics	Customised Topics	Customised Topics	Customised Topics