



Join

the world's leading professional
network for news publishers and
media tech entrepreneurs



World Association
of News Publishers

Founded in 1948, WAN-IFRA is the global organisation of the world's press. Our mission is to protect the rights of journalists and publishers around the world to operate independent media. We provide our members with expertise and services to innovate and prosper in a digital world and perform their crucial role in society.

What makes us unique

There are hundreds of organisations that deliver various services to different sectors of the news media industry. What makes us one of a kind in the world? WAN-IFRA is the only international media organisation that:

- Is **truly global** with activities that span all the continents with regional support provided by teams in Paris, Frankfurt, Singapore, Chennai and Mexico City.
- Defends and promotes **press freedom** as a core mission.
- Covers the **entire value chain** of news media companies from content creation, business, strategy, revenue generation, products, technology and innovation.
- Has **specific offerings** for CEOs, COOs, Editors, Business and Revenue Heads, Product and Technology Officers, Print and Production Executives.
- Represents news publishers at UN level to **raise awareness** of the issues facing independent media globally and works on joint initiatives for media sustainability.
- Brings together 60 **national media associations** to discuss matters of common interest.
- Undertakes **media development** work in fragile States and in particular promotes gender balance with our world leading 'Women In News' programme.

Areas of expertise

LEADERSHIP, STRATEGY AND EXECUTION

- ➔ Culture Change
- ➔ Strategic Benchmarking
- ➔ Newsroom Transformation
- ➔ Diversity and Inclusion
- ➔ Workflow Optimisation

EDITORIAL

- ➔ Ethics and Standards
- ➔ Science in the Newsroom
- ➔ Mis and Dis Information, News Literacy
- ➔ Newsroom organisation
- ➔ Content that converts and retains
- ➔ Audiences-first approach

PRODUCT MANAGEMENT

- ➔ Mobile
- ➔ Video
- ➔ Distributed Content
- ➔ Podcasts
- ➔ Newsletters

DIGITAL REVENUE

- ➔ Digital Subscriptions
- ➔ Content Monetisation
- ➔ Premium Advertising
- ➔ Native Advertising
- ➔ Smart Data & Analytics
- ➔ Audiences-centric strategy

TECHNOLOGY AND INNOVATION

- ➔ Print Supply Chain
- ➔ R&D and Emerging trends
- ➔ Immersive Content
- ➔ Artificial Intelligence

MEDIA FREEDOM

- ➔ Safety of Journalists
- ➔ Advocacy & Industry Voice
- ➔ Equality
- ➔ Media Freedom Committees
- ➔ Development Support
- ➔ Social Impact Grants

MEDIA POLICY

- ➔ Intellectual Property and related Rights
- ➔ Privacy
- ➔ Data Protection
- ➔ Taxation
- ➔ Fair Competition
- ➔ Internet Governance

FINANCE & ECONOMY

- ➔ Revenue Diversification
- ➔ Market Trends

18,000

Print and Online Publications

3,000

Member companies

60

National Associations

120

Countries

10,000

Events participants every year

We invite you to browse through the following pages and see how you can benefit from WAN-IFRA membership

Who we serve

Media Leaders



I find that WAN-IFRA's work and approach to the difficult times is inspiring and uplifting. I hope you will continue innovating through those challenging times »



Kjersti Løken Stavrum
CEO
Tinius Trust
Norway

As a decision maker, you are confronted with enormous challenges. WAN-IFRA brings together the community of CEO, COO and media leadership in intimate private groups, where you can exchange ideas and share learnings with your peers. Smart is knowing how to compute, but wise is knowing when and where computation adds value. WAN-IFRA helps decision makers to make the transition from smart to wise.

Membership gives you

- ▶ 10 trend and topical reports every year.
- ▶ 16 world class conferences well known for their deep learnings.
- ▶ Access to over 400 conference presentations yearly.
- ▶ Access to private briefings with our in-house topic experts.
- ▶ Webinars on topical issues.
- ▶ Daily Executive newsletter, ENS.
- ▶ 5 Topical newsletters with member exclusive content.
- ▶ Best practices from our awards programme for digital and print.

Join our initiatives that you are passionate about

- ▶ Support and uphold Press Freedom globally.

- ▶ Ensure diversity and inclusion with our sector leading Women In News program.
- ▶ Coach your upcoming leaders through our "Young Media Leaders" programmes.
- ▶ Make your voice heard on Media Policy matters.

Benefit from our sustainability and transformation projects

- ▶ Table Stakes, the deep audience-led transformation project in Europe.
- ▶ Newsroom and business transformation accelerators around the world.
- ▶ Network of media labs to spur innovation.



Who we serve

Editors and Journalists



Having a global network of like-minded colleagues who are grappling with similar issues, and share a sense of purpose, is a great source of help, solace and inspiration, through these challenges. »



Warren Fernandez
Former Editor-in-Chief
The Straits Times &
President World Editors
Forum, Singapore

The role of the Editor is evolving rapidly. Besides being responsible for leading the newsroom and its journalistic output, today's Editor must navigate the fast-changing news ecosystem, support new business models and revenue generation, mentor the younger cohort of journalists and manage the tensions on the editorial floor. It can be challenging, but through the World Editors Forum, WAN-IFRA's dedicated community, you have access to a trusted support network and the collective wisdom of editors.

Membership gives you

- ▶ Access to a global network of committed editors from over 120 countries.
- ▶ A voice in the conversation about the future of journalism, newsroom transformation and press freedom.
- ▶ Trends in Newsrooms reports of emerging newsroom practices, free.
- ▶ Downloads of all topical research.
- ▶ An invitation to join our editor's research panel.
- ▶ Access to blogs and social networks connecting you to your peers.
- ▶ The World Editors Forum fortnightly newsletter.
- ▶ The daily Executive News Service list of industry headlines.
- ▶ 25% off annual editorial conferences, including the International Newsroom Summit and the World Editors Summit.
- ▶ Member discounts for our Leadership Summits and Digital Media conferences.

- ▶ Summaries from the World Editors Summit and Newsroom Summit.
- ▶ Access to over 400 conference presentations yearly.
- ▶ 25% discount on study tours to some of the world's leading newsrooms.
- ▶ Invitations to confidential briefings.
- ▶ Webinars on topical issues.
- ▶ Best practices case studies from our digital and print awards.

Join initiatives that you are passionate about

- ▶ Support our work to promote and defend press freedom.
- ▶ Drive diversity and inclusion with our sector-leading Women In News program.
- ▶ Promote newsroom excellence through our global awards program.
- ▶ Protect your journalists with our educative security management.



Benefit from our transformative projects

- ▶ Newsroom transformation programs in Asia, the Middle East and Latin America.
- ▶ Science in Newsroom program to strengthen your health reporting and climate change coverage.
- ▶ Groom your next generation of editors through our "Young Media Leaders" programmes.

Digital Revenue Managers



I am very impressed by the scale and turnout of WAN-IFRA's Digital Media Conferences. Lots of inquisitive minds and thought-provoking questions. »



Ryan Y. Kellett
Senior Director of Audience
The Washington Post
USA

WAN-IFRA leads the discussion on digital revenue strategies, in workshops, study tours, executive programmes and in individual discussions with members. Our focus is on winning loyal readers and brand lovers. The keys to this are engaged audiences focused newsrooms with professional UX, sophisticated marketing, defined onboarding processes, retention strategy, joint goals and KPIs, clear pricing. Meanwhile, we are leading the discussion on new advertising models, brand safety, context and national ad alliances in a post-cookie world.

Membership gives you

- ▶ Contact our expert DRN team and regional directors for guidance and relevant connections.
- ▶ Receive our Reader Revenue fortnightly newsletter.
- ▶ Access regular reports on paid content strategies and best practices.
- ▶ Join member-only webinars and roundtables on digital revenue topics.
- ▶ Access to a global network of digital revenue professionals in publishers with similar challenges.
- ▶ Exclusive access to recorded case studies on digital reader and advertising revenue from all of our events around the world.
- ▶ Receive up to 25% off our highly regarded «Digital Media» conferences around the world.

- ▶ Apply to participate in Table Stakes Europe, our challenge-based change programme for regional (and national) news media looking to build a sustainable digital business.
- ▶ Join our topic specific advisory panels, including the WAN-IFRA Data Science Expert Group, the first professional forum of its kind to facilitate knowledge sharing and experience feedback between data scientists, data analysts, and their leadership team.

Our Digital Revenue Network is focused on

- ▶ Subscription Marketing including customer journey, retention, product and pricing.
- ▶ Editorial strategies for engaging, high-performing, premium content.
- ▶ Premium advertising from branded content to ad alliances.



Who we serve

Product and Technology Officers



Entrepreneurs need more than just funding – they need a vehicle to communicate their value. WAN-IFRA facilitates the discovery and connection between media tech entrepreneurs and reputable media clients as an ideal way to grow and foster innovation... a true win-win for all.”



Gordon Edall
Vice President Sophi,
The Globe and Mail
Canada

The news media business has changed from a single printed product to a larger portfolio spanning multiple devices and digital platforms. This requires the Chief Technology Officers to keep up to date on the rapid technological developments and for the Chief Product Officers to bring coherence to the portfolio while keeping an eye on changing customer preferences. Use of data analytic and artificial intelligence tools, or augmented platforms tools are becoming mission critical. WAN-IFRA helps you to monitor these rapid changes while facilitating sharing and learnings from your peers.

Membership gives you

- ▶ Access to the Global Alliance for Media Innovation (GAMI), a global resource centre for news media to embrace transformation, drive innovation, maximise success, and quickly advance the best talents and innovations to the market.
- ▶ The GAMI newsletter to learn what's around the corner and stay ahead of the curve.
- ▶ Trusted connection to our global community of tech entrepreneurs, research labs and media businesses.
- ▶ Get to know what applied research and innovation efforts are in the works with potential value to the news media industry.
- ▶ Get involved with the next generation of media tech entrepreneurs and startups to discover
- ▶ Join our regular Media Lab days for inspiring and disruptive talks and pitches about the future of news.
- ▶ Experiment innovation into your culture and organisation: participate in our funded applied research projects.
- ▶ Promote your young talents through exchange and coaching programmes
- ▶ Increase your tech transfer strategy by reaching out to WAN-IFRA's unique global community of CTOs through our publications and professional events.
- ▶ Move beyond the comfort zone and focus on impact, not solution.



Printing and Production Executives



WAN-IFRA has been a vital global resource centre for news media professionals to share best practices and promote innovation in newspaper production and efficiency. Being a member has also built networks that opened doors to a plethora of opportunities to maximise growth.”



Snehasis Roy
General Manager-
Technical
Times of India

Print products are a significant part of the media mix. The World Printers Forum, the community of printing professionals is the only one of its kind in the world, that allows you to explore new business, monitor changes, bring innovation to production process and ensure that the print runway is extended to the maximum.

Membership gives you

- ▶ Access to the World Printers Forum, the global community of print and production executives.
- ▶ The World Printers Forum's fortnightly newsletter.
- ▶ Free access to regular reports on "printing trends" and "best practices."
- ▶ Daily Executive News Service email which links to industry headlines.
- ▶ Confidential briefings.
- ▶ Up to 25% off our annual World Printers Summit conference and its Indian editions.
- ▶ Webinars on topical issues identified by the World Printers Forum.
- ▶ The "Print Innovation" awards to learn from the winners best practices.

The World Printers Forum focuses on

- ▶ New business models and operation excellence.
- ▶ Sustainability of print media.
- ▶ Optimisation and automation of processes.
- ▶ Insights on production techniques. Knowledge and cooperation, networking capacities.
- ▶ Standardisation of processes and materials.
- ▶ Research and innovation.
- ▶ Ensuring customer success.
- ▶ Development and retraining of employees.



Membership plans

Benefits

Corporate

starting from
€1,600

Corporate membership gives access to member benefits for all employees of the company and its subsidiaries.

- ✓ Unlimited access to wan-ifra.org
- ✓ Executive News Service daily newsletter
- ✓ Five topical newsletters
- ✓ Conference & Study Tours discounts
- ✓ Free Webinars
- ✓ Conference presentations
- ✓ Conference videos on demand
- ✓ Member Forums & Communities
- ✓ Reports and Publications
- ✓ World Press Trends Database
- ✓ Advisory Services
- ✓ Transformation and Coaching Programmes
- ✓ Member Connections & Inquiries

Individual

€800

The membership benefits are for your personal use. They cannot be transferred or extended to your colleagues.

- ✓ Unlimited access to wan-ifra.org
- ✓ Executive News Service daily newsletter
- ✓ Five topical newsletters
- ✓ Conference discounts
- ✓ Free Webinars
- ✓ Conference presentations
- ✓ Conference videos on demand
- ✓ Member Forums & Communities
- ✓ Reports and Publications

* Special Membership packages are available for Publisher Associations and Startups. Email us at membership@wan-ifra.org

Join now

Online inquiry at wan-ifra.org/membership
Or email us at membership@wan-ifra.org



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