



MEDIA INFORMATION 2018

The world of the news media industry at your fingertips

WAN-IFRA.ORG

Research Reports

Our **topic-oriented**, in-depth reports provide an ideal opportunity to attach your **prestigious brand** to a prestigious platform through **exclusive** sponsorships. Most reports are followed by a webinar on the topic.



2018 PLANNED REPORTS

<p>INNOVATION CULTURE: THE SCHIBSTED WAY: There aren't many news media companies that can boast of true transformation the way that the Scandanavian media group Schibsted can. We interviewed nearly 30 executives across the organisation over the past year see what drives its culture.</p>	<p>6,000 €*</p>
<p>PUBLISHER ALLIANCES: How can publishers compete in today's über competitive digital advertising landscape where Facebook and Google dominate new adspend? Ad consortiums are popping up everywhere to challenge this trend, but how do they succeed? What's working? What is the end goal?</p>	<p>6,000 €*</p>
<p>READER REVENUE STRATEGIES: As news publishers increasingly try to monetise their online audiences, what subscription strategies work best and what other ways are they seeking revenue from readers.</p>	<p>6,000 €*</p>
<p>WORLD PRESS TRENDS REPORT: An annual report that covers the most vital trends, analyses, and figures from the global News Media industry, drawn from WAN-IFRA's annual global survey from national associations, and in partnership with data specialists such as Zenith, Ipsos, PwC and more.</p>	<p>8,000 €*</p>
<p>BEST PRACTICE IN DIGITAL (World Digital Media Awards): Profiles of the winners of the World Digital Media Awards (late November): Learn how publishers all over the world are producing award-winning digital campaigns and products across editorial, marketing, and advertising.</p>	<p>6,000 €*</p>
<p>AI IN THE NEWSROOM: Every day there is a new story about how publishers are concerned about the future of working (or not working) with the likes of Facebook. What are the business implications?</p>	<p>6,000 €*</p>
<p>ADDING VALUE IN PRODUCTION, PART II: This report from the World Printers Forum will examine the way newspapers and printers are increasing the value of their production facilities, products and services, featuring concrete case studies and interviews.</p>	<p>6,000 €*</p>
<p>EFFECTIVENESS IN NEWSPAPER PRINTING: This report from the World Printers Forum will examine how newspaper printers and newspapers can make the most of their printing activities, both in terms of production and readability.</p>	<p>6,000 €*</p>

* non-members pay an additional 25 %

SUBSCRIPTION PACKAGE

- Full-page ad on page 2 of report
- Personal input on why you are sponsoring the report
- Company description included in the report
- 50 copies of the report

- 2 sponsored posts on any WAN-IFRA newsletter of your choice
- Sponsorship of potential webinar with your intro
- Branding in all marketing & communications of report

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Special Publication

EXPO TECHNOLOGY & INNOVATION OUTLOOK

The Technology & Innovation issue in September, heading into our IFRA World Publishing Expo/DCX Digital Content Expo 2018 (10-12 October in Berlin, Germany). Free copies of the magazine will be handed out to all visitors. Talk to us about creating sponsored content for your products in print.



4,000

Print circulation



24,000




ePaper circulation




+40,000

potential reach with each issue

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

ADVERTISING SIZES AND RATES

	QUARTER PAGE AD Bleed size: 210 x 81.1 mm (3 mm around)	2,300 €*
	HALF PAGE AD Bleed size: 210 x 146.3 (3 mm around)	2,700 €*
	FULL PAGE AD Bleed size: 210 x 297 mm (3 mm)	3,500 €*

	FRONT PAGE BANNER AD	5,000 €*
	PG. 2, INSIDE/BACK COVER Bleed size: 210 x 297 mm (3 mm)	4,000 €*
	RIBBON, PG. 1	3,500 €*

* non-members pay an additional 25 %

GENERAL INFORMATION

Frequency of publication 1 issue annually
 Place of publication Frankfurt am Main, Germany
 Website WAN-IFRA: www.wan-ifra.org
 World News Publishing Focus: www.wan-ifra.org/magazine
 Advertising deadline See "Planning Calendar".

Cancellation 2 weeks before advertising deadline at latest
 Bank account WAN-IFRA CH
 Dresdner Bank AG,
 D-64219 Darmstadt,
 SWIFT-BIC.: DRES DE FF 508
 IBAN DE78 5088 0050 0174 1822 00,
 BLZ 508 800 50 A/c No. 174 182 200.
 Conditions of payment Net, without discount, upon receipt of invoice

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MAGAZINE PLANNING AND TECHNICAL INFORMATION

PRODUCTION SCHEDULE

Technology & Innovation, September 2018

Ads close:	21 August
Material deadline:	24 August
Editorial deadline:	29 August
To printer:	31 August
Mailing:	8 September
Publication date:	11 September

TECHNICAL DATA

Printing process	Offset
Paper	Revive white 115 g/sqm
Processing	Spine stitching
Standard sizes	Page size: A4, 210 mm x 297 mm Type area: 190 x 270 mm
Size for inserts	210 x 297 mm (A4 and more)

(Any folding costs incurred are the responsibility of the client.)

GUIDELINES FOR DIGITAL AD SUPPLY

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 We can not process RGB data or spot colours.
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 and 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.ropert@wan-ifra.org
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Please communicate to us by email the order data as well as the file name.

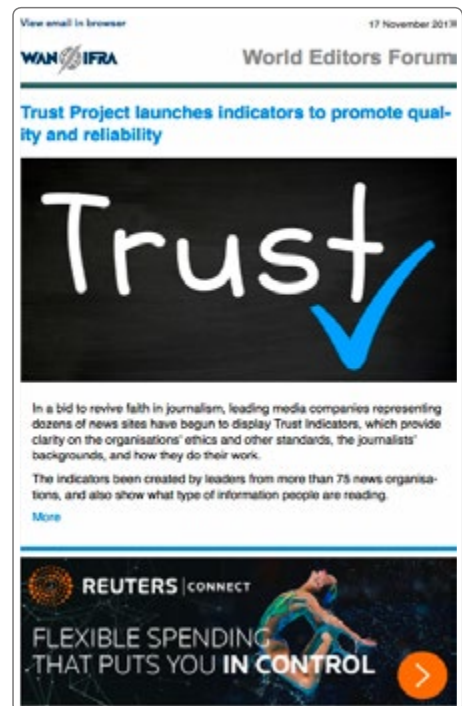
PLEASE NOTE: We convert ads that are not in accordance with our specifications automatically and without prior consultation to the correct color space. Although experience shows that the result corresponds to the original files, in such cases we cannot guarantee absolute accuracy of color reproduction.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

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Newsletters

Our segmented newsletters feature the most relevant content, both original WAN-IFRA content (case studies, research, Q&As, profiles) and industry news, for that respective audience. It offers a direct connection for your brand through **exclusive sponsorships**.



SPONSORSHIP RATES

EXECUTIVE NEWS SERVICE (DAILY) The most important headlines of the news media industry. Figures: 7350 media executive subscribers ; 120 countries; 47.4% open rate; 29.3% unique views.	10,000 €*
WORLD EDITORS FORUM (BI-WEEKLY) The most critical trends in newsrooms, by the World Editors Forum. Figures: 8210 editor subscribers ; 116 countries; 45.3% open rate; 27.8% unique views.	8,000 €*
WORLD PRINTERS FORUM (BI-WEEKLY) The most critical trends & developments in newspaper production. Figures: 3329 production executive subscribers ; 95 countries; 61.7% open rate; 35.9% unique views.	8,000 €*
DIGITAL BUSINESS (BI-WEEKLY) Features original case studies, Q&As, analyses, and other news. Figures: 7221 digital executive subscribers ; 58.5% open rate; 36.5% 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. Figures: 6002 media executive subscribers ; 69.5% open rate; 42.85% uniques.	6,000 €*

* non-members pay an additional 25 %

SUBSCRIPTION PACKAGE

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

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

You also can place banner ads or sponsored posts in any newsletter that does not have an exclusive sponsorship partner.

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Newsletter: Sponsored Content

The content is written in collaboration with WAN-IFRA's branded content team and highlighted in a prominent spot on the newsletters. It runs for 7 days that do not have to be consecutive.

AVERAGE OPEN RATE: 54%,
AVERAGE UNIQUE VIEWS: 30%
POTENTIAL REACH Collectively, our six newsletters reach about 32,000 media executives in about 140 countries

* non-members pay an additional 25 %

2,000 €*

Sure, people like online video, but that doesn't mean they want to watch your hard news videos (by rlemarlab)

Solutions Journalism: The craft of covering successful responses to social issues (by jnet)

Sponsored Content

Why publishers need to check font compliance

Read more

DEUTSCH

BDZV-Verhandlungsführer Wallraf: „Wir stehen zu unserem Angebot“ - Die fünfte Verhandlungsrunde findet heute in Berlin statt (von bdzv)

VHZV-Jahrestagung: Vorstandswahl und Preisverleihung (von bdzv)

Sponsored Newsletters

We now offer our technology partners and service providers the opportunity to connect to a very targeted audience with **sponsored newsletters**.

Our sponsored content team will work with you to craft the best content for your targeted audience, an ideal way to connect to potential customers leading up to a WAN-IFRA event, for example.

This message will be sent to a tailored, pre-selected, targeted subscriber base.

We will send only 1 sponsored newsletter per quarter so sign up while they are available!

4,000 €*

* non-members pay an additional 25 %

View email in browser SPONSORED CONTENT 6 October 2016

Tech Spotlight WAN-IFRA

What's your business model going forward?

What is the optimal future business model for newspaper publishers and printers? Exclusively printing newspapers or offering digital printing services or even hybrid products? Do new investments increase efficiency and profit for printing companies? Or do the presses require a general upgrade or innovative retrofits?

These are just some of the questions that many publishing houses and printers have today when the challenges and trends they all face are quite similar: declining circulation figures, increased versioning, increased regionalisation and personalisation of content and products.

With this background, manroland web systems will come to World Publishing Expo 2016 in Vienna (10-12 October) to discuss the various strategic opportunities newspapers have before them, and how manroland's solutions fit into today's media landscape.

Read more

e:line back in Vienna

manroland web systems recently unveiled and received the first order for its new GEOMAN e:line newspaper press. Five years ago when World Publishing Expo, then called IFRA Expo, was taking place in Vienna, manroland web systems introduced its first COLORMAN e:line concept. Dieter Betzmeier, board member at manroland web systems, recalls: "At that time we were just as convinced of the COLORMAN e:line concept as we are today of the GEOMAN e:line. The first installation of the GEOMAN e:line is approaching and we want to initiate a new history of success here in Vienna."

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Website

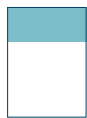
wan-ifra.org serves as a core platform to engage with our members and the industry on a daily basis. We share news, best-practice, reports, our events activities, initiatives, your ideas, your contributions and more.

We limit advertising on wan-ifra.org to premium positions:

- Home page placement
- Blog: World News Publishing Focus

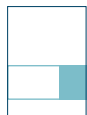


ADVERTISING PLACEMENTS AND RATES



HEADLINE BANNER You want to stand out from the crowd? Then take advantage of this great offer and place your message on the WAN-IFRA homepage with a headline banner ad. The ad will be running for 1 week. JPEG, GIF, or Flash with embedded URL

1,000 €*



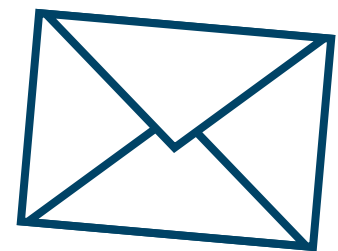
BLOG BANNER Place your banner ad on one of our blogs or the WAN-IFRA homepage for 4 weeks. Specs: 234 x 180 pixel. JPEG, GIF or Flash with embedded URL

2,000 €*

* non-members pay an additional 25 %

Mailing Service

Are you looking to expand your audience prior to World News Media Congress or are you planning your own event in the near future, or some other marketing campaign?



As a supplier to the news publishing industry, you can benefit from the international WAN-IFRA database to reach your targeted audience at WAN-IFRA exhibitions, workshops, events and your own seminars/events, and other services.

WAN-IFRA will send out your advertising material on your behalf. Mailings are sent out by post, containing a WAN-IFRA cover letter and your advertising brochure (maximum format: A4 / maximum weight: 64g).

WAN-IFRA MEMBER

600 € + 1.50 € per selected address

NON-MEMBER

800 € + 2.00 € per selected address

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DON'T MISS OUT!

Pin this page up on your wall and always know when the next exciting event is coming up!

JANUARY [Blank]	FEBRUARY 22 Digital Media India & Awards	MARCH 13 WAN-IFRA Middle East
APRIL 18 Publish Asia 24 Digital Media Europe & Awards	MAY [Blank]	JUNE 7 World News Media Congress 22 Zeitung Digital TBA WAN-IFRA Italia
JULY 11 New Content Formats	AUGUST [Blank]	SEPTEMBER 13 WAN-IFRA India
OCTOBER 10 IFRA World Publishing Expo / DCX Digital Content Expo	NOVEMBER 7 Digital Media Asia 15 Digital Media LATAM & Awards 29 Digital Media Africa 8 Newsroom Summit	DECEMBER [Blank]

