WAN-IFRA Mailing Service
Targeted marketing campaigns

Are you looking to expand your audience prior to World Publishing Expo 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).

Four easy steps to reach your customers:

Step 1:
Just fill-in the simple form at wann-ifra.org/mailing-service and define the criteria for the mailing target group:
- by sector
- by job title
- by country
- by language.

Step 2:
We prepare an offer, including information about the number of addresses, sorted by countries.

Step 3:
You send us your marketing material: brochures, CDs, flyers, reply fax, etc.

Step 4:
We send your advertising material by post, containing a WAN-IFRA cover letter in WAN-IFRA envelopes to all selected addresses and send you a list of companies and job titles of the addressed persons.

Rates

WAN-IFRA member:
EUR 600 + EUR 1.50 per selected address

Non-member:
EUR 800 + EUR 2.00 per selected address

VAT to be added, where applicable.

Discover:
wann-ifra.org/mailing-service

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