



# MEDIA INFORMATION 2020

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The world of the news media industry at your fingertips

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[WAN-IFRA.ORG](http://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.



## 2020 PLANNED REPORTS

**TRENDS IN NEWSROOMS (3 PARTS):** The World Editors Forum will focus this year's series of reports on the following topics: How to tackle climate change; Raising the volume of women's voices - in the newsroom and in content; Showcasing new-look newsrooms . There will be three reports published throughout the year, covering these different topics. **7,000 €\***

~~**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.~~

~~SOLD~~

~~**READER REVENUE - SUBSCRIPTION MARKETING:** This year's Digital Media Europe conference will feature a two-day deep dive into Subscription Marketing, serving as the basis of this report.~~ **6,000 €\***

~~SOLD~~

~~**READER REVENUE - THE TECH PICTURE:** There are many challenging aspects to launching or running a digital subscription strategy, and figuring out the tech stack is indeed a complex part of that. Fortunately, there are a number of lessons learned from those who are advanced and present those in this report.~~ **6,000 €\***

~~SOLD~~

**TRENDS IN NATIVE ADVERTISING:** Native advertising is increasingly becoming a significant part of news publishers' overall ad strategies and revenues. WAN-IFRA and the Native Advertising Institute conduct an annual survey to gauge the trends and strategies emerging here. **6,000 €\***

**PRINT INNOVATION AWARDS REPORT:** The World Printers Forum launched this competition in 2018 and will showcase the 20 winning companies and the projects that propelled them to win. **6,000 €\***

**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. **6,000 €\***

\* non-members pay an additional 25 %

## SUBSCRIPTION 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

- 2 sponsored posts on WAN-IFRA's array of targeted newsletters
- Sponsorship of potential webinar with your intro

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# Technology Guide & Directory

This annual publication features expert advice on the leading technology trends, as well as THE industry directory for tech and service providers to the news media industry to showcase their products and solutions.











**How to get in the directory?** It's as simple as this: If your company is a **WAN-IFRA member**, it can be included in our industry directory of technology and service providers **FOR FREE!** If you are a **non-member**, you can be a part of the directory at a cost of €500. We will email you a link to our simple website form where you can include the following information.



- Name of the company
- Contact details (address, phone number, email, website)
- Company and product descriptions
- Company logo and product photo
- Keywords to categorise your company and products

## ADVERTISING SIZES AND RATES

 <b>QUARTER PAGE AD</b> Bleed size: 210 x 81.1 mm (3 mm around)	<b>2,300 €* </b>	 <b>TWO PAGE ADVERTORIAL</b> Bleed size: 420 x 297 mm (3 mm)	<b>5,500 €* </b>
 <b>HALF PAGE AD</b> Bleed size: 210 x 146.3 (3 mm around)	<b>2,700 €* </b>	 <b>FRONT PAGE BANNER AD</b>	<b>5,000 €* </b>
 <b>FULL PAGE AD</b> Bleed size: 210 x 297 mm (3 mm)	<b>3,500 €* </b>	 <b>PG. 2, INSIDE/BACK COVER</b> Bleed size: 210 x 297 mm (3 mm)	<b>4,000 €* </b>
 <b>FULL PAGE ADVERTORIAL</b> Bleed size: 210 x 297 mm (3 mm)	<b>4,000 €* </b>	 <b>RIBBON, PG. 1</b>	<b>3,500 €* </b>

\* non-members pay an additional 25 % (**BE SURE TO ASK** about placing your ads near your entry or a specific article)

## REACH OF GUIDE & DIRECTORY



**PRINT CIRCULATION**



**EPAPER CIRCULATION**



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

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# PUBLICATION PLANNING AND TECHNICAL INFORMATION

## PRODUCTION SCHEDULE

### Technology & Innovation, September 2019

Ads close:	5 September
Material deadline:	11 September
Editorial deadline:	5 September
To printer:	17 September
Mailing:	23 September
Publication date:	23 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.roper@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.**

## GENERAL INFORMATION

Frequency of publication	1 issue annually	Bank account	WAN-IFRA CH Dresdner Bank AG, D-64219 Darmstadt, SWIFT-BIC.: DRES DE FF 508
Place of publication	Frankfurt am Main, Germany		IBAN DE78 5088 0050 0174 1822 00, BLZ 508 800 50 A/c No. 174 182 200.
Website	WAN-IFRA: <a href="http://www.wan-ifra.org">www.wan-ifra.org</a>		
Advertising deadline	See Production Schedule.		
Cancellation	2 weeks before advertising deadline at latest	Payment details	Net, without discount, upon receipt of invoice

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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**, as well as **stand-alone opportunities**, such as **banner ads and sponsored content (see next page)**.



## EXCLUSIVE SPONSORSHIP RATES

<b>EXECUTIVE NEWS SERVICE (DAILY)</b> The most important headlines of the news media industry. <b>Figures:</b> 7200 media executive <b>subscribers</b> ; 120 countries; 52.4% open rate; 30.3% unique views.	<b>12,000 €*</b>
<b>WORLD EDITORS FORUM (BI-WEEKLY)</b> The most critical trends in newsrooms, by the World Editors Forum. <b>Figures:</b> 8210 editor <b>subscribers</b> ; 116 countries; 51.3% open rate; 29.8% unique views.	<b>8,000 €*</b>
<b>WORLD PRINTERS FORUM (BI-WEEKLY)</b> The most critical trends & developments in newspaper production. <b>Figures:</b> 3329 production executive <b>subscribers</b> ; 95 countries; 61.7% open rate; 36.3% unique views.	<b>8,000 €*</b>
<del><b>DIGITAL BUSINESS (BI-WEEKLY)</b> Features original case studies, Q&amp;As, analyses, and other news. <b>Figures:</b> 7221 digital executive <b>subscribers</b>; 58.5% open rate; 36.5% unique views.</del>	<b>8,000 €*</b>
<b>LEADERSHIP &amp; STRATEGY (MONTHLY)</b> Features original case studies, best-practice, Q&As, analyses, as well as industry news for CEOs and other executives. <b>Figures:</b> 6002 media executive <b>subscribers</b> ; 69.5% open rate; 42.85% uniques.	<b>6,000 €*</b>

\* 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,

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# 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

### Daily Executive News Service

1 day	€250
5 days	€1.000
20 days	€3.000
60 days	€7.000
1 year (exclusive)	€12.000

\* Always in a 5-day block

\*\* Ask for banner ad rates in our other targeted newsletters.

## Sponsored content

### Daily Executive News Service

1 article/day	€400
5 days	€1.500

The content is written in collaboration with WAN-IFRA's branded content team and highlighted in a prominent spot on the newsletter and featured on WAN-IFRA's blog.

# 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

### 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:

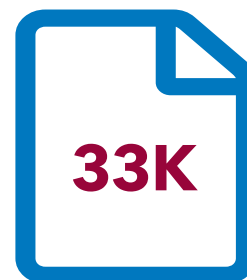
Home page placement

Blog: World News Publishing Focus



## MONTHLY USERS

WAN-IFRA's website is a knowledge hub for members and the industry on the range of burning issues publishers face, but also to find the specific services and activities we provide.



## MONTHLY PAGEVIEWS

## 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 €\***



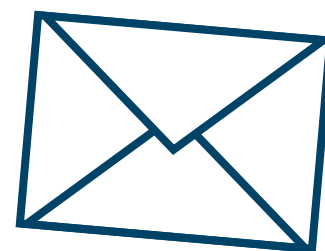
**BLOG BANNER** Place your banner ad on one of our blogs or the WAN-IFRA homepage for 4 weeks. Specs: 234 x 180 pixel. JPEG, GIF or Flash with embedded URL

**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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# Webinars

WAN-IFRA schedules **monthly webinars** that are linked to our **research reports** and other **burning topics** in the industry. Below is a tentative schedule of the topics and webinars we will cover that **your company can sponsor**, but we welcome **case studies from your clients as stand-alone webinars** as well. Feel free to contact us.

**PRICE: €1500**



## 2020 TENTATIVE SCHEDULE

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**GLOBAL TRUST IN ADVERTISING (Q1):** WAN-IFRA and Syno International partnered in 2019 to conduct a global survey of 40,000 consumers across 40 countries to gauge their trust in advertising in media. We will share the findings in this webinar.

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**READER REVENUE CASE STUDY: AFTENPOSTEN'S DIGITAL SUBSCRIPTION ACQUISITION STRATEGY (Q1):** Aftenposten in Norway is the leading quality daily, owned by Schibsted. The publication has quickly garnered over 100,000 digital subscriptions. Sidney Glastad, Acquisition Manager Subscriptions, will share the publisher's lessons learned and focus for 2020.

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**READER REVENUE CASE STUDY: DAGENS NYHETER (Q1):** This Swedish leading daily, owned by Bonnier, transformed its newsroom and publishing strategy in the past two years, all focused around its audience and specifically on digital subscriptions. Martin Jönsson is head of editorial development and will share DH's story.

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**TRENDS IN NEWSROOMS (Q2):** The World Editors Forum will publish three reports this year as part of its Trends in Newsrooms series. This webinar will feature a case study from the first report that focuses on Media Labs.

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**READER REVENUE - THE TECH PICTURE (Q2):** WAN-IFRA produced a report in the first quarter focused on the technology and data associated with digital subscription strategies. We will feature one of the many experts we spoke with for the report for this webinar.

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**PREMIUM ADVERTISING IN A COOKIE-LESS WORLD (Q2):** With third-party cookies practically a thing of the past and regulation stacking up, what will make sense for digital advertising for publishers? Native? Alliances? Smart Premium on Programmatic? We will interview an ad expert to find out..

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**PRINT INNOVATION AWARDS - CASE STUDY (Q3):** The World Printers Forum launched this competition in 2018 and showcased the 20 winning companies and the projects that propelled them to win in a report. We will showcase one of the winners from this year's awards.

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**WORLD PRESS TRENDS 2020 (Q3):** WAN-IFRA's annual global survey reveals the most crucial trends and figures driving the industry's development. We will share some of the findings of this year's report..

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**TRENDS IN NATIVE ADVERTISING (Q4):** WAN-IFRA and the Native Advertising Institute is conducting its annual survey of ad executives to see where their strategies with native advertising stand. NAI CEO Jesper Laursen will share the findings for the survey.

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**MORE TO COME:** This is just a sample of the increased number of webinars we will feature this year. Stay tuned to [events.wan-ifra.org/webinars](https://events.wan-ifra.org/webinars) for more details..

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