

WAN-IFRA Mailing Service

Targeted marketing campaigns

WAN-IFRA.ORG/MAILING-SERVICE

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 wan-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:

wan-ifra.org/mailing-service



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