



# Publications & Insights

Your international portal to  
the news publishing industry

## Media Information 2015

# World News Publishing Focus

## Bi-monthly magazine

**World News Publishing Focus**, published in English and German, focuses on the latest trends and developments in the news publishing industry. Each edition features insights and analyses of the latest business news, the issues facing newsrooms, the hottest technologies, best-practice, interviews with the world's top publishing executives, case studies, investments, and opinion – from all over the globe. **World News Publishing Focus** is distributed in more than 100 countries and has a circulation of 5000; 18,000 ePaper readers.

WAN-IFRA.ORG/MAGAZINE

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### Opportunities

|                             |        |
|-----------------------------|--------|
| Double page:                | € 6000 |
| Front-page wrapper:         | € 5500 |
| Full page:                  | € 3500 |
| Half page:                  | € 2700 |
| Quarter page:               | € 2300 |
| * Advertorials upon request |        |


Rates are for members; non-member rates 25% more. 20% more for Back Cover; 15% Front Inside; 10% Back Inside. VAT to be added, where applicable.


### Readership

**Print circulation:** 5,000  
**ePaper circulation:** 26,000  
CEOs, editors, digital, marketing, business development and production managers, all decision-makers from more than 100 countries read World News Publishing Focus.

### What's new?

**Mobile platforms:** World News Publishing Focus is now available on mobile and tablets. WAN-IFRA members can access our magazine for free, as well as our special reports.

 **Dean Roper**  
Director of Publications  
and Editor-in-Chief

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## Editorial Topic Calendar

|                    |   |
|--------------------|---|
| <b>Jan-Feb</b>     | <ul style="list-style-type: none"><li>■ <b>Digital Media Europe conference preview:</b><br/>All the trends, technologies, and developments from the leading digital minds and players.</li><li>■ <b>2015 Forecast:</b><br/>We will talk to publishers and other industry experts from all over the world to gauge their 2015 priorities</li><li>■ <b>Publisher profile:</b><br/>Every edition we feature one of the most innovative publishers in the world featuring their emerging strategies.</li><li>■ <b>Investment &amp; development:</b><br/>All the major news from our technology partners: who has invested in which systems; new product development and more.</li></ul>   |
| <b>March-April</b> | <ul style="list-style-type: none"><li>■ <b>PREVIEW: World Newspaper Congress, World Editors Forum, and World Advertising Forum</b> in Washington, D.C., USA</li><li>■ <b>World Printers Forum spotlight:</b><br/>WAN-IFRA's new World Printers Forum connects the print community to share and exchange strategic ideas.</li><li>■ <b>Publish Asia Preview:</b><br/>Still one of the hottest regions for news publishing, we examine what is working in this part of the world.</li><li>■ <b>Publisher profile:</b><br/>Every edition we feature one of the most innovative publishers in the world featuring their emerging strategies.</li><li>■ <b>Investment &amp; development:</b><br/>All the major news from our technology partners: who has invested in which systems; new product development and more.</li></ul> |
| <b>May-June</b>    | <ul style="list-style-type: none"><li>■ <b>PREVIEW: World Newspaper Congress, World Editors Forum, and World Advertising Forum</b> in Washington, D.C., USA</li><li>■ <b>Best Practise Digital from Digital Media Europe 2015:</b><br/>An in-depth look at a few publishers and companies who are setting the curve digitally.</li><li>■ <b>Publisher profile:</b><br/>Every edition we feature one of the most innovative publishers in the world featuring their emerging strategies.</li><li>■ <b>Investment &amp; development:</b><br/>All the major news from our technology partners: who has invested in which systems; new product development and more.</li></ul>  |

# World News Publishing Focus

## Bi-monthly magazine

|                        |   |
|------------------------|---|
| <p><b>July-Aug</b></p> | <ul style="list-style-type: none"> <li>■ <b>REVIEW: World Newspaper Congress, World Editors Forum, World Advertising Forum:</b><br/>We will capture all the major trends and highlights from this year's event in Washington, D.C.</li> <li>■ <b>World Press Trends:</b><br/>We will highlight the major trends emerging from WAN-IFRA's annual global survey and report</li> <li>■ <b>Trends in Newsroom:</b><br/>An analysis from the World Editors Forum, examining the major trends from newsrooms all over the world.</li> <li>■ <b>Investment &amp; development:</b><br/>All the major news from our technology partners: who has invested in which systems; new product development and more.</li> </ul> |
| <p><b>Sept-Oct</b></p> | <ul style="list-style-type: none"> <li>■ <b>PREVIEW: World Publishing Expo 2015, Newsroom Summit, Tablet &amp; App Summit:</b><br/>We will take a close look at major product development and trends leading up to Expo and leading conferences.</li> <li>■ <b>Publisher profile:</b><br/>Every edition we feature one of the most innovative publishers in the world featuring their emerging strategies.</li> <li>■ <b>World Printers Forum spotlight:</b><br/>WAN-IFRA's new World Printers Forum connects the print community to share and exchange strategic ideas.</li> </ul>   |
| <p><b>Nov-Dec</b></p>  | <ul style="list-style-type: none"> <li>■ <b>REVIEW: World Publishing Expo 2015:</b><br/>Our editorial team and technology experts will provide a deep review of the exhibition and conferences.</li> <li>■ <b>Publisher profile:</b><br/>Every edition we feature one of the most innovative publishers in the world featuring their emerging strategies.</li> <li>■ <b>Investment &amp; development:</b><br/>All the major news from our technology partners: who has invested in which systems; new product development and more.</li> </ul>  |

### Planning Calendar

| Editions  | JAN/FEB  | MAR/APR  | MAY/JUN  | JUL/AUG  | SEP/OCT  | NOV/DEC  | JAN/FEB 14 |
|---|----------|----------|----------|----------|----------|----------|------------|
| <b>Last day for advertising</b><br>– order reception: | 16.01.15 | 01.03.15 | 15.04.15 | 12.06.15 | 14.08.15 | 28.10.15 | 14.01.16   |
| – material reception:                                 | 23.01.15 | 09.03.15 | 22.04.15 | 20.06.15 | 17.08.15 | 05.11.15 | 21.01.16   |
| <b>Date of publication:</b>                           | 10.02.15 | 23.03.15 | 11.05.15 | 08.07.15 | 11.09.15 | 23.11.15 | 09.02.16   |



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# WAN-IFRA Reports

## Research: Shaping the Future of News Publishing

WAN-IFRA, in close cooperation with its various regional and technical committees, leading universities and institutes, and its vast network of industry experts, identifies multiple topics of import to publishers' operational and strategic opportunities, and ultimately develops and publishes in-depth reports throughout the year.

### 2015 planned reports:

- > The Impact of Programmatic Advertising
- > Mobile: Revenue and Content Strategies
- > Why Big Data makes Big Sense
- > Data Privacy and Publisher Expectations
- > Trends in Newsrooms 2015
- > World Press Trends 2015
- > Business Models for Printing
- > Benchmarking New Revenue Streams



WAN-IFRA.ORG/REPORTS

research report sponsoring

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### Opportunities


**Exclusive sponsorship:**  
Companies can attach their brand to the reports. **First come, first serve.**


**WAN-IFRA member:** EUR 7,000 per report  
**Non-member:** EUR 8,000 per report

VAT to be added, where applicable.

### Facts

**WAN-IFRA members:** Report free and emailed to 30,000 members  
**Non-members:** EUR 150 - 250 per report.

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# Asian Newspaper Focus

face-to-face with the movers and shakers in Asia

WAN-IFRA.ORG/ANF

bi-monthly magazine for Asia

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For 16 years ANF has led the way in its coverage of the press and its business from India across to China, from Korea down to Indonesia. Just the magazine for everyone who is serious about the newspaper industry in Asia.

Each edition features the latest business news and developments, profiles of leading publishers and executives, technology advances, and more.

Understanding your market and the people you need to work with is the first step to success. For a market as diverse in culture and business practices as Asia, Asian Newspaper Focus (ANF) brings you face-to-face with the movers and shakers of the Asian newspaper publishing industry like no other magazine.



## Opportunities

### WAN-IFRA member:

Full page ad: SGD 5,850  
Half page ad: SGD 4.050

### Non-member:

Full page ad: SGD 6,500  
Half page ad: SGD 4.500

VAT to be added, where applicable.

## Readership / Circulation


### Print circulation:

3,000 plus qualified readers (free of charge) who are mostly senior management executives of newspapers

### eNewsletter circulation:

7,000 contacts across the Asia region

## Linda Naumann Sales Executive

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# Connect: Website

WAN-IFRA.ORG

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**WAN-IFRA's website** is the online entrance to rich and constantly updated content provided by WAN-IFRA's editors, analysts, correspondents and guest writers.

■ The topic-oriented news portal, World News Publishing Focus [[blog.wan-ifra.org](http://blog.wan-ifra.org)] offer you an opportunity to truly target your customers.

■ Our numerous event sites (World Publishing Expo, World News Media Congress, Digital Media Europe, and more) offer you numerous opportunities to link to your own sites and brands.



## Opportunities

Banner (234 x 180 pixel)  
or text ad (up to 3 lines + URL)

**WAN-IFRA member:** EUR 800 per week  
**Non-member:** EUR 900 per week

VAT to be added, where applicable.

## Facts

**Corporate website ([wan-ifra.org](http://wan-ifra.org)):**  
1,275,950 pageviews p.a. from 215 countries  
911,015 unique visitors p.a.


**Blog environment ([blog.wan-ifra.org](http://blog.wan-ifra.org)):**  
93,415 page views p.a.  
36,008 unique visitors p.a.

## What's news

**Banner ads on WAN-IFRA home page**  
Starting in 2015, companies can reserve space on our home page with banner opportunities.

**WAN-IFRA member:** EUR 1000 per week  
**Non-member:** EUR 1500 per week

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# Executive News Service

The global daily industry newsletter

WAN-IFRA.ORG/ENS

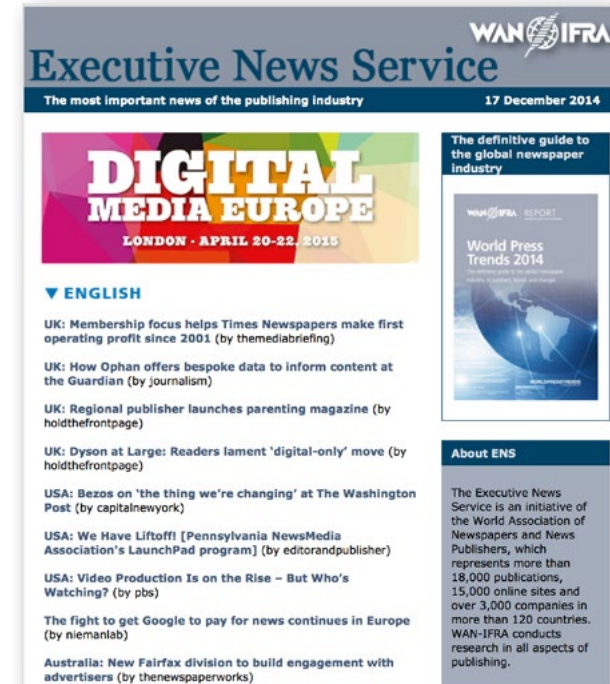
daily e-newsletter

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The Executive News Service is a free daily e-newsletter providing the most important news of the news publishing industry. Each report, researched by WAN-IFRA's editors and experts, gives the latest headlines, linked directly to articles posted on the most reliable and up-to-date websites.

The Executive News Service (ENS) is the perfect possibility to test, introduce and promote products and services in the news and media industry. This can be for a short time, e.g. just one week, or over a longer period, with varying banner motifs.

The is sent exclusively to subscribers. This ensures a correspondingly high level of interest in the service, so that your advertising message will always receive worldwide attention.



## Opportunities

**Banner premium:** (380 x 100 pixels):  
€900 per week; €3000 month

**Banner basic:** (145 x 290 pixels):  
€800 per week; €2500 month

Member rates: non-members, 25% more. VAT to be added, where applicable.



## Facts

More than **9000** international executives (primarily CEOs, editors, directors, journalists and other top executives) are emailed the newsletter Monday-Friday.



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The World Association of Newspapers and News Publishers