

IFRA
World
Publishing
Expo



WAN-IFRA
World Association of Newspapers and News Publishers

DCX
Digital
Content
Expo



WORLD NEWS PUBLISHING FOCUS MAGAZINE · IFRA/DCXPACKAGE DEAL

Valid until 30 September

MAGAZINE ADVERTISING

Book by 14th July and receive:

**Set of 2 days Executive
News Service**

(ENS) banner ad for free*
Banner ad to be published
by 30 September

**10%
OFF**

COMBINE IT YOUR WAY

Magazine Ad

+

7d. ENS banner ad

or

Sponsored
Content

**20%
OFF**

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Magazine Ad

+

WAN-IFRA's
Database

Mailing Service

**25%
OFF**

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Direct Mailing
Service

**25%
OFF**

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WAN-IFRA's Database Mailing Service

+

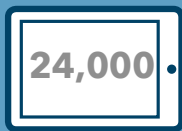
Executive News Service (ENS) banner ad

**30%
OFF**

World News Media Publishing Focus



Print circulation



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.

The Technology & Innovation issue in September, heading into our IFRA World Publishing Expo/DCX Digital Content Expo 2017 (10–12 October in Berlin, Germany).

Free copies of the magazine will be handed out to all visitors.

*non-members pay an additional 25%

| | |
|---|-----------------|
|  QUARTER PAGE AD | 2,300 €* |
|  HALF PAGE AD | 2,700 €* |
|  FULL PAGE AD | 3,500 €* |
|  FRONT PAGE BANNER AD | 5,000 €* |
|  PG. 2, INSIDE/BACK COVER | 4,000 €* |
|  RIBBON, PG. 1 | 3,500 €* |

Executive News Service (ENS) – Daily Newsletter

WAN-IFRA's flagship daily newsletter, established more than 12 years ago. It features curated headlines / articles from all over the world, published in English, German, French, Spanish and Portuguese. It has a very loyal following of Chief Technology Officers, CEO's, Editors, IT Directors, Business Developers, Mobile Editors, Journalists, etc..

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 or Sponsored Content.

Subscribed by +32,000 media executives from 140 countries
Average Open Rate 54% Average Unique Views 30%

7 days
1.200€

The Executive News Service (ENS) 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.

*non-members pay an additional 25%

Mailing Service Sponsored Newsletter

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 preselected, targeted subscriber base

4.000€*

Direct Mailing Service

WAN-IFRA Member
€ 600 + € 1.50 per selected address

Non-member
€ 800 + € 2.00 per selected address