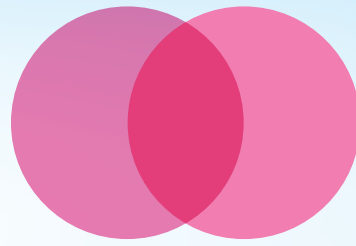


# STRATEGIC SPONSORSHIP



## The BIG picture

Strategic sponsorship is the most prestigious relationship a supplier to the international magazine industry can have with FIPP and is a unique opportunity to be recognised throughout all FIPP's communications.

You get: strategic sponsor profile in:

Suppliers Directory (print & online)



fipp.com



Worldwide Magazine Marketplace



Company logo in:

Magazine World Update (top section), and fipp.com (home page)



Logo also appears in:

- ▶▶ Magazine World
- ▶▶ World Magazine Trends
- ▶▶ FIPP Members Directory - Publishers
- ▶▶ FIPP MembersDirectory - Suppliers
- ▶▶ Annual Report

## Benefits

### EXCLUSIVITY

▶▶ Be the exclusive strategic sponsor for your industry sector

### MAXIMUM BRAND EXPOSURE

▶▶ Recognition as FIPP strategic sponsor across all FIPP communication platforms

### INTERACTION AND ENGAGEMENT

▶▶ Unique opportunity to build lasting relationships with the world's most influential magazine publishing houses

## What you get

### ▶▶ STRATEGIC SPONSOR PROFILE

Strategic sponsor profile on *fipp.com*, *Magazine World*, *Suppliers Directory* and at the Worldwide Magazine Marketplace (exclusive to strategic sponsors)

### ▶▶ COMPANY PRESENTATION

Opportunity to make one 20 minute company presentation at a FIPP Board Meeting (exclusive to strategic sponsors who sign for three years)

### ▶▶ ADVERTORIAL

Opportunity to place one advertorial in *Magazine World* per year (exclusive to strategic sponsors)

### ▶▶ COMPANY BROCHURE

Opportunity for your company brochure to be mailed with *Magazine World\** (exclusive to strategic sponsors)

### ▶▶ COMPANY LOGO

Company logo and accreditation as FIPP Strategic Sponsor on all regular FIPP publications (exclusive to strategic sponsors)

### ▶▶ DISPLAY ADVERTISING

Full page adverts in *Magazine World*, *World Magazine Trends* and *FIPP Membership Directories*

### ▶▶ MEMBERSHIP

Associate membership at no cost for the term of your strategic sponsorship contract.

### ▶▶ PRESS and PR

FIPP will mention it's strategic sponsors in all relevant marketing and PR

## Where?

FIPP MAGAZINE WORLD

fipp.com

FIPP MAGAZINE WORLD Update

SUPPLIERS DIRECTORY

WORLD MAGAZINE TRENDS

MEMBERSHIP

MEMBERSHIP Directories

Strategic sponsors  
(as of March 2009)

Distribution:



Content Management:



Digital Editions:



Editorial Software:



Media Auditing:



Paper:



\* subject to weight