

WORLD MAGAZINE TRENDS

The BIG picture

Published annually, *FIPP World Magazine Trends* is the authoritative source of industry data for the world's magazine publishing community, providing industry information about consumer and b2b magazine markets in 45 countries.



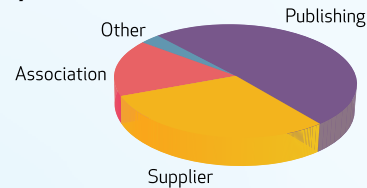
- >> Readership: 3,315*
- >> Distributed in 53 countries

Benefits to the advertiser:

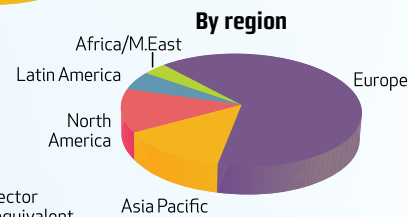
- ▶▶ Expose your brand or magazine to publishers in 53 countries who refer to the publication year around
- ▶▶ Influence senior level publishers from the world's most successful publishing houses as well as service providers, analysts and academics alike

BREAKDOWN OF READERSHIP

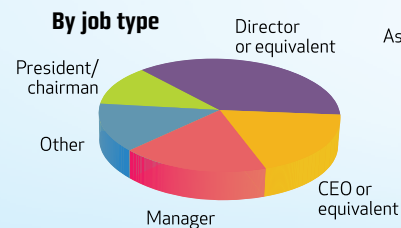
By business sector



By region



By job type



Premium advertising

Advertise in a premium position and your advert will benefit from maximum exposure along with the prestige that is associated with these premium positions.

PREMIUM ADVERTISING BENEFITS:

- ▶▶ Full page ad next to the position of your choice
- ▶▶ Three free copies of the publication (worth £870)

AVAILABLE PREMIUM ADVERTISING POSITIONS

- ▶▶ Back cover
- ▶▶ Inside front
- ▶▶ Inside back
- ▶▶ Contents
- ▶▶ Introduction

Individual chapter sponsorship

Sponsor an individual chapter and you will target publishers who are searching for information on the country or region in which you operate.

SPONSORSHIP BENEFITS:

- ▶▶ Full page ad next to the section of your choice
- ▶▶ Company logo on all chosen section pages
- ▶▶ Hotlink on each page of the digital version of your chosen section
- ▶▶ Three free copies of the publication (worth £870)

AVAILABLE CHAPTER SPONSORSHIP SECTIONS

- ▶▶ International summary
- ▶▶ Europe (Regional summary)
- ▶▶ Africa/Middle East (Regional summary)
- ▶▶ Asia Pacific (Regional summary)
- ▶▶ Latin America (Regional summary)
- ▶▶ North America (Regional summary)
- ▶▶ Quick reference
- ▶▶ Individual country chapters



*based on circulation of 221 and pass on readership of 15