

FIPP MAGAZINE WORLD Update

The BIG picture

Magazine World Update is FIPP's biweekly e-newsletter providing essential global magazine industry news including the latest launches and marketing initiatives, as well as information about FIPP activities and services.

Benefits to the advertiser:

PREDISPOSED TO CLICK

By advertising in Magazine World Update your ad will be delivered directly into the in-boxes of senior level publishing executives across 87 countries who have opted in to receive the newsletter

MAXIMUM IMPACT

Your ad will be the first item visible in the newsletter, placed directly below the masthead

Update stories include:

INDUSTRY NEWS

A selection of international magazine industry news items

LAUNCHES

A selection of magazine launches from the industry

DIGITAL INITIATIVES

A selection of digital initiatives from the industry

FIPP ACTIVITIES AND SERVICES

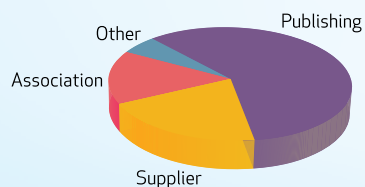
Notifications on upcoming FIPP events, courses and initiatives



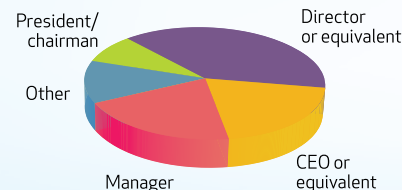
>> Average circulation: 5,400 across 87 countries

Breakdown of readership

By business sector



By job type



By region

