



The BIG picture

With the largest reach among all FIPP platforms, *fipp.com* is a unique online experience for the international magazine publishing industry, attracting over 120,000 unique users from 174 countries.

NEWS

▶ Essential global magazine news as well as information about FIPP Activities

MEMBERSHIP

▶ Access to the FIPP Member Directory and information on FIPP Membership

EVENTS

▶ A calendar of upcoming FIPP events, as well as international media events

PROFESSIONAL DEVELOPMENT

▶ Information on the FIPP Magazine Management Certificate and the FIPP Digital Publishing Certificate

LAUNCHES

▶ A fully searchable list of international magazine launches updated fortnightly by FIPP

FIPP RESOURCES

▶ Access to the FIPP members and suppliers directories and information on FIPP, FIPP publications and FIPP sponsors

RESEARCH

▶ Research news and FIPP research database
▶ Information on FIPP Research Forums and World Magazine Trends

Benefits to the advertiser

MAKE AN IMPACT

▶ Prominent advertising positions, including skyscraper and top banner positions

ENCOURAGE DIRECT RESPONSE

▶ Users to click through to your website and register their interest

MEASURABLE SUCCESS

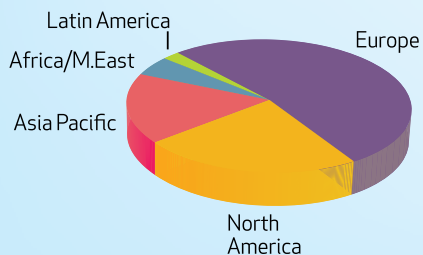
▶ Banner and button ads can be tracked by you to measure page impressions and click-throughs

>> 120,000 unique users from 174 countries*

* 12 months to December 2008. Source: Nedstat

Breakdown of users

By region



Advertising sections

★ GOLD

Where? Run of site
Why? Maximum exposure
Your ad will appear on all sections of *fipp.com*

★ SILVER

Where? News and home pages
Why? Premium positioning
Your ad will appear on the two most viewed sections of *fipp.com*

★ BRONZE

Where? Choose three positions
Why? Targeted positioning

1. Membership
2. Events
3. Professional Development
4. Launches
5. Research
6. FIPP resources