



# Welcome to FIPP

Your benefits of Membership...

## INFORMATION

- International publishing news and information
- Practical data on the industry
- Industry research
- Sales & marketing tools
- Online services & resources
- Personal contact details for the worldwide publishing community
- International magazine licensing directory
- Specialist publications, guidelines and downloads

## CONTACTS & NETWORKING OPPORTUNITIES

- Exchange of knowledge and experience between colleagues around the world at events, committee meetings and online using the website discussion areas
- Specialised events, conferences, regional forums and publishing tours
- Training forums and business development opportunities
- Password access to members only resources on the FIPP website

## SUPPORT AND REPRESENTATION

- Support from FIPP on national and local government issues affecting the industry
- Technical assistance for international publishers needing information about specific magazine industry topics.
- Representation of common magazine interests before international bodies
- Discounts on publications, events and services

## RECOGNITION

- Profile in the international marketplace
- Use of the FIPP international brand and logo

## WHAT IS FIPP?

Founded in 1925 as the Fédération Internationale de la Presse Périodique, The International Federation of the Periodical Press (FIPP) works for the benefit of magazine publishers around the world; promoting the common editorial, cultural and economic interests of consumer and business-to-business publishers, both in print and digital media. Our membership covers national magazine associations, publishing companies with international interests, suppliers to the industry, small businesses and associated organisations in more than 70 countries. Today, the membership of FIPP includes 275 members in 57 countries, which consist of 45 national associations, 168 publishing member companies, 57 associate members and 5 individual members.

FIPP represents more than 110,000 magazine titles with an estimated annual advertising expenditure in the region of US\$70 billion - based on figures from *FIPP World Magazine Trends 2006/2007* book.

## FIPP MISSION AND GOALS

### FIPP General Goals

FIPP promotes and defends nationally and internationally, the common editorial, cultural and economic interests of consumer and business-to-business publishers, both in print and electronic media.

### Information

FIPP provides the platform to strengthen links between magazine and business-to-business publishers worldwide in order to exchange knowledge, experience and ideas.

### Freedom of the Press

FIPP supports and defends freedom of a pluralistic press.

### Freedom of Advertising

FIPP upholds the freedom to advertise and the right to free commercial speech and promotes the use of advertising in magazines worldwide.

### Freedom of Distribution

FIPP supports and defends the freedom to distribute press products and encourages equal opportunities for all publishers to access all markets and all consumers.

### Intellectual Property

FIPP defends the ownership of the intellectual property rights of publishers, in any form.

### Environmental Protection

FIPP supports the development of ecological standards and promotes good practices in all parts of the magazine production chain.

## WHERE IS FIPP BASED?

The FIPP headquarters is based in London, UK. For full contact details, see the top of the application form, at the back of this brochure.

### FIPP Secretariat:

#### President & CEO

Donald D. Kummerfeld  
don@fipp.com

#### Vice President

Helen Bland  
helen@fipp.com

#### Events & Business Development Manager

Claire Jones  
claire@fipp.com

#### Marketing & Publications Executive

Rolf Rohwer  
rolf@fipp.com

#### Events & Sales Executive

Andrew Chidgey  
andrew@fipp.com

For Editorial & Communications matters please email  
info@fipp.com

Website [www.fipp.com](http://www.fipp.com)

## WHO SHOULD BE A MEMBER OF FIPP AND WHY?

Any company or association with the common commitment of working towards and for the magazine industry should join FIPP. FIPP's membership is divided into four categories:

- **National Associations:** Each association promotes and protects its own national industry, but it relies on FIPP to provide information and services about international magazine publishing. It also serves to exchange valuable experiences between each other on the issues and concerns of running a national association.
- **Publishing Companies:** Those involved in cross-border publishing activities use FIPP for information, technical assistance and recognition in the international arena.
- **Associate Members:** Suppliers and vendors to the magazine industry, use FIPP to find, network and build their profile with existing and prospective clients.
- **Individuals:** The individual rate only applies to consultants or consulting companies with 3 or less employees, with a turnover of less than £1million. This makes it possible for everyone in the industry to belong at an affordable rate. Individual members benefit from the close network to all the publishing industry.



All FIPP members will benefit from:

#### INFORMATION

##### ■ News

*Magazine World* – A quarterly magazine published by FIPP focusing on the international publishing community. *Magazine World* provides unique insights and primary information on changing markets and marketplaces, including interviews and comments from industry figures and international data and trends and has a circulation of over 8,500. *Magazine World* is audited by BPA Worldwide. Contact FIPP for advertising and sponsorship opportunities. *Magazine World Update* – the fortnightly news service, delivered by email.

##### ■ Publications

*FIPP/ZenithOptimedia World Magazine Trends* has been the authoritative source of data on magazine publishing throughout the world since 1994. Providing information about consumer and business magazine markets in more than 60 countries, it continues to fulfil its role as the primary data source of worldwide magazine trends and is now available online. For a full summary of the handbook, see the publications section of this brochure. *Membership discounts apply!* Contact FIPP for advertising and sponsorship opportunities.

##### ■ Members Only Area

Free access to secured online members' forums and privileged worldwide contact listings, discussion groups, and regional data and trends available 24 hours a day, seven days a week at [www.fipp.com/members](http://www.fipp.com/members)

##### ■ Research

FIPP is committed to providing and promoting industry research to its membership. Through its research committee and international consultant, relevant studies are commissioned and presented to members in user-friendly archives with additional research from organisations around the world. The media strategy resources on the FIPP website at [www.fipp.com/research](http://www.fipp.com/research) include interactive responses to help members use research to sell their products.

##### ■ Online resources

The FIPP website provides current news about international magazine publishing as well as a wealth of data such as diary of worldwide events, news archive, research & media strategy abstracts archive, launches and acquisitions (external inputting of transactions also available). Members can automatically submit their own events to our Events Diary. You can find it all at [www.fipp.com](http://www.fipp.com)

##### ■ International Licensing Directory.

The FIPP Members' & International Licensing Directory 2006/2007 is an invaluable source of contacts and information that allows all FIPP members to look for potential niches in the market or potential partners to work with around the world. All FIPP members are entitled to a free listing in the membership directory allowing you to give a short summary of your company, its activities as well as allowing you to list your main contacts, addresses and in the case of publishers your magazine titles.

## RECOGNITION

As well as being profiled in the international marketplace via the *FIPP Membership & International Licensing Directory*, online and in the annual printed copy, you can use the FIPP logo in your publications, showing your commitment to the industry and that you are active on the global level.

## WHAT DO I GET BY BEING A MEMBER?

Many of the benefits of being a FIPP member are not easy to quantify, such as the priority services from FIPP staff or inquiries and special data needs. The relationship that you can develop with FIPP allows you to expand your business, through FIPP's contacts and information. The more you put into FIPP the more you can get out of it. So don't be afraid to contact us for help...

## NETWORKING AND EVENTS

FIPP offers you opportunities to "work the world". Our events enable you to meet with industry decision-makers to discuss current challenges, to exchange experiences and the potential to create new foreign business partners. In many cases discounts apply to members attending FIPP events. The following events are regularly hosted by FIPP:

**FIPP World Magazine Congress** – every two years (odd years)

**FIPP Regional Conference** – every two years (even years)

**FIPP Worldwide Magazine Marketplace** – the only licensing, joint venture, syndication and networking fair offering a unique forum to carry out business meetings between publishers – annually

**FIPP Research Forum & Ad Sales Workshop** – annually

**FIPP International B2B Conference** – every two years

**FIPP Digital Magazine Conference** – annually

## YOUR SPECIFIC PRIVILEGES...

### **National Associations:** SUPPORT

FIPP offers support for member associations and companies on important national issues, such as fighting VAT impositions and discriminatory taxes, protecting freedom of the press and intellectual property and resolving postal issues. We provide technical assistance, through a speaker/industry expert register and technology consultancy through Ifra - World Association for Media Technology. Additionally, FIPP represents the magazine publishing industry at worldwide level - e.g. World Intellectual Property Organization (WIPO), Universal Postal Union, International Standardisation Organization, Co-ordinating Committee of World Press Freedom Organisations.

### **Publishing Companies:** INTERNATIONAL LICENSING DIRECTORY

FIPP publishing members can include all their titles in the international licensing chapter featured in the *FIPP Members' Directory* and in the Members Only Area of the FIPP website. This includes the following information: sector, subject, frequency, circulation, language, and international agreements. With the world getting smaller, but magazine activities increasing this is the primary source to see existing partnerships, or search for potential markets.

### **Associate and Individual Members:** PROFILE

FIPP offers many ways in which we can showcase your company to potential clients through our events, publications and communications strategies, such as a listing in the suppliers directory, both in *Magazine World* and on the website and sponsorship opportunities. Please contact the secretariat for full information.

# YES, I want to be a Member...

Please return this form to:  
International Federation of the  
Periodical Press (FIPP)  
Queens House, 55-56 Lincoln's Inn Fields  
London WC2A 3LJ, UK  
Tel: +44 (0)20 7404 4169  
Fax: +44 (0)20 7404 4170

Membership is based on annual fees payable from 1 January of the year of application and pro-rata after 30 June. Twelve months notice is required for cancellation of membership. You may be required to supply additional information and/or referees prior to formal approval. Membership is finalised upon receipt of payment in full.

## CONTACT DETAILS

Company Name \_\_\_\_\_

Main Contact \_\_\_\_\_

Job title \_\_\_\_\_

Direct Telephone \_\_\_\_\_

Email \_\_\_\_\_

Direct Fax \_\_\_\_\_

Secondary Contact \_\_\_\_\_

Job title \_\_\_\_\_

Direct Telephone \_\_\_\_\_

Email \_\_\_\_\_

Direct Fax \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode/ZIP \_\_\_\_\_

Country \_\_\_\_\_

Main Telephone \_\_\_\_\_

Main Fax \_\_\_\_\_

Corporate Email \_\_\_\_\_

Website \_\_\_\_\_

## What type of company are you?

Please tick:

National Association

Which sector? (business, consumer or customer) \_\_\_\_\_

\_\_\_\_\_

Publishing Company

Which sector? (i.e. business, consumer etc) \_\_\_\_\_

\_\_\_\_\_

Associate Member

Company function (i.e. printers, paper suppliers etc) \_\_\_\_\_

\_\_\_\_\_

Individual Member

Company function (i.e. consultant etc) \_\_\_\_\_

\_\_\_\_\_

## Payment Details

FIPP membership dues are calculated on your annual revenue equivalent in £Sterling Million. All revenues, not only international revenues, are to be assumed and should include all revenues from any subsidiary or venture in which your company has 50% or more beneficial ownership. Please see the breakdown of FIPP rates available from the FIPP Secretariat or on the FIPP website. Please tick one of the following boxes to indicate your annual revenue:

### National Association and Publishers

Up to 50

51-150

151-300

301-500

over 500

### Associates Members

Up to 1

1-50

over 50

Please debit me/invoice me\* for: £ \_\_\_\_\_

\*Please delete as applicable

Please debit my card: Amex/Mastercard/Visa\*

\*Please delete as applicable

Card Number

Card Expiry Date   /   Security No.

Cardholders Name \_\_\_\_\_

Cardholders Signature \_\_\_\_\_

Cardholders address (if different from overleaf) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Brief résumé of your company (approximately 150 words).

Please email your summary to [rolf@fipp.com](mailto:rolf@fipp.com)

If you are a **publishing company**, please submit samples of your magazines and a full list of the titles you publish.

Signature \_\_\_\_\_

NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

DATE \_\_\_\_\_

For our records, where did you first hear of FIPP? \_\_\_\_\_

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