

MPA International Member

MEMBERSHIP BENEFITS & SERVICES FOR INTERNATIONAL PUBLISHERS, VENDORS AND SUPPLIERS

MPA offers the international community a host of membership benefits.

International Publishers

As an **international publishing member**, you will have direct access to resources that address the important issues you and your business face. MPA can help you by:

- Establishing benchmarks via case studies, white papers, handbooks, tools and survey to enhance business performance
- Protecting your U.S. legislative and regulatory interests (i.e. advertising restrictions; intellectual capital and copyright standards; first amendment rights; consumer protection; and postal reform)
- Providing front-line, revenue-driven workforce training and continuing education
- Proving and promoting the effectiveness of magazine advertising to advertisers and agencies
- Demonstrating best practices in audience development, magazine distribution and environmental sustainability
- Ensuring timely delivery of industry news, business trends and strategies
- Effectively communicating the latest industry-wide digital innovations

In addition, MPA offers you:

- Member-only access to an industry-wide network of magazine experts, thought leaders, innovators, vendors, advertisers and agencies
- Access to valuable industry information and expertise through MPA newsletters, mailings and events
- Exclusive member-only rates for industry events and discounts for business products and services from a variety of vendors

International Vendor & Suppliers

As an **international associate member**, you have the opportunity to build and increase brand loyalty and to promote product, service and company awareness and visibility.

International associate member benefits include but are not limited to:

- Unparalleled networking opportunities at MPA members-only events with access to the magazine and advertising elite
- Opportunities to sponsor industry events to maximize exposure to your brand, generate leads, drive retail traffic and increase sales
- Promotional/marketing opportunities to extend discounted rates for your business products and/or services to MPA's membership consisting of 225 domestic publishing companies with more than 1,000 titles, nearly 50 international companies and more than 100 associate members
- Access to valuable industry information, research and expertise through MPA's Information Center, newsletters, mailings and events
- Exclusive savings and discount offers on programs and events including conference admissions and professional development courses
- Inclusion in the MPA on-line Supplier Directory, featuring a special micro-site for each Associate Member

