

# 2017 DOMESTIC MEMBERSHIP APPLICATION

Email this form back to [etighe@magazine.org](mailto:etighe@magazine.org) or fax to (212) 888-4217

MAGAZINE MEDIA COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ ELECTRONIC SIGNATURE: \_\_\_\_\_

POINT PERSON FOR MEMBERSHIP ACTIVATION (IF DIFFERENT): \_\_\_\_\_ TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

BILLING CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ FAX: \_\_\_\_\_

## CORPORATE INFORMATION

DATE ORGANIZATION BEGAN BUSINESS: \_\_\_\_\_ TOTAL # OF EMPLOYEES: \_\_\_\_\_

Major platforms + formats your company uses to conduct business:

- Print magazine
- Website
- Tablet
- Mobile web
- Mobile apps
- Mobile
- Video
- Television
- Radio
- E-commerce
- Live events

APPROX. TOTAL AUDIENCE: \_\_\_\_\_ % REVENUE FROM ADVERTISING: \_\_\_\_\_

Yes! We would like to hear more about MPA's community of independent and enthusiast magazine media brands (IMAG).

## REVENUE

Membership dues are calculated based on the Confidential Statement of Revenue below. All revenue reported to MPA will be regarded as strictly confidential. Revenue must include Subscription Revenue, Single Copy Revenue and Advertising Revenue.

SUBSCRIPTION REVENUE \$ \_\_\_\_\_ SINGLE COPY REVENUE \$ \_\_\_\_\_ ADVERTISING REVENUE \$ \_\_\_\_\_

Please list all brands owned by parent company (attach additional sheets if necessary):

	CONSUMER	NONCONSUMER		CONSUMER	NONCONSUMER
1.	<input type="checkbox"/>	<input type="checkbox"/>	6.	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	7.	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	8.	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	9.	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	10.	<input type="checkbox"/>	<input type="checkbox"/>

**Membership Terms:** Membership dues are calculated based on the revenue reported on this application form; all revenue reported will be regarded as strictly confidential. Membership is finalized upon approval by MPA's Board of Directors and receipt of dues payment. Dues will be billed 4x a year unless otherwise requested. Failure to pay dues on a timely basis will result in suspension of membership privileges. Six months notice required for cancellation of membership; cancellation must be made in writing. Excluding lobbying expenses, MPA dues are deductible as a business expense but not as a charitable contribution.