

2018 DOMESTIC MEMBERSHIP APPLICATION

Email this form back to 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).

MEMBER RATES

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. Annual dues are assessed based on a sliding scale and determined by revenue declared below.

Annual dues assessment based on revenue*: For Companies with under \$5MM in revenue: \$1000
 Between \$5-10MM: \$1,700
 Between \$10-19MM: \$3,398
 Above \$19MM please call for estimate

(*see explanation of revenue above)

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.