

Join the Leading Organization for Magazine Media

REACH

175+ domestic, associate and international companies

650+ consumer and specialty magazine media brands

10,000+ active magazine media members, users and supporters

magazine.org

MPA—The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to increase revenues, grow market share and promote the medium’s vitality. MPA is headquartered in New York City, with a government affairs office in Washington, D.C.

“MPA is the only organization focused on magazine media and its unique challenges and opportunities. MPA’s advocacy and industry leadership around issues that will shape our future, including digital opportunities, are critical to advancing all of our brands.”

—Michael Clinton
President, Marketing and Publishing Director, Hearst Magazines

As the industry continues to transform itself, MPA membership provides the opportunity for vendor partners to participate in—and benefit from—the development and deployment of initiatives propelling magazine media forward.

ASSOCIATE MEMBERSHIP
Access to decision makers
Thought leadership opportunities
Bottom line impact

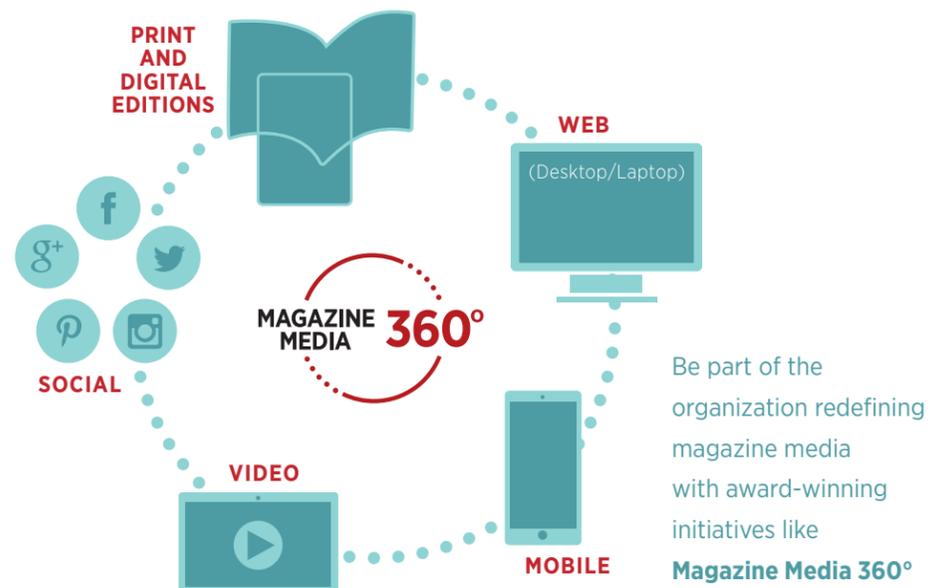
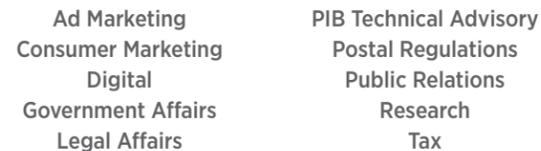
Call Alison Heisler 203.858.6631

Vice President, Strategic Partnerships and Associate Membership
aheisler@magazine.org

MPA Magazine Media Leadership



MPA Member Committees



Associate Membership Activations

YOUR COMPANY

- Presented for nomination and approval by MPA Board of Directors
- Listed in MPA’s online supplier/vendor directory as a resource for magazine media members
- Highlighted on MPA website member scroll
- Promoted quarterly, through your company press releases, in MPA Daily News Roundup e-newsletter distributed to 4,700+ magazine media professionals every day
- Highlighted for one week via a personalized interview with your CEO in the Spotlight section of MPA Daily News Roundup
- Promoted across MPA platforms through self-produced webinars, field events and white papers
- Branded association with MPA via use of mark (MPA logo) and link on your website
- Showcased through sponsorship of MPA signature events and custom programs: American Magazine Media Conference (AMMC), IMAG Annual Conference for independent publishers, topical one-day summits, webinars and MPA’s Digital Dinner Series

YOUR EMPLOYEES

- Attend MPA member-only events and take advantage of member pricing: American Magazine Media Conference (AMMC), IMAG Annual Conference for independent publishers, topical one-day summits, webinars and MPA’s Digital Dinner Series
- Access members-only magazine media industry research and resources on MPA website
- Receive MPA Daily News Roundup, a curated e-newsletter on the business of magazine media
 - Focuses on the daily landscape of the business/prospecting/client news
 - Keeps members up-to-date on relevant leadership and management announcements

“MPA is deeply engrained in the community and gives us access to decision makers at the top magazine brands. MPA events draw our current clients and our prospective clients, giving us the opportunity to form new relationships and write new business. It is imperative that we be involved.”

—Jim Anderson
Chief Executive Officer, SocialFlow