

# MPA Member Benefits Overview

As a member of Magazine Publishers of America (MPA), you have access to exclusive member-only benefits. With free and discounted rates valued greater than the cost of membership, you can save thousands of dollars.

As an MPA member, you and your employees receive discounted rates on both business and individual products and services.

## MPA Resources & Solutions

### Government Action

- Advertising Restrictions
- Consumer Protection
- Copyright & Intellectual Capital
- Environment
- First Amendment
- Postal Reform
- Tax
- Political Action Coalition

### Advertising

- Magazine Marketing Coalition
- Category-Specific Fact Sheets
- Magazine Advertising Campaigns
- “Managing Mix” Presentations
- Advertising Impact Tools
- MPA Measurement Initiative

### Consumer Marketing

- Educational Guides
- Facts and Figures
- Single Copy Retail
- Subscription

### Digital Initiatives

- Daily Member Blogroll
- Dedicated Digital Website
- Quarterly Aggregated Magazine Website Traffic Reporting

### Comprehensive Resources

- Accountability and Engagement Tools
- Advertising & Marketing Case Studies
- Advertising Categories and Demographics
- Advertising Positioning and Guidelines
- Advertising Trends & Magazine Handbook
- Consumer Marketing Educational Guides & White Papers
- Consumer Marketing Facts and Figures
- Consumer Marketing Quick Surveys
- Environment & Sustainability Case Studies
- Environment White Papers
- Financial Survey
- Handbook of Consumer Marketing Practices
- Human Resources Quick Surveys
- *iDirectory*
- Independent Magazine Quick Surveys
- Measurement and Circulation
- MPA Environment Handbook
- MPA Information Center
- “Please Recycle Magazines” Campaign
- Publishers Information Bureau
- Sales Tools

Free & Discounted to MPA Members

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Free & Discounted to MPA Members

## MPA Resources & Solutions (cont'd)

### Educational Services

- Independent Magazine Webinars
- Magazine University
- Professional Development Seminars
- Magazine Forums & Webinars

### Career Services

- Career Guides and Resources
- Career Track Seminars & Forums
- Job Bank & Internship Postings

### Industry Events

- American Magazine Conference
- Best Magazine Cover Awards
- Breakfast with a Leader
- Career Insight Conference
- Kelly Awards
- Lifetime Achievement Awards
- Magazine Marketing Coalition Rallies
- Magazine Mentor of the Year Awards
- Magazines 24/7 Conference & Awards
- Magazines 24/7: Video Conference
- Meet The Innovators Luncheon Series
- MPA-IMAG Publisher's Conference
- National Magazine Awards
- Retail Conference

### Industry News & Communications

- International Newsletters
- MPA Daily News Roundup
- MPA Member News
- SalesEdge & Behind the Numbers E-Newsletters
- Washington Newsletter

### Networking & Community

- Consumer Marketing Committee
- Independent Magazine Group (IMAG)
- Legal Affairs Committee
- Magazine Marketing Coalition
- Operations Committee
- Postal Committee
- Research Committee

### Research

- Cross-Platform Metrics
- Media Research Index
- Members Market Research
- Public Place Research
- Research Committee Presentations

### Retail Solutions

- Retail Growth Initiative
- Single Copy Retail Best Practices
- Subscription Best Practices