



The Association of Magazine Media

The Value of Membership



MPA is the definitive resource for branded, edited content generally supported by advertising and delivered in print or other forms.

RESOURCES AT WORK FOR YOU

For 90 years, MPA has provided its members with unparalleled resources, essential industry news and information, useful tools and toolkits, practical solutions, breakthrough approaches and opportunities in key business areas at an incredible value. Members realize this value in a variety of ways including:

- Member-only access to an industry-wide network of magazine experts, thought leaders, innovators, vendors, advertisers and agencies
- Exclusive member-only rates for industry events and discounts for business products and services from a variety of vendors
- A 50% savings in Publishers Information Bureau (PIB) membership
- Over 25% savings on more than 85 professional development and continuing education offerings
- Inclusion in MPA's on-line supplier directory and micro-site, *iDirectory*.

publishing solutions for your business needs

MEMBER BENEFITS

- Digital Initiatives
- Government Action
- Comprehensive Resources
- Industry Advocacy
- Research Industry News
- Retail Solutions
- Industry Events
- Networking & Community
- Education Services
- Digital Initiatives
- Career Center & Job Bank
- National Recognition
- Environmental Solutions
- Sponsorship Opportunities

WHO SHOULD JOIN

Domestic Publishing Companies

- Publishers of magazines that are primarily intended for distribution in the U.S. MPA membership is corporate; all magazines of a publishing company enjoy the same privileges

International Publishing Companies

- Publishers of magazines based outside the U.S. including single country and multi-national publishers

Suppliers, Vendors & Private Equity Firms

- Non-publishing suppliers, vendors, new media and private equity firms affiliated with the magazine industry (i.e. deriving 20 percent or more annual revenue from the magazine industry; or, deriving at least \$1 million in annual revenue from the magazine industry)

WHY JOIN

MPA members enjoy exclusive offerings including:

- Benchmarks via case studies, white papers, handbooks, tools and survey to enhance business performance
- Protection of your legislative and regulatory interests (i.e. advertising restrictions; intellectual capital and copyright standards; first amendment rights; consumer protection; and postal reform)
- Front-line, revenue-driven workforce training and continuing education
- Proof of the effectiveness of magazine advertising to advertisers and agencies
- Best practices in audience development, magazine distribution and environmental sustainability
- Timely communication and delivery of industry news, business trends and strategies, and the latest industry-wide digital innovations

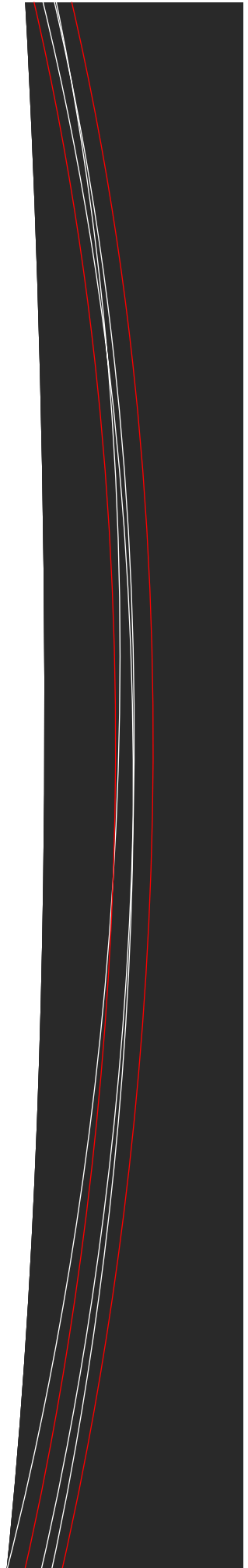
HOW TO JOIN

- Visit www.magazine.org/join
- Download a membership application
- Complete the application in its entirety
- Mail the application form and required payment to the address listed on the application

QUESTIONS

To learn more about membership benefits, visit www.magazine.org to view “The Value of Membership” presentation.

For questions regarding membership, contact the MPA Member Services Hotline at (212) 872-3793 or via email at membership@magazine.org.





ABOUT MPA

MPA is the premier industry association for consumer magazines.

Established in 1919, the MPA represents more than 200 US-based publishing companies with more than 1,200 titles; more than 40 international companies; and more than 100 associate members providing services to the industry.

MPA's mission is to advance the interests of magazine publishers with the advertising community, the government, the press and the public.

We provide support to our members in the following ways:

- Encouraging editorial excellence and expanding the market for magazine brands
- Promoting the value and benefits of advertising across all platforms;
- Championing the rights of editors and publishers before congress, the courts and state governments;
- Informing and educating our members about changes in technology, law and industry best practices

MPA
810 Seventh Avenue, 24th Floor
New York, NY 10019
212.872.3793 Tel
212.888.4623 Fax
www.magazine.org/join