

WAN IFRA

Directories



Media Information 2011

Product presentations

cross-media and worldwide

Attractiv and
always up-to-date

Benefits from the
print / online concept

Ask for our special
package prices

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WAN-IFRA Directories - industry reference guides

Media Information 2011



Multiple variation possibilities

We take this opportunity to thank you for the many suggestions and impulses. You have helped make the three **WAN-IFRA Directories** what they are today:

informed works of reference that help publishing houses to make the right buying decision - daily and worldwide -

As a result of changed corporate structures, many suppliers offer a wide-ranging product portfolio. This makes it more difficult to advertise the diversity in a way that is clear and concise, detailed, but none the less cost-efficient. Then again, products are becoming increasingly specialised. Seemingly it becomes impossible to make this specialisation stand out from the masses of offerings.

More than ever, due to their multiple variation possibilities, the three **WAN-IFRA Directories** offer you a central access to the worldwide newspaper industry and its important decision-makers.

Contact us by phone or e-mail if you wish to have new categories, submit proposals or make enquiries. We would be pleased to send you an electronic overview of the previously used texts.

We look forward to continued good cooperation also in the future.

General information

Readership	Chief executives, chief editors, technology directors, marketing/advertising managers, and other management personnel at news and advertising publishing companies and their associated media operations worldwide.
Print-run	15,000 copies per print-edition
Place of publication	Darmstadt
Frequency of publication	Printed editions: once a year in March, in the english language only Online edition: frequently revised
Website	www.wan-ifra.org/suppliersdirectory
Order deadline	10 December 2010 (for the printed editions) possible at all times (for the online edition)
Material deadline	17 December 2010 (for the printed editions) as soon as possible (for the online edition)
Subscription price	Free of charge
Distribution	Free of charge distribution of the printed editions to all WAN-IFRA members and subscribers with the March/April issue of WAN-IFRA Magazine , personalized to Prepress- and production managers out of the WAN-IFRA database, on request as well as display on WAN-IFRA stands at industry exhibitions and WAN-IFRA events worldwide.
Bank account	Dresdner Bank AG, D-64219 Darmstadt, SWIFT-BIC.: DRES DE FF 508 IBAN DE78 5088 0050 0194 7369 00, BLZ 508 800 50 A/c No. 1 947 369 00
Conditions of payment	Net, without discount, upon receipt of invoice

Circulation countries

Africa

Algeria
 Egypt
 Kenya
 Morocco
 Namibia
 Nigeria
 Réunion
 South Africa
 Tunisia

Asia

Azerbaijan
 Bahrain
 Bangladesh
 Brunei Darussalam
 Cambodia
 China
 Hong Kong
 India
 Indonesia
 Iran (Islamic Republic)
 Iraq
 Israel
 Japan
 Jordan
 Kazakhstan
 Korea (Republic)
 Kuwait
 Kyrgyzstan
 Lebanon
 Malaysia
 Mongolia
 Oman
 Pakistan
 Philippines
 Qatar
 Saudi Arabia

Singapore

Sri Lanka
 Syrian Arab Republic
 Thailand
 United Arab Emirates
 Uzbekistan
 Yemen

Australia/Ozeania

Australia
 French Polynesia
 New Caledonia
 New Zealand

Europe

Austria
 Belarus
 Belgium
 Bulgaria
 Croatia
 Cyprus
 Czech Republic
 Denmark
 Estonia
 Finland
 France
 Germany
 Greece
 Hungary
 Iceland
 Ireland
 Italy
 Latvia
 Lithuania
 Luxembourg
 Malta
 Monaco

Netherlands

Norway
 Poland
 Portugal
 Romania
 Russian Federation
 Serbia
 Slovakia
 Slovenia
 Spain
 Sweden
 Switzerland
 Turkey
 Ukraine
 United Kingdom

Latinamerica

Argentina
 Brazil
 Chile
 Colombia
 Costa Rica
 Ecuador
 Guatemala
 Honduras
 Panama
 Peru
 Puerto Rico
 Trinidad and Tobago
 Uruguay
 Venezuela

Northamerica

Canada
 Mexico
 United States of America

As of October 2010

Technical data

Printing process	Offset
Colour	Process Colours (CMYK)
Processing	Perfect binding
Data supply	Supply on data carrier (CD, DVD) or e-mail, in the English language The client is responsible for the correct translation of the texts into english. WAN-IFRA will lend its assistance for the translation.
Transmission via e-mail	Please send to the following address: nicole.leiss@wan-ifra.org
Standard sizes	WAN-IFRA Newspaper-Community.com 2011: Page size: 148.5 mm wide x 210 mm high Type area: 130 mm wide x 190 mm high Bleed size: 154.5 mm wide x 216 mm high (Page size + 3 mm on each side) WAN-IFRA Suppliers Directory 2011 (printed): Page size: 210 mm wide x 297 mm high Type area: 189 mm wide x 269 mm high Bleed size: 216 mm wide x 303 mm high (Page size + 3 mm on each side)
Ad formats	WAN-IFRA Newspaper-Community.com 2011: Inside doublepage: 297 mm x 210 mm, + 3 mm each side (303 mm x 216 mm) Cover pages: 148.5 mm x 210 mm, + 3 mm each side (154.5 mm x 216 mm) WAN-IFRA Suppliers Directory 2011 (printed): 1/1 page: 210 mm x 297 mm, + 3 mm each side (216 mm x 303 mm) 1/2 page: 210 mm x 148.5 mm, + 3 mm each side (216 mm x 154.5 mm)
Banner formats	WAN-IFRA Suppliers Directory Online: max. 468 x 60 Pixel, JPEG or GIF, linked with URL named by you or Flash, with embedded URL. Please do not forget to name the URL to which your banner will point.
File formats	Please always supply in CMYK (convert spot colours to CMYK). We can not proceed RGB data. Logos are needed to be saved in EPS-format with embedded fonts (min. 300 dpi). Please save your advertisements as high-resolution PDFs with embedded fonts.
Text formats	As Word-files in the english language, for the number of characters per entry see „Entry -/ Advertising opportunities“ on next page.
File names	To facilitate the content management, we kindly request you to observe the following naming convention: Files for WAN-IFRA Newspaper-Community.com please use NC for Directory. Files for WAN-IFRA Suppliers Directory please use SD for Directory.
Logos:	e. g. XYZ2011NCLogo.eps (costumer's name: XYZ, edition: 2011, Directory: NC, Logo, extension: eps)
Pictures:	e. g. XYZ2011SD_Presses.tif (costumer's name: XYZ, edition: 2011, Directory: SD, Subcategory: Presses, extension: tif or jpg)
Advertisements:	e. g. XYZ2011NCAd.pdf (costumer's name: XYZ, edition: 2011, Directory: NC, Ad, extension: pdf)

We ask your forbearance that we can only guarantee perfect reproduction of your content if we receive the data in accordance with the above specifications.

Entry content / advertising opportunities

WAN-IFRA Newspaper-Community.com 2011 (printed DIN A5 webguide + PDF-download)

Company entry (full page Din A5):

- company description (max. 800 characters)
- company logo
- address information (company name, post address, tel., fax and e-mail)
- screenshot of your website (will prepared by IFRA, please name your link)
- URL (will linked to your website in the PDF-Version)

Advertising opportunities:

- on the 2nd, 3rd or 4th cover page (1/1, 4c)
- inside doublepage (2/1, 4c)

WAN-IFRA Suppliers Directory 2011 (printed)

Super entry under a "super category" (= 1/2 page horizontal):

- company-/product description under one super category (max. 1900 characters)
- picture + logo
- searchable product name
- address information (company name, 1 contact incl. position, post address, tel. and fax, e-mail, URL)
- additional naming of your address in the address listing

and/or sub entry under a "sub category" (= 1/4 page vertical):

- company-/product description under one sub category (max. 700 characters)
- picture + logo
- searchable product name
- address information (company name, 1 contact incl. position, post address, tel. and fax, e-mail, URL)
- additional naming of your address in the address listing

+ bullet (additional cross-reference to your entry under a "super category"):

- company name under one sub category + cross-reference
- logo

+ additional address entry:

- address information (company name, 1 contact incl. position, post address, tel. and fax, e-mail, URL)

Advertising opportunities:

- on the 2nd, 3rd or 4th cover page (1/1, 4c)
- on the left page facing supercategory (1/1, 4c)
- 1/2-page horizontal, where possible (1/2, 4c)

WAN-IFRA Suppliers Directory Online

Basic company entry:

- company name, company logo
- screenshot of your website (only in combination with an entry in the WAN-IFRA Newspaper-Community.com 2011)
- company description (max. 800 characters)
- company slogan (max. 70 characters)
- address information (1 main contact incl. position, post address, tel. and fax, e-mail, URL)
- linked with several sub categories (as search criteria)
- linked to your additional product descriptions
- linked to your additional address entries

+ additional product entry:

- product description (max. 800 characters) linked with one sub category
- product picture or logo
- product slogan (max. 70 characters)
- address information (company name, 1 contact incl. position, post address, tel. and fax, e-mail, URL)

+ additional address entry:

- address information (company name, 1 contact incl. position, post address, tel. and fax, e-mail, URL)

Advertising opportunities:

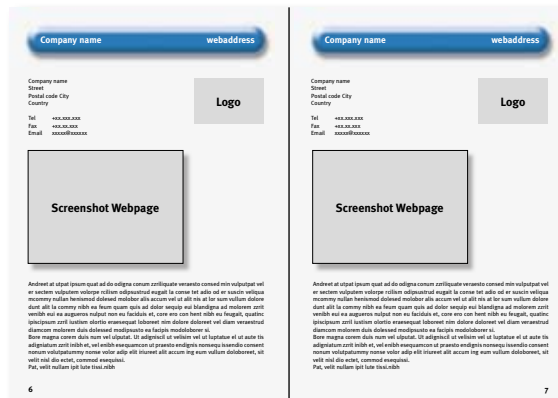
- Banner ad per month or combinations of months
- under one or more of the main categories indicated in the list of categories

Entry- / advertising formats

WAN-IFRA Newspaper-Community.com 2011 (NC)

Two-page spread
(size: A5)

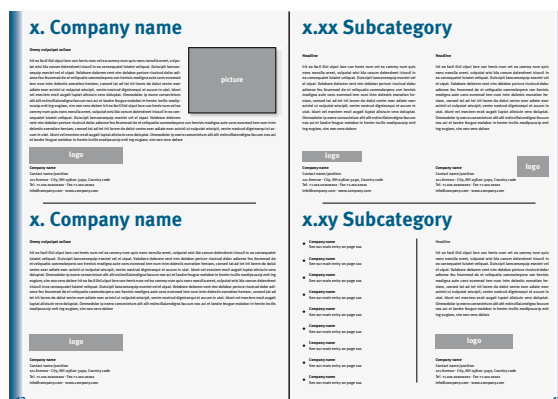
1 company entry per page



WAN-IFRA Suppliers Directory 2011 (SD)

Two-page spread
(size: A4)

2 super entries
under one super category



2 sub entries
under one sub category

9 bullets (cross-references)

+ 1 sub entry
under one sub category

WAN-IFRA Suppliers Directory Online (SDO)

Partial view of a complete entry

For a detailed view, see
www.ifra.com/suppliersdirectory



Rates in Euro

WAN-IFRA Newspaper-Community.com 2011 (NC) (printed webguide + PDF-Download)		Price per entry/ad
Entries:	company entry	350
Ads:	on the 2nd, 3rd or 4th cover page (1/1, 4c) inside doublepage (2/1, 4c)	1,290 1,100
WAN-IFRA Suppliers Directory 2011 (SD) Suppliers and Service Providers to the News Publishing Industry (printed)		
Entries:	super entry under one super category (=1/2 page horizontal) sub entry under one sub category (=1/4 page vertical) + additional bullet (only in combination with a super entry) + additional address entry	990 490 90 150
Ads:	on the 2nd, 3rd or 4th cover page (1/1, 4c) left page facing super category (1/1, 4c) 1/2 page horizontal, where possible (1/2, 4c)	3,190 2,190 1,290
WAN-IFRA Suppliers Directory Online (SDO) Suppliers and Service Providers to the News Publishing Industry (online)		
Entries:	basic company entry + additional product entry per subcategory + additional address entry	400 200 70
Banner:	3 month (per Banner and Main category) 6 month (per Banner and Main category) 9 month (per Banner and Main category) 12 month (per Banner and Main category)	330 640 950 1,200

Special Information for WAN-IFRA Member

We publish one company entry per **WAN-IFRA Member** (invoice receipt) free of charge in the **WAN-IFRA Suppliers Directory Online!** Please send the content by e-mail.

Special conditions / discounts

Early bird discount:

We grant an additional 5% discount on the booked entries and ads for orders received before 15th September 2010..

Member discount:

WAN-IFRA Members are granted 10% discount on the ordered entries and advertisements.

Combi discount:

The three **WAN-IFRA Directories** can be booked singly or in combination. Combined entries in several directories guarantee special rates and a widespread reach.

- Combi discount 1: Euro 60 (orders for NC + SD + SDO)**
- Combi discount 2: Euro 50 (orders for NC + SD)**
- Combi discount 3: Euro 40 (orders for SD + SDO)**
- Combi discount 4: Euro 30 (orders for NC + SDO)**

Agency commission:

Advertising agencies are granted 15% discount exclusive for ads.

VAT to be added, where applicable.

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at www.wan-ifra.org/mediainfo.

Your contact persons:

→ Post address

WAN-IFRA GmbH & Co. KG
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→ The "Supplier Services" team



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Area: Supplier services and media partnerships



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Area: IFRA Workshops, IFRA Expo,
Begleitende Fachausstellungen



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Area: IFRA Expo, IFRA Mailing Service



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Area: Print/online advertising in the:
WAN-IFRA Magazine, ENS, Website
and for IFRA Expo



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Area: WAN-IFRA Directories,
WAN-IFRA Suppliers Guides



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Area: Solution Park
IFRA Expo and IFRA Workshops,
advertising and promotion,
sponsoring of IFRA Events



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Area: XMA Cross Media Awards,
IFRA Expo and IFRA Workshops,
advertising and promotion,
sponsoring of IFRA Events

§ 1 Scope

(1) The following IFRA GmbH & Co. KG (hereinafter referred to as IFRA) general terms and conditions apply exclusively to all advertising contracts with IFRA as well as for the formation of the contracts. They apply exclusively in relation to businesses in the sense of § 310 paragraph 1 of the German Civil Code.

(2) General terms and conditions of the advertiser that contradict or deviate from the IFRA general terms and conditions will not become part of the contract, unless IFRA expressly agrees in writing to their inclusion.

§ 2 Making of the contract

(1) The advertising contract is agreed when IFRA confirms the ad order in writing or by e-Mail or the ad is distributed, or printed respectively, in the publishing medium concerned.

(2) The deadlines stated in the order confirmation are binding and can be changed only with the agreement of the other contract partner.

§ 3 Right of refusal

(1) IFRA reserves the right not to publish ad orders due to their content, origin or technical form. In assessing this, uniform, objectively justified principles shall be applied. This shall be the case especially if the ad content is contrary to legal or official prohibitions, contra bonos mores, or publication by IFRA is otherwise deemed unsuitable.

(2) IFRA is entitled to remove from the offering already published ads with content that is in violation of legal or official prohibition or contra bonos mores without prior notification of the advertiser. The advertiser will be informed immediately of such a measure. This does not entitle the advertiser to reimbursement.

§ 4 Content and rights to the ad/copyright

(1) The advertiser bears sole responsibility for the content – in particular the accuracy and legal admissibility of the text, graphic and image copy supplied for publication of the ad. IFRA is not obliged to examine the ad for possible infringement of the rights of a third party. The advertiser is obliged to ensure IFRA non-liability in case of claims against IFRA made by a third party arising in any way from the performance of the ad order.

(2) To the extent that registered trademarks are used in the ad publication, IFRA is granted the authorisation for their use upon receiving the ad order. The advertiser guarantees that the granting of the authorisation is justified.

(3) IFRA acquires the exclusive copyright and/or other rights of performance for all ads it produces and publishes. Unless otherwise agreed in writing, payment by the advertiser, i.e. for production of the print layout or HTML layout by IFRA, does not cause an assignment of copyright and/or other protected performances to the advertiser or agency acting on his behalf.

(4) All information (texts, images, etc.) published by IFRA is subject to its copyright. Exempted from this rule is information published by IFRA where the production – including the HTML source text – was realised by the advertiser or an agency acting on his behalf. It is only in these cases that copyright is not in the hands of IFRA, but of the advertiser concerned, or the agent acting on his behalf respectively.

(5) IFRA will clearly identify as such ads that are not recognisable as ads due to their editorial design.

§ 5 Begin of publication/duty to cooperate of the advertiser

(1) Begin of publication is at a time agreed in writing with the advertiser. If no such time has been agreed in this way, publication will be immediately after the advertising contract has been agreed.

(2) IFRA is not liable for delays in performance due to force majeure (e.g. strike, lockout, official instruction, telecommunication problems, etc.) and entitle IFRA to postpone the agreed performances for the duration of their prevention, plus a reasonable start-up time. IFRA will inform the advertiser immediately about the delays in performance due to force majeure.

(3) The advertiser is responsible for the complete supply of clean, suitable printing copy (including the required translation of texts into English, French, German, Russian and Spanish), in accordance with the specifications in the valid IFRA Media Datasheets. The deadline for receiving copy is listed in the planning calendar included in the valid IFRA Datasheets.

IFRA is not liable for delays caused by the content of the ad text supplied by the advertiser, due either to the content or for technical reasons.

§ 6 Payment, delayed payment

(1) Unless agreed otherwise in writing, the advertiser pays IFRA the price listed in the rate schedule of the currently valid Media Datasheets for publication of his ad. The valid rate schedule published by IFRA in the Media Datasheets at the time the order is received from the advertiser shall apply. The listed prices are ex VAT.

(2) IFRA issues the invoice immediately after publication of the ad and forwards it to the advertiser. Payment in full is due on receipt of the invoice.

(3) The discounts listed in the rate schedule are granted only for the ads published on behalf of an advertiser within a calendar year (January-December). The advertiser is entitled to retroactively claim the corresponding discount for his actually placed orders within the one-year period.

§ 7 Publication

(1) The advertiser affords payment for publication of the ad in the IFRA print media or Internet pages.

(2) IFRA undertakes as far as possible to accommodate wishes for publishing ads in preferred positions and editions. But this becomes binding for IFRA only if confirmed in writing by IFRA before publication.

(3) Proofs, as described in the Media Datasheets, are supplied only in exceptional cases, where time allows and it is agreed expressly in writing. If the advertiser fails to return a proof within the agreed time limit but that was supplied to him on time, the proof will be considered approved.

§ 8 Changing the ad text

(1) In the case of ads published for a stipulated period by IFRA in the Internet, IFRA is obliged, if called upon to do so, to introduce changes during the publication period, on condition that such changes are feasible from both the technical and content points of view. Exempted are all changes concerning the identity of the ad, so that in case of the change being implemented a new advertiser would become recognisable as the author and not the original advertiser.

(2) Changes that IFRA can carry out with minimum time and effort will not be charged. If that is not the case, IFRA will inform the advertiser accordingly and only carry out the desired change after calculating the corresponding costs and receiving confirmation from the advertiser that he will bear any additional costs that result for IFRA.

§ 9 Guarantee

(1) IFRA guarantees to reproduce the ad in accordance with regular technical standards and in the best possible quality.

(2) There is not considered to be an error in the display if, with ads published in the Internet, display problems are due to

- the use of unsuitable display, software and/or hardware (e.g. browser),
- a fault in the communication networks of other operators,
- a computer failure at an Internet access provider or at an online service or
- incomplete and/or non-updated offerings on so-called proxy servers (temporary stores) of commercial and non-commercial providers or online services.

(3) In case of faulty ad reproduction for which IFRA is liable, the advertiser is entitled to a faultless replacement ad, but only to the degree in which the purpose of the ad was impaired. If IFRA is not prepared or in a position for this, refuses to do so or delays taking appropriate action beyond appropriate time limits due to reasons for which IFRA bears responsibility, or if publication of a replacement ad founders in any other way, the advertiser is entitled to optionally cancel the contract (annulment) or demand a reduction in the advertising price (abatement).

§ 10 Notice of defects

In mutual commercial transactions, the advertiser is obliged to check the published ad immediately after the first publication and give notice of any defects without delay. The time limit for notification of such defects for obvious defects begins with publication of the ad, for concealed defects with their discovery. If the advertiser fails to give notification of the defect, the publication of the ad is considered approved as free of defect.

§ 11 Exclusion and limitation of liability

(1) IFRA bears no liability, especially in relation to claims on the part of the advertiser for damages on whatever legal grounds, in particular in case of breaches of obligation from the obligatory relation and from non-permitted actions.

This does not apply in cases of mandatory liability by law, especially:

- for own violation of obligation, either deliberate or due to gross negligence, or violation of obligation due to gross negligence by legal representatives or assistants and in case of intention to deceive;
- for the violation of integral contractual obligations (i.e. such contractual obligations that, due to the nature of the contractual relationship, the customer must necessarily be able to rely on their fulfilment) and in the case of justifiable impossibility of performance and major violation of obligation;
- if in the case of violation of such obligations in the meaning of § 241 paragraph 2 German Civil Code our performance can no longer be expected to be tolerated by the customer;
- in the case of injury to life, body and health, also by legal representatives or assistants;
- to the degree that IFRA has taken over the guarantee for the quality of its performance or the existence of a performance success, or a procurement risk;

(2) In other cases, IFRA is liable for all claims for damages or reimbursement of expenditure filed against it under the existing contractual relationship due to culpable violation of duties, no matter what the legal ground, not in case of minor negligence.

(3) In the case of the preceding liability under item 11.2 and a liability without fault, especially in initial impossibility and deficiency in title, we are liable only for typical and foreseeable damages.

(4) Liability for indirect damages and consequential damage due to faults, to the extent that IFRA has not violated a major contractual obligation (see item 11.1) or IFRA, its senior personnel or assistants is culpable of a premeditated or grossly negligent breach of duty.

(5) Liability, with the exception of premeditation and other legally binding, divergent maximum amount of liability, the total amount of liability is limited to the coverage of the business liability insurance.

At the request of the advertiser, IFRA will at any time and free of charge provide a copy of the relevant insurance policy.

IFRA undertakes, in the event of a release from obligation to perform on the part of the insurer (e.g. due to breaches of obligation, annual maximisation, etc.), to support the customer with its own resources, excepting cases of premeditated action and injury to body, life or health and other legally binding, divergent liabilities and/or liability provisions, to a maximum sum of EUR 50,000,-.

Any greater liability is excluded.

(6) The exclusions or limitations of liability under the preceding items 11.2 to 11.5 apply to the same degree for senior and non-senior personnel as well as other assistants.

§ 12 Retaining originals – Archiving ads

(1) IFRA must return copy supplied by the advertiser for ad production only if specifically called upon to do so in writing by the advertiser. The obligation to retain copy ends three months after the termination of the ad contract.

(2) IFRA is not obliged to retain the published ad after the end of the advertising contract.

§ 13 Miscellaneous

(1) If the advertiser is a legal person under public law or a special fund under public law or has no residence in the Federal Republic of Germany, Darmstadt is the exclusive court of arbitration for all disputes arising from the contractual relationship. However, IFRA is permitted also to proceed against the advertiser at his legal domicile. The place of performance of the mutual obligations under the contract is Darmstadt.

(2) Any subsidiary agreements, changes and additions must be in written form in order to be effective; this applies especially also for the removal of this rule.

(3) For all legal relationships of the parties to the contract the law of the Federal Republic of Germany shall exclusively apply, to the exclusion of the UN Convention on Contracts for the International Sale of Goods (CISG).

As of July 2007

Useful links

WAN-IFRA websites:

WAN-IFRA corporate website:	www.wan-ifra.org
IFRA:	www.ifra.com
IFRA Expo:	www.ifraexpo.com

Read WAN-IFRA Magazine at any time and everywhere:

All ePaper issues:	www.wan-ifra.org/ePaper
ePaper sample issue:	www.wan-ifra.org/ePaper_sample
Subscription form:	www.wan-ifra.org/subscribe

Always up to date:

WAN-IFRA Executive News Service:	www.wan-ifra.org/ens
WAN-IFRA Magazine - Focus Topics:	www.wan-ifra.org/focus_topics
WAN-IFRA Magazine - Industry Updates:	www.wan-ifra.org/industry_updates
WAN-IFRA Magazine - Weblog:	www.wan-ifra.org/weblog
WAN-IFRA Multiblogs:	www.wan-ifra.org/multiblogs
WAN-IFRA Summaries:	www.wan-ifra.org/summaries
IFRA Search:	www.ifrasearch.com
IFRA Special Reports:	www.ifra.com/specialreports
NewsGear	www.wan-ifra.org/newsgear
RSS Feeds	www.wan-ifra.org/rss

Register for WAN-IFRA Magazine website downloads:

www.wan-ifra.org/register

Send us your press releases:

Press release uploads: www.ifra.com/pressrelease

Useful links

Special links about special topics:

Advertising:	www.ifra.com/advertising
Editorial:	www.ifra.com/editorial
Editorial Suppliers Guide:	www.wan-ifra.org/guides/editorial
Emerging Media:	www.ifra.com/emerging-media
E-Reading:	www.ifra.com/e-reading
General Management:	www.ifra.com/general-management
IFRA Mailing Service:	www.ifra.com/mailingservice
IFRA Mobile Media Day:	www.ifra.com/mobilemediaday
IFRA Sponsoring:	www.ifra.com/sponsoring
IFRA Workshops:	www.ifra.com/workshops
Media Information:	www.wan-ifra.org/mediainfo
Mobile:	www.ifra.com/mobile
Mobile Suppliers Guide:	www.wan-ifra.org/guides/mobile
Prepress:	www.ifra.com/prepress
Print Production:	www.ifra.com/print-production
Suppliers:	www.ifra.com/suppliers
WAN-IFRA Events:	www.ifra.com/events
WAN-IFRA Membership:	www.wan-ifra.org/membership
WAN-IFRA Suppliers Directory Online:	www.ifra.com/suppliersdirectory
WAN-IFRA Suppliers Guides:	www.wan-ifra.org/guides