

WAN IFRA Editors Weblog

Media Information 2010



The screenshot shows the Editors Weblog website interface. At the top left is the logo for editorsweblog.org, described as a publication of the World Editors Forum. To the right is a banner for protecmedia, with the tagline 'Software & Services for Media Companies'. Below the banner is a navigation menu with links for All news, Analysis, Print Journalism, Multimedia, Editorial Direction, Web 2.0, Events, Archives, and Sources. On the right side, there are links for Jobs, Advertise, About us, and Contact us, along with a search bar and a newsletter subscription form. The main content area is divided into two columns. The left column, titled 'Latest News', lists several articles with dates, including 'Webcasting the news meeting: Is anyone out there?' and 'UK: Has journalism become the "most exclusive middle-class profession"?'. The right column, titled 'Analysis', features a featured article titled 'What is Twitter?' with a sub-headline 'Twitter for journalists and newsrooms: sourcing, publicising, connecting'. Below the featured article is a 'More Analysis' link. To the right of the analysis section is a promotional graphic for 'Making New Connections', the 17th World Young Readers Conference & Expo, held from 27-30 September in Prague, Czech Republic.

A publication of the World Editors Forum

The Editors Weblog is a World Editors Forum initiative designed to facilitate the diffusion of information relevant to newspapers and their editors.

Every day, our staff read more than 75 sources from around the world to find the most relevant news for newspaper editors.

We aggregate the latest news, give our own expert opinion, and follow up on the latest trends through interviews and case studies of the best innovations in: print and online convergence, newsroom management, editorial quality, citizen journalism, social media ..., and anything related to improving newspaper journalism.

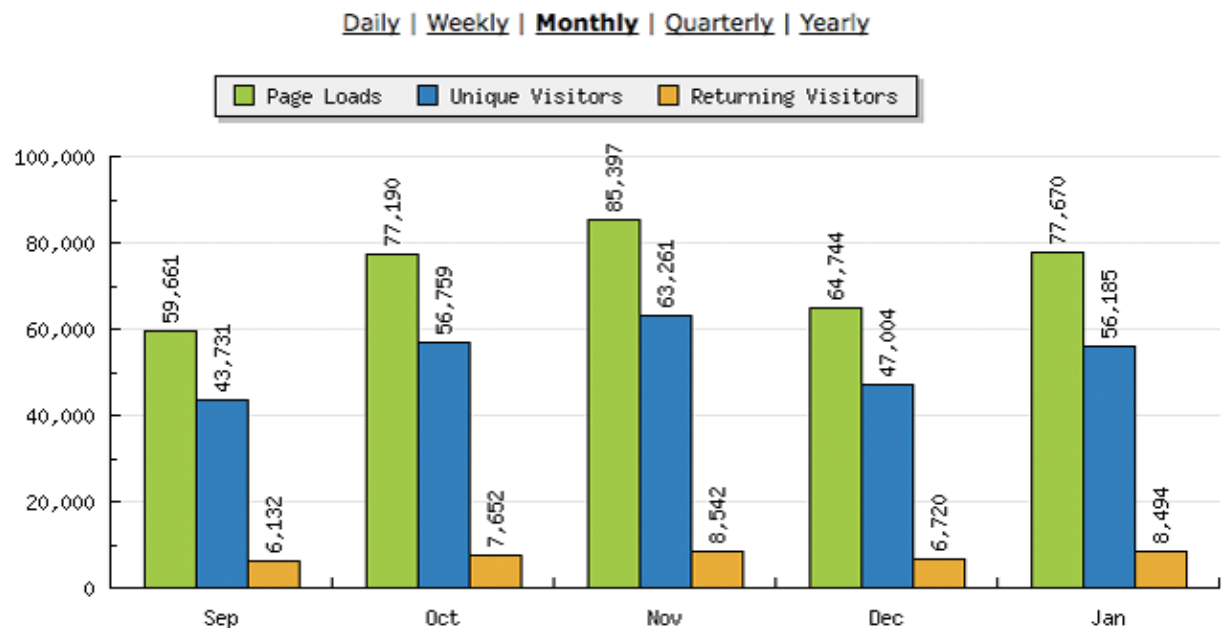
The Editors Weblog is the essential source for editors and senior news executives looking to stay abreast of the monumental changes affecting newspapers and journalism.

It has a truly global audience as demonstrated by the audience share by continent (through Xiti.com): 42% North America, 31% Europe, 15% Asia and approximately 5% Australia, Africa and South America each. 50% are either editors or senior management (27% editors) and nearly all respondents work in a newsroom or in the newspaper industry. The Editors Weblog daily newsletter is sent every weekday morning to over 2,500 newsroom executives.

Rates

Banner position	includes:	WAN-IFRA members:	Non members:
At the top of all webpages and weekly newsletter	website-banner: 728 x 90 pixel newsletter-banner: 468 x 60 pixel JPEG or GIF, linked with URL named by you or Flash, with embedded URL	EUR 1,000	EUR 1,200
Large box on the right column of all pages	website banner: 250 x 250 pixel JPEG or GIF, linked with URL named by you or Flash, with embedded URL	EUR 750	EUR 850

The banner positions are available right away and will be sold on a "first come, first served" basis.



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