

Editorial Content Guide

Every issue of **WAN-IFRA Magazine** will feature 4-5 significant articles, providing multi-faceted, multinational, multi-media, in-depth enterprise reporting on a wide range of topics. These topics will cover not only publishers' activities, but suppliers as well. Technology reporting has been a hallmark of the magazine's history and we reaffirmed that in 2010 with additional technical topics for all major production and business sectors. And there are other areas of the magazine and online components that play a significant role in everything we do, including these perhaps most-read sections:

- **Industry Updates:** We provide an overview and analysis of the major supplier-publisher announcements, whether it be the latest orders, installations and implementations. These are linked to more online coverage.
- **Developments:** Our senior editors will continue to provide up-to-date analyses of all major business and technical sectors, providing short interviews, giving their spin on the latest industry headlines, and previewing upcoming events.
- **WAN-IFRA Bulletin:** WAN-IFRA likes to keep its readers and members up to date on its latest activities, and this section provides a broad range of what the association is doing for its members and the industry.

JANUARY-FEBRUARY 2011

Order deadline: 22.11.2010 / Material deadline: 26.11.2010

Decision-Makers' Guide 2011

The annual guide for publishers to help set their agendas. We survey the industry to find out what they have put as top priorities for their 2011 budgets, and then present these topics with in-depth analyses about how publishers should address these issues, from a strategic and technical point of view. Some of the topics covered will include:

- Areas to monetise content
- Benchmarking your newsroom
- Cost-saving tips: outsourcing maintenance and other services, retrofitting presses, self-service ad placement, newsprint efficiency
- Technical tips to make tablets tick
- New ways to make print attractive
- Classified ad intelligence

Best-practice production

We kicked off this highly appreciated series of reports in 2010 in which we highlight some of the most innovative production operations in the world. Each report examines what makes that particular plant so special, in terms of technical innovation, efficiency, workflow, and strategy. What are the key technologies these publishers and printers are using?

Annual Business Report

Incisive financial analysis of how our industry is faring and where it is headed in the coming year, spotlighting the big dealings throughout key market segments in print and digital news publishing.

Press Freedom: Declaration of Table Mountain

We will give insights into the reality facing the independent press in Africa and how this campaign addresses the most pressing issues.

MARCH-APRIL 2011

Order deadline: 24.01.2011 / Material deadline: 28.01.2011

Newsroom: Hyperlocal successes & technologies

Connecting with local audiences and advertisers is becoming increasingly important. We profile a number of publishers who have created interesting initiatives aimed at making them the center of their communities, as well as what suppliers are helping them to connect with this audience.

Technical Review: Automatic density control systems

We will feature a series of articles on automation starting with density control systems and the role they play in production process. We will discuss how these systems have advanced to help publishers and printers substantially cut costs in printed waste while at the same time improving and securing consistent quality in the printing process.

Technical Review: Automatic image processing

Until recently, the automatic image processing of PDF page files was only offered by a few companies. However, as RGB and PDF workflows are becoming more common, other manufacturers have upgraded their software to these workflows. We will take a closer look at not only which suppliers are leading the field, but also a few case studies that bear that out.

World Young Reader Spotlight

In our continuing series of reports, we will feature a newspaper that is excelling in attracting young readers, and hear how this strategy is paying off with more than just image, but also the bottom line.

EXTRA EDITION: Tablet solutions & practice

Order deadline: 21.02.2011 / Material deadline: 25.02.2011

For detailed information, read extra sheet "EXTRA editions"

MAY-JUNE 2011

Order deadline: 21.03.2011 / Material deadline: 25.03.2011

Newsrooms in change

WAN-IFRA's annual Newsroom Summit takes place just before this edition goes to press and we will feature the highlights of the conference that will feature some of the most cross-media-minded newsrooms in the world. We will also talk to the numerous system providers who will be exhibiting at the Summit to see how they are helping those publishers.

Classified advertising: Strategy & technology

There is some truth to the charge when it comes to classified advertising, the industry slept through the early days of on-line. But recent events involving the likes of Schibsted and Axel Springer show that newspaper publishers are awake to the stakes and busy clawing back large sectors of the market. We will feature some of these pioneering efforts as well as feature some of the technologies supporting their efforts.

Best-practice production in postpress

The ability to turn the mailroom into a profit centre has become a reality, as publishers and printers utilise the latest technologies and flexibility to adapt products suited for their audience. With this report we feature a few companies who are doing just that and see what technologies, workflows and strategies they have in place to ensure success.

Basics of achieving colour quality printing

Our production specialists will report about the principal and relevant factors that help publishers and printers to lay a firm foundation for achieving continuous high-quality colour printing (equipment, materials, staff). What are the practical issues, training necessities, and material testing, for example, needed to reach this goal? And critically, how to measure and proof quality?

Event coverage

World Advertising Conference: This late February event in Malta will help publishers discover the best strategies and techniques to grow their advertising base – and bottom line.

Printing Summit: The early April event will shed light on the latest business strategies for producing today's highest-quality print products.

EXTRA EDITION: Semi-commercial's impact on printing and postpress

Order deadline: 26.04.2011 / Material deadline: 29.04.2011

For detailed information, read extra sheet "EXTRA editions"

JULY-AUGUST 2011

Order deadline: 23.05.2011 / Material deadline: 27.05.2011

Leading trends heading into IFRA Expo 2011

WAN-IFRA's editors and research specialists get an early start on analysing what trends are taking shape leading up to IFRA

Expo, what visitors should keep their eyes on in the various sectors, and what new developments we might see from suppliers. This will include previews on editorial and advertising, prepress, press, and mailroom, and everything electronic.

Paid content: What's working

This in-depth report will be dedicated to show how publishers, with the support of suppliers, are bringing in revenue streams, new and old. First we start with what so many in the industry are talking about: monetising content, especially online. A number of newspapers have rolled out paid content models in the past year and are planning to do so in 2011. We take a closer look at how these efforts are panning out.

Product Innovation

We started this series of articles last year with an EXTRA edition dedicated to publishers and companies who are truly creating dynamic products for their audience. With this report, we will feature a few publishers who launched products in the last year and see where they stand.

Optimised energy usage in production

With publishers and printers trying to save wherever they can, we examine just where printing plants and mailrooms can optimise energy consumption in their production processes. We will talk to a number of publishers who have been exercising energy-savings programmes, and talk to the suppliers who can help them attain their goals.

Event coverage

Digital Media Europe: The mid-April event in Amsterdam will provide a true glimpse into what publishers are experimenting with in this ever-emerging sector.

Newsroom Summit: Everything editorial will be discussed and debated at this June event in Zurich, Switzerland.

SEPTEMBER-OCTOBER 2011

Order deadline: 08.08.2011 / Material deadline: 12.08.2011

IFRA Expo 2011 preview

As IFRA Expo 2010 showed, the industry can expect a number of new developments to be announced and unveiled at the event. WAN-IFRA's editors and research specialists provide a comprehensive preview of what visitors can expect to see in Vienna. Whether it be the latest mobile/e-reading/tablet solutions to hit the market, for example, or content management system updates, or workflow solutions for prepress, or new advertising modules, or new designs in press and mailroom equipment, our team has done its homework and offers clear advice for Expo visitors.

Best-practice production

Our series of reports highlighting some of the most innovative production operations in the world continues. We will examine what makes that particular plant so special, in terms of technical innovation, efficiency, and workflow. What are the key technologies these publishers and printers are using?

Innovative advertising

Today, more and more news publishers are going well beyond the traditional static print advertisement to offer highly creative ads that readers will talk about and remember. We take a look at some of the most innovative formats and examples, and the technologies that are playing a vital role.

World Young Reader Spotlight

Continuing this series, we will feature a newspaper that is excelling in attracting young readers.

NOVEMBER-DECEMBER 2011

Order deadline: 26.09.2011 / Material deadline: 30.09.2011

IFRA Expo 2011 review

WAN-IFRA's editors and specialists will provide a comprehensive report on all major developments from IFRA Expo 2011 in Vienna, including significant articles on:

- Editorial
- Advertising
- Emerging media solutions
- Workflow
- Prepress
- Printing
- Postpress, and more...

WAN-IFRA Congress & Editors Forum review

All of the biggest names in publishing will be on hand for the premier event of the year to share their publishing strategies before an international audience. We will highlight a number of these success stories, as well as the issues surrounding today's journalistic challenges and opportunities.

International E-Reading & Tablet Conference summary

Some of the most innovative and pioneering publishers in this realm will be on-hand in Vienna to share their experiences with e-publishing.

EXTRA EDITION: Cross-Media Advertising System Review

Order deadline: 24.10.2011 / Material deadline: 28.10.2011

For detailed information, read extra sheet "EXTRA editions"

JANUARY-FEBRUARY 2012

Order deadline: 21.11.2011 / Material deadline: 25.11.2011

Decision-Makers' Guide 2012

The annual guide for publishers to help set their agendas. We survey the industry to find out what they have put as top priorities for their 2012 budgets, and then present these topics with in-depth analyses so executive officers, top editors, technical directors and advertising/marketing managers can get a good overview of what to expect in the coming year.

Best-practice production

Our series of reports highlighting some of the most innovative production operations in the world continues. Each report will examine what makes that particular plant so special, in terms of technical innovation, efficiency, and workflow.

Annual Business Report

Incisive financial analysis of how our industry is faring and where it is headed in the coming year, spotlighting the big dealings throughout key market segments in print and digital news publishing.