

WAN IFRA SFN blog

Media Information 2010



World Association of Newspapers News | The Editors Weblog | Arab Media | African Media | World Editors Forum

sfnblog.com
Shaping the Future of the Newspaper

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All news | Industry Trends | Mobile | Advertising | Employment | Circulation & Readership | Printing & Production | Ownership & Regulations | Print Data | Financials | Launches & Closures | Archives

4 September 2009

Latest News

- Regina Leader-Post to begin outsourcing jobs
- Social networking sites gain acceptance from online advertisers
- What will Apple announce Sept. 9?
- North America's largest French language newspaper threatened with closure
- Financial Times incorporates digital signage at key London retail points
- Report: M-Commerce in U.S. is still immature
- Seattle Post-Intelligencer partners with Zillow
- Sony reveals e-reader aimed at newspapers

Industry Trends

Search Engine Satisfaction

Study: Ads on sites consumers like generally see better results

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RAP21

Shaping the Future of the Newspaper – Weblog

Since 1997, the World Association of Newspapers has partnered with some of the most prominent brand names in the media industry in order to provide newspaper publishers with actionable, strategic plans about the multiple challenges facing the industry.

The Shaping the Future of the Newspaper project was born to help newspapers address short-term and long-term plans to survive and thrive in the changing media environment.

The SFN project identifies multiple topics of import to publishers' operational and strategic opportunities, and develops reports on these topics, which include step-by-step strategies, case studies, and analysis of trends.

The Shaping the Future of the Newspaper Blog offers advertising on both the website and daily newsletter. With a global audience of publishers and newspaper executives visiting the site each day, the SFN Blog is the ideal place to market your products and services.

Rates

Banner position	includes:	WAN-IFRA members:	Non members:
At the top right corner	website-banner: 728 x 90 pixel JPEG or GIF, linked with URL named by you or Flash, with embedded URL	EUR 750	EUR 850

The banner position is available right away and will be sold on a “first come, first served” basis.

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.