



The Guidebook of the News Publishing Industry

The most authoritative source of data

Affectionately called "The Guidebook of the News Publishing Industry" by media executives across the globe, World Press Trends is the primary and most authoritative source of data on the industry worldwide. Covering all 233 countries and territories where newspapers are published, the annual report presents vital statistics and analyses of both the industry as a whole, as well as individual media markets.

World Press Trends is designed to provide essential practical and statistical support for media directors, consultants, researchers, analysts and suppliers, thereby helping them to keep up with the changes taking place in the media industry around the world.

It is available as a Global edition plus 4 regional edition (Africa, Americas, Asia and Europe) in print and as PDF version.

Target audience

World Press Trends is designed to provide essential practical and statistical support for media directors, suppliers, consultants, investors, researchers and analysts, thereby helping them to keep up with the changes taking place in the media industry around the world.

The report is distributed to WAN-IFRA members, as well as other newspaper and media executives and market players. In addition, the report is marketed to all executives in our database (approx. 30,000) and sold separately.

It is used as a reference tool throughout the year, and often longer.

Rates

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