

WE CARE ABOUT PRINT

- and heard you do, too!

PLACE YOUR FULL PAGE AD ON BOTH REPORTS AT A DISCOUNTED RATE

WAN-IFRA Reports identify, analyse and promote important breakthroughs and opportunities that can benefit news publishers all over the world.



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€6.000 TOTAL THAT WILL GET YOU:

- 1 full page advert on The Sustainability of Newspapers report
- 1 full page advert on the Time Spent Reading News Brands report
- 1 full page advert on the ICQC Winners Book
- 1 free banner ad on 1 Word Printers Forum newsletter
- 10 copies of the ICQC Winners Book
- Stage Appearance at Expo to handout an award
- Logo Placement in all ICQC (2018-2010) communications.

SPONSOR BOTH OF OUR PRINT REPORTS FOR 3.500 EUROS

Regular rate: 4000 euros (2000 euros each), save 500 euros by combining both WAN-IFRA reports to get this special rate. Here is a description of their content, on request we will send you a draft of the reports.

Time Spent Reading News Brands

Print-digital performance, online-only effects, and long-term trends

This study is based on data concerning regional and national newspapers in the UK. Author Dr. Neil Thurman is Professor of Communication in the Department of Communication Studies and Media Research at the LMU in Munich. Statements of newspaper experts from around the globe complement the report. Thurman concentrates on the time news consumers spend reading. He concludes: "The loyalty and attentiveness of print readers, and the consequent visibility of newsprint as an editorial and advertising medium, is something that many have overlooked in the dash to digital."

The Sustainability of Newspapers

Paper is a sustainable raw material. The paper industry depends on sustainable forest management to provide a reliable supply of wood fibre. Around 70 percent of paper consumption in developed countries is recovered, making it one of the most recycled materials.

Consumers trust, enjoy and gain a deeper understanding of information read in print, with signs of digital fatigue and concern for security and privacy evident. Newspapers are strong when it comes to sustainability, but need to focus on efficiency, improve measuring of its impacts, work to achieve robust targets for improvement and consider certification.

ICQC EXCLUSIVE CATEGORY SPONSORSHIP BENEFITS

FULL PAGE ADVERTISEMENT

in the ICQC Book, to be published and distributed at IFRA / DCX 2018, in Berlin

STAGE APPEARANCE

a special invitation to be on stage at Expo and handout the ICQC awards to winners

WINNERS BOOK

10 copies of the International Color Quality Club Book for you and your customers

LOGO PLACEMENT

on all communications material, website and associated newsletters and the monthly reports to participants



PROMO PRICE: 2500 EUROS

Regular rate: 3000 euros, save 500 euros by combining two WAN-IFRA report sponsorships to get this special promo price. Free banner ad included!

If you wish to secure the combined special offer for 6000 euros, please contact us **before 20 July 2018**:

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