

MPA Associate Member

MEMBERSHIP BENEFITS & SERVICES FOR DIGITAL & TECHNOLOGY COMPANIES

mag-a-zine

A magazine refers to branded, edited content generally supported by advertising and delivered in print or other forms.

mis-sion

To advance the interests of magazine publishers with the advertising community, the government, the press and the public.

We provide support to our members in the following ways:

- encouraging editorial excellence and expanding the market for magazine brands
- promoting the value and benefits of advertising across all platforms
- championing the rights of editors and publishers before Congress, the courts and state governments
- informing and educating our members about changes in technology, law and industry best practices

po-si-tion-ing

Magazine brands engaging audiences through edited content and community

MPA offers you exclusive ways to help the magazine industry navigate the digital and technological transition via the:

- **Discovery of emerging digital platforms and business models** enabled by new technology
- **Presentation of digital and technological insights**, best practices and case studies at MPA conferences, seminars, forums and webinars
- **Protection of your business interests** including the defense of online advertising practices from legislative and regulatory challenges impacting the growth of the behavioral advertising market
- **Collaboration with magazine leadership** and digital/technology colleagues in shaping policy, establishing guidelines, standards and best practices by serving on MPA councils, committees and task forces
- **Drive for industry research** on digital/technology developments and trends
- **Partnerships with key magazine properties** and opportunities for new business development

As an associate member, MPA offers you:

- Unparalleled **networking opportunities** at MPA members-only events with **access to the magazine and advertising elite**
- Opportunities to sponsor industry events to **maximize exposure to your brand**
- **Promotional/marketing opportunities** to extend discounted rates for your business products and/or services to MPA's membership consisting of 225 domestic publishing companies with more than 1,000 titles, nearly 50 international companies and more than 100 associate members
- **Access to valuable industry information, research and expertise** through MPA's Information Center, newsletters, mailings and events
- **Exclusive savings and discount offers** on programs and events including conference admissions and professional development courses

MPA

