

Join EMMA's network to create a unique alliance

Who is EMMA?

The **European Magazine Media Association (EMMA)** is a non-profit, membership based organization located in Brussels whose mission is to promote and protect the interests of European magazine publishers vis-à-vis the European Institutions.

EMMA represents **15.000 magazine publishing houses**, publishing more than **50.000 titles on all platforms**. The membership is composed of 27 national associations representing 19 countries, international associations and 23 corporate publishing companies, such as Axel Springer, Roularta Media Group, Sanoma Media and the Economist Group. For more information, visit our website: www.magazinemedi.eu

What does EMMA do?

EMMA shapes the legislative environment for Europe's magazine media by tackling such issues as the digital future of the press, press freedom and the future of advertising. Our goal is to promote legal certainty, a level playing field and the flexibility to allow Europe's magazine media to innovate and proactively shape Europe's future media landscape.



EMMA is also the initiator and host of the think-tank initiative, the **Future Media Lab.**, via which additional opportunities for networking and knowledge-sharing are organized. The **Future Media Lab.** provides a unique space for media experts, stakeholders and politicians to open a dialogue about the future media landscape. For more information on the **Future Media Lab.**, visit: www.futuremedialab.info

Who can join?

EMMA welcomes stakeholder organizations with a commitment to working on Europe's future media landscape.

Strategic partners are able to benefit from the unique alliance EMMA has curated between publishing houses and politicians. Partners are invited to exclusive events organized within EMMA's network, and are kept up-to-date about the leading legislative challenges facing the magazine media sector as well as the latest industry trends.



Your tailor-made partnership could start today!

Strategic partners are able to take advantage of a number of benefits by joining EMMA. These include benefits related to visibility, information gathering and knowledge sharing, and networking. To see an overview of some of the concrete benefits of EMMA's strategic partner program, please consult the table on the back of this paper.

Partnerships are tailor-made to suit the needs of partnering organizations, so to learn more about how establishing a strategic partnership with EMMA can benefit for your organization, please contact **Executive Director Max von Abendroth**.


Contact: max.abendroth@magazinemedi.eu

Strategic Partnership Packages 2014

Benefits for EMMA Strategic Partners

Standard Premium

Networking

■ Invitations to EMMA events and exclusive meetings	✓	✓
■ Facilitated access to EMMA's network of publishing house representatives, CEOs and industry experts	✓	✓
■ Involvement in relevant expert groups (Sustainability Committee, Publishing Online Group, etc.)	✓	✓
■ One presentation per year to the EMMA Board at either a Board lunch or dinner	✓	✓
■  Becoming a partner of the Future Media Lab. think-tank	available at additional cost	✓
■ Opportunity to organize an EU Study Tour in Brussels. This tour is a 1.5 day event to meet with EU politicians and key stakeholders on specific topics	available at additional cost	available at additional cost

Visibility

■ Joint press release announcing the partnership	✓	✓
■ Branding on the EMMA website as a strategic partner	✓	✓
■ Recognition in all EMMA publications and possible advertising opportunities	✓	✓
■ Placement of an article in EMMA's magazine	✓	✓
■ Logo included in weekly newsletter	✓	✓
■ Special visibility in the EMMA context as a premium partner (website, EMMA magazine, EMMA publications, etc.)		✓
■ Opportunity to host one EMMA VIP dinner/lunch (max. 10 people) with selected people from the EMMA network on a specific topic		✓

Information

■ Regular sharing of information about the relevant legislative challenges of the publishing sector	✓	✓
■ Face-to-face briefings with EMMA 2x per year to update each other on latest developments	✓	✓
■ Subscription to EMMA's weekly newsletter, which will keep you informed of EMMA's activities	✓	✓

EARLY BIRD OFFER:
-30% when contract signed before 1 Oct 2013

Fees:

- **Standard:** 18.000€ p.a. (15.000€ p.a. when committing for three years)
- **Premium:** Standard fee + 7.500€ p.a.

SPECIAL TRIAL OFFER:
-30% off your first year!*

*valid for standard package; can be combined with early bird offer for a discount of 60%!