Your invitation to join

International News Media Association

Learn the benefits of INMA membership
INMA is the world’s leading ideas platform for news media companies seeking to enhance their strategy, brand, audience, and revenue.

As a media lover, I believe in the future. INMA is a great privilege to me because I get inspired by the best and share ideas with friends. These ideas let me shake creativity at home."

Martha Ortiz, Editor
El Colombiano, Colombia

Join INMA now at www.inma.org/membership
What we do

Surface best practices
Our members contribute thousands of case studies, blogs, conference presentations, and interviews to share with peers

Connect peers
An unparalleled online peer directory connects you with like-minded executives worldwide, alongside personal introductions by INMA

Inspire change
INMA passionately advocates a multi-platform vision for the future of media along with recommendations to transform

Spot trends
Through its constantly contributing membership network, INMA often sees trends before others – the ultimate insider’s insider

Espen Egil Hansen, CEO and Editor-in-Chief
Aftenposten, Norway

“In a time of rapid change, it is impossible to find all the right answers yourself. Through INMA I get to know media executives from all over the world. It all adds up to an invaluable network of people I can phone, visit, or e-mail to discuss topics or seek advice.”
I can’t count the number of times over the years I’ve turned to INMA when tackling a strategic challenge or opportunity. Even in a big company, our thinking can get insular. It’s really refreshing and valuable to network with others who have proven ideas and who are tackling the same opportunities.”

Michelle Krans, Senior Vice President/Strategy and Development
Gannett, United States

Join INMA now at www.inma.org/membership
Our contributions to the news industry

Latest ideas from members
We show the news media industry the fantastic work in audience, revenue, and brand growth of our members

Conferences worldwide
INMA conducts 15+ annual conferences, seminars, and study tours in Asia, Europe, Latin America, and North America

P.R. for news industry
We share our members’ successes with our worldwide public relations network along with association views on industry issues

Global Media Awards
INMA rewards media excellence on the grandest stages: the best in brand-building, product creation, advertising, audience development, insights, innovation

Sanjay Gupta, CEO and Editor-in-Chief
Jagran Prakashan Ltd., India

“INMA is important to me to give in-depth perspective of diverse print and digital news media across the globe. It prepares me to guide my company as the scenario changes in my country.”

Join INMA now at www.inma.org/membership
What our community stands for

Journalism without an audience is pointless

“Different” is as important as “better”

Get the audience right and the money will follow

Look internationally for the “different” ideas

The key organising principle is audience-first

The future is digital

Print will continue to play a vital role

Culture is the foundation for change

The most free press is the most profitable press

Trude B-J Margel, Commercial Director
Itera AS, Norway

“INMA has a unique position with its quick turnarounds and up-to-the-minute reports on key factors that affect us as an industry, who we can learn from, and how we can share our experiences.”
INMA is important to me as it’s a diverse, international media community that provides a rich, vital, and vibrant source of ideas. The exchanges that INMA facilitates are always important but even more so now, given the extraordinary pace of change in media consumption habits.”

Stephen Dunbar-Johnson, President, International
The New York Times
INMA is different from other associations because of the value delivered to members, the quality of programming, daily blogs focused on what’s going on now, robust thought leadership, and a membership base that serves up endless networking opportunities.”

Susie Gray, Publisher
Austin American-Statesman, United States

How you can contribute

Blog contributor
Group discussion leader
Regional board member
Conference speaker
Subject matter expert
International board member
Webinar presenter
Committee/working group member
Share your stories and expertise!
Where INMA fits

The **global news media industry today** consists of 6,500+ daily newspapers, 200,000 magazines, and countless digital news outlets. They use nearly 500 associations to lobby governments, support press freedom, promote their brands to advertising communities, and coordinate group purchases.

Amid that universe of associations, **INMA is the only global community dedicated to crowdsourcing ideas to grow the audience and revenue of news media companies.**

Chang-hee Park, Chief Operating Officer
Joong-Ang Ilbo, South Korea

“INMA is a living repository of lessons that provide us advice for the future. It is an organisation that shows the swift changes we need to make in order to survive.”

Join INMA now at www.inma.org/membership
INMA is a catalyst for new ideas and fresh leadership among news media companies hungry for knowledge and change. Today, the vibrant INMA community consists of 10,000+ executives at 700+ news media companies in 70 countries, constantly and transparently contributing to knowledge creation via:

- Board and committee discussions that prioritise and lead
- Case studies that inspire and guide
- Blogs that challenge and compel
- Conferences that push us outside our comfort zones
- Awards competitions that raise the bar for excellence
- Reports that clarify and benchmark
- Corporate Member Consulting and Coaching (additional fees apply)
- Discussion forums that provide immediate answers
- Social media that keeps us in the loop in real-time
- Interviews with decision-makers that force us to aspire
- Webinars that remind us of the big issues facing media companies

Jim Moroney, CEO
The Dallas Morning News, United States

“INMA is important to me because it gives me access to the most innovative, up-to-date ideas in the news publishing business. Many of these ideas are the basis for us to consider how we can change our company to meet the challenges of publishing in the digital era.”
Make INMA central to you

Companies that collaborate succeed more often than companies that go it alone. That is true in normal times, and it is true in the exponential times in which we operate today.

Give your company and your employees the collaborative tools of a powerful ideas association like INMA.

INMA membership will connect you to the right ideas from the right people at the right companies in the right places of a fast-changing media landscape.

Don’t settle for the comfort of second-best. Try something different today. Make INMA central to your road map.

Rajiv Verma, CEO
HT Media, India

"INMA has helped make us more externally focused. It has allowed us to continuously keep track of the latest around the world, as well as to challenge ourselves to benchmark with the best. There is no other industry association that picks up the most relevant business model and brand issues.”
Membership packages

**Individual** US$795

- INMA.org total access
- Reports/publications
- Industry headlines
- Conference discounts
- Daily e-newsletter
- Conference summaries
- Conference presentations
- Best practices archive
- Member Directory
- Vendor directory
- Videos
- Webinars
- Commenting / discussion
- Latest blogs
- INMA announcements

**Corporate** US$7,500 and up

- INMA.org total access
- Reports/publications
- Industry headlines
- Conference discounts
- Daily e-newsletter
- Conference summaries
- Conference presentations
- Best practices archive
- Member Directory
- Vendor directory
- Videos
- Webinars
- Commenting / discussion
- Latest blogs
- INMA announcements
- Consulting services
- Advertiser presentations
- Corporate presentations
- Extend membership to an unlimited number of employees
- Conference discounts for all company employees

**Media Start-up** US$2,500

- INMA.org total access
- Reports/publications
- Industry headlines
- Conference discounts
- Daily e-newsletter
- Conference summaries
- Conference presentations
- Best practices archive
- Member Directory
- Vendor directory
- Videos
- Webinars
- Commenting / discussion
- Latest blogs
- INMA announcements
- Extend membership to 20 employees
- Conference discounts for 20 employees

**University** US$1,000

- INMA.org total access
- Reports/publications
- Industry headlines
- Conference discounts
- Daily e-newsletter
- Conference summaries
- Conference presentations
- Best practices archive
- Member Directory
- Vendor directory
- Videos
- Webinars
- Commenting / discussion
- Latest blogs
- INMA announcements
- Extend membership to an 50 faculty and students
- Conference discounts for 50 faculty and students

**Individual Academic** US$195

- INMA.org total access
- Reports/publications
- Industry headlines
- Conference discounts
- Daily e-newsletter
- Conference summaries
- Conference presentations
- Best practices archive
- Member Directory
- Vendor directory
- Videos
- Webinars
- Commenting / discussion
- Latest blogs
- INMA announcements
Membership application

Corporate Membership
☐ Yes, I want to apply for Corporate Membership

Company information
Company ____________________________
Address ______________________________
City _________________________________
State/Province _______________________
Country ______________________________
Postal/Zip Code _______________________
Telephone ____________________________
Fax _________________________________
Web site ______________________________

Corporate member fees
☐ Company Membership US$7,500
   (Unlimited number employees for single title or company)
☐ Group Membership US$7,500 minimum
   (Additional titles/offices US$1,000 each)
   ____________ Number of titles/offices you want to include with the Group Membership

Payment method
☐ My check is enclosed made payable to INMA in U.S. dollars drawn on a U.S. bank

☐ Bank transfer in U.S. dollars to: INMA, Account Number 881 939 862, Chase Bank (ABA: 111 000 614), SWIFT CHASUS33, Dallas, Texas, USA
   (bank charges and commissions to be paid by sender)

☐ Charge my fee to: ☐ MasterCard ☐ Visa ☐ AMEX
   Credit card number ____________________________
   Expiration date ______________________________
   CVC2 code (3- or 4-digit) ______________________
   Name on credit card __________________________
   Signature ____________________________________

Individual Membership
☐ Yes, I want to apply for an Individual Membership at US$795 per year

Individual information
☐ Mr. ☐ Ms. ☐ Dr. ☐ Other _______________________
First name ________________________________
Last name _________________________________
Job title/function ___________________________
Company __________________________________
Company owner ____________________________
Address ___________________________________
City _______________________________________
State/province _____________________________
Postal/zip code ____________________________
Telephone _________________________________
Fax _________________________________________
Web site ___________________________________

For an Individual Membership, you will be e-mailed a user name and password for online access to your INMA benefits. For Company and Group memberships, you will be contacted with payment information and a separate application form for individuals attached to your membership. Kindly fax this form to INMA at +1 214 373-9112 or e-mail membership@inma.org. These membership dues rates are good through December 31, 2018
Membership application

Media Start-up Membership

☐ Yes, I want to apply for Media Start-up Membership

INMA offers the equivalent of a corporate membership to news media-related companies less than 3 years of age and fewer than 20 employees. The qualifying start-up has not yet made a profit or generates less than US$3 million per year in revenue. The company works toward innovation, development, and commercialisation of new products, processes, or services driven by and for the news media industry. Up to 20 employees may be included with the membership.

Company information

Company ___________________________________________________________________________

Address _______________________________________________________________________________

City __________________ State/Province __________________

Country ___________________

Postal/Zip Code __________________ Telephone __________________

Fax __________________ Web site __________________

Start-up member fees

☐ Company Membership US$2,500
   (Unlimited number employees for single company)

Payment method

☐ My check is enclosed made payable to INMA in U.S. dollars drawn on a U.S. bank

☐ Charge my fee to: ☐ MasterCard ☐ Visa ☐ AMEX

Credit card number __________________

Expiration date __________________

CVC2 code (3- or 4-digit) __________________

Name on credit card __________________

Signature __________________

Today’s date __________________

For Media Start-up memberships, you will be contacted with payment information and a separate application form for individuals attached to your membership. Kindly fax this form to INMA at +1 214 373-9112 or e-mail membership@inma.org.

These membership dues rates are good through December 31, 2018.
Membership application

University Membership

☐ Yes, I want to apply for University Membership at US$1,000 per year

To encourage the development of young media professionals and a deeper connection between news media and academia, INMA offers the equivalent of corporate membership to qualified universities. Full-time teaching faculty may apply for INMA membership for themselves and their students. A letter on college or university letterhead must be received with the faculty member's name and up to 50 full-time faculty and students for inclusion in this membership.

University information

University ____________________________
Address ____________________________
City ____________________________
State/Province ____________________________
Country ____________________________
Postal/Zip Code ____________________________
Telephone ____________________________
Fax ____________________________
Web site ____________________________

Payment method

☐ My check is enclosed made payable to INMA in U.S. dollars drawn on a U.S. bank

☐ Bank transfer in U.S. dollars to: INMA, Account Number 881 939 862, Chase Bank (ABA: 111 000 614), SWIFT CHASUS33, Dallas, Texas, USA (bank charges and commissions to be paid by sender)

☐ Charge my fee to: □ MasterCard □ Visa □ AMEX
Credit card number ____________________________
Expiration date __________ CVC2 code (3- or 4-digit) ______
Name on credit card ____________________________

Signature ____________________________

Today’s date ____________________________

Individual Academic Membership

☐ Yes, I want to apply for an Individual Membership at US$195 per year

Individual Academic Membership applies to full-time teaching faculty or full-time enrolled students at a recognised college or university in a news media industry-related degree programme. To qualify, individuals must have an e-mail address that contains .edu or the global equivalent. Students must present a copy of their college-issued ID with a current date or the global equivalent. Professors or other instructors must have the title of professor, instructor, or global academic equivalent in their title.

Individual Academic information

☐ Mr. ☐ Ms. ☐ Dr. ☐ Other ____________________________
First name ____________________________
Last name ____________________________
Job title/function ____________________________
University ____________________________
Company owner ____________________________
Address ____________________________
City ____________________________
State/province ____________________________
Postal/zip code ____________________________
Country ____________________________
E-mail (must contain .edu or global equivalent) ____________________________

Company telephone ____________________________
Mobile telephone ____________________________
Fax ____________________________
VAT number (if applicable) ____________________________

Signature ____________________________

For an Individual Academic Membership, you will be e-mailed a user name and password for online access to your INMA benefits. For University memberships, you will be contacted with payment information and a separate application form for individuals attached to your membership. Kindly fax this form to INMA at +1 214 373-9112 or e-mail membership@inma.org. These membership dues rates are good through December 31, 2018.
Is INMA membership for you?

Join the world’s leading ideas platform for and innovative community of news media companies seeking to enhance strategy, brand, audiences, and revenue.