Your invitation to join

International News Media Association
INMA’s focus is global and its mission is education. Having access to best practices, innovation, and expertise of some of the top publishers has been a tremendous value to me and my organization. INMA’s commitment to regular virtual workshops make training on some of the top issues facing our industry very accessible to members.”

Maribel Perez Wadsworth, President, Gannett | USA Today Network

When you need INMA, we’re there for you — wherever you are

INMA is the world’s leading ideas platform for news media companies seeking to enhance their strategy, brand, audience, and revenue.
The International News Media Association (INMA) is a global community of market-leading news media companies reinventing how they engage audiences and grow revenue in a multi-platform environment.

800+ NEWS MEDIA COMPANIES

92 YEARS OF SERVICE
INMA is the news media industry’s foremost ideas-sharing network with members connected via conferences, reports, Webinars, connectivity tools, and an unparalleled collection of best practices.

20,000+ MEMBERS

80+ COUNTRIES
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

“Being part of the INMA community allows us to make connections with brilliant professionals worldwide. INMA has positively impacted my career and contributed to the success of my company for over 15 years.”

Marcelo Benez, Chief Commercial Officer, Folha de S.Paulo, Brazil
INMA proves a vital connection for us into the wider world of media, innovation, and ideas. We value our membership very highly. INMA research and expertise are excellent, thought-provoking, and relevant. Equally, INMA has been a great platform to make connections with like-minded people and teams.”

Sinead Boucher, CEO
Stuff, New Zealand

PERKS & BENEFITS

Exclusive benefits of membership

- Just-in-time reports
- Connection to international peers
- Conference presentations
- Webinars + peer chats
- Daily updates
- Global best practices
- Industry headlines
- Master Classes
- Access to professional staff
- Confidential briefings

- Initiatives: Advertising, Digital Platforms, Newsroom, Product, Readers First, Smart Data, and Young Professionals
- Ideas from members worldwide
- Company connection service
- Conference discounts
- Data + benchmarking
- Corporate member consulting and coaching (additional fees apply)
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.”

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

**NEWS CONTRIBUTIONS**

**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 13+ annual conferences, seminars, and study tours in Africa, Asia, Europe, Latin America, and North America

**Webinars**
> 70 INMA Webinars take place during the year on the most crucial topics for the news industry

**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
INMA has been a key partner for enriching discussions, trainings, and a highly valuable global network. Now more than ever, leveraging expertise from around the world is helping us find new ways to innovate. For our team, INMA is a great place to connect, discover, share, and create.

Maria Eugenia Ferre Rangel, Chairwoman of the Board of Directors, GFR Media

• Journalism without an audience is pointless
• “Different” is as important as “better”
• Get the audience right and the money will follow
• Print will continue to play a vital role
• Culture is the foundation for change
• The key organising principle is audience-first
• The future is digital
• The most free press is the most profitable press
• Look internationally for the “different” ideas
Subjects on which INMA leads

- Readers First
- Product
- Advertising
- Digital Platforms
- Distributed content
- Adblocking
- Revenue Diversification
- Innovation
- Smart Data
- Programmatic
- Mobile
- Video
- Culture Change
- Social Media
- Strategic Product Development
- Audio
- Audience
- Readership and Engagement
- Digital Subscriptions
- Brand

“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.”

Chang-hee Park, Chief Executive Officer
Joong-Ang Ilbo, South Korea
From learning to networking opportunities, INMA is the best investment news organisations can make for their employees or individuals for themselves - especially for younger talent ready to take up new challenges in the industry. INMA is an essential toolkit for your career development.”

Virginia Stagni, Head of Business Development, Financial Times

Primary focus of members (the numbers)

- Newsrooms: 3,435
- Other: 2,800
- Leadership: 2,768
- Audience: 2,411
- Product: 2,145
- Advertising: 2,121
- Marketing: 2,043
- Business Intelligence: 1,556
ADD YOUR VOICE

INMA offers a wealth of insights and inspiration, indispensable for any ambitious media professional. It is no coincidence that the most advanced news companies in the world, whether small or large, are strongly committed to the INMA network.

Gert Ysebaert, Chief Executive Officer, Mediahuis NV, Belgium

• 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.

"INMA has been a big part of our transformation journey. We have the opportunity to share learning with others and have amazing exposure to industry peers who are getting it right with business innovation, new revenue models, newsroom transformation, and product development."

Vasantha Angamuthu, CEO, Africa News Agency, South Africa
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.”


- 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
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.

Thanks to INMA, I not only gained valuable industry insights and practical advice that really matters, but I also got to know inspiring leaders inside the media industry. A unique network and knowledge hub and a true career booster for every media professional.”

Katharina Neubert, Chief of Staff, BILD
## Membership packages

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<td>50 FACULTY AND STUDENTS</td>
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Corporate membership application

Company information

Company ____________________________________________
Address ____________________________________________
City ________________________________________________
State/Province ________________________________________
Country _____________________________________________
Postal/Zip Code _______________________________________
Telephone ____________________________________________
Fax __________________________________________________
Web site ______________________________________________

Billing contact ________________________________________
(The billing contact is the person who will receive and process INMA membership invoices.)

Ambassador __________________________________________
(The ambassador acts as a liaison between the INMA membership team and your organization, relaying key messaging and ensuring your membership list is updated.)

Corporate member fees US$8,500
Corporate membership fees are based on the number of titles/offices you want included in your corporate membership. Each title/office may sign up an unlimited number of employees for INMA membership benefits.

Number of titles/offices you want to include with the corporate membership
• (1-8 titles/offices) US$8,500
• (9 or more titles/offices) at US$1,000 per title/office

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 _________________________________________

Membership Questionnaire

How did you hear about INMA?
__________________________________________________
__________________________________________________

What INMA benefits are most important to you?
☐ Access to INMA experts
☐ Awards programmes
☐ In-person conferences
☐ In-person study tours
☐ Newsletters
☐ Online content and resources
☐ Peer to peer connections
☐ Regional summits
☐ Virtual master classes
☐ Weekly webinars
☐ Other __________________

What are your business priorities for the upcoming year?
☐ Generative AI
☐ Newsroom Transformation
☐ Product & Tech
☐ Subscriptions
☐ What’s happening with Big Tech platforms
☐ Other __________________

Signature __________________________________________
Today’s date ________________________________________

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, 2024.
Individual membership application

Individual information
☐ Mr. ☐ Ms. ☐ Dr. ☐ Other __________________________
First name ________________________________
Last name ________________________________
Job title/function ____________________________
Company _________________________________
Company owner ____________________________
Address _________________________________
City ________________________________
State/province ____________________________
Postal/zip code ___________________________
Country _________________________________
E-mail _________________________________
Company telephone __________________________
Mobile telephone __________________________
Fax ________________________________
Web ________________________________
VAT number (if applicable) __________________

Individual member fee US$795

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 ________________________________

Membership Questionnaire

How did you hear about INMA?
________________________________________
________________________________________

What INMA benefits are most important to you?
☐ Access to INMA experts
☐ Awards programmes
☐ In-person conferences
☐ In-person study tours
☐ Newsletters
☐ Online content and resources
☐ Peer to peer connections
☐ Regional summits
☐ Virtual master classes
☐ Weekly webinars
☐ Other __________________________

What are your business priorities for the upcoming year?
☐ Generative AI
☐ Newsroom Transformation
☐ Product & Tech
☐ Subscriptions
☐ What's happening with Big Tech platforms
☐ Other __________________________

Signature __________________________________

Today’s date _______________________________

For an Individual Membership, you will be e-mailed a user name and password for online access to your INMA benefits. These membership dues rates are good through December 31, 2024.
Media Start-up membership application

INMA offers the equivalent of a corporate membership to news media-related companies less than 5 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 ______________________________
Billing contact _________________________
(The billing contact is the person who will receive and process INMA membership invoices.)
Ambassador ___________________________
(The ambassador acts as a liaison between the INMA membership team and your organization, relaying key messaging and ensuring your membership list is updated.)

Start-up member fees US$4,500

☐ Company Membership US$4,500 (20 employees for single company)

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 _________________________________

Membership Questionnaire

How did you hear about INMA?

________________________________________
________________________________________

What INMA benefits are most important to you?

☐ Access to INMA experts
☐ Awards programmes
☐ In-person conferences
☐ In-person study tours
☐ Newsletters
☐ Online content and resources
☐ Peer to peer connections
☐ Regional summits
☐ Virtual master classes
☐ Weekly webinars
☐ Other ___________________________

What are your business priorities for the upcoming year?

☐ Generative AI
☐ Newsroom Transformation
☐ Product & Tech
☐ Subscriptions
☐ What’s happening with Big Tech platforms
☐ Other ___________________________

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, 2024.
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 ___________________________________  

Billing contact ____________________________  
(The billing contact is the person who will receive and process INMA membership invoices.)  

Ambassador _______________________________  
(The ambassador acts as a liaison between the INMA membership team and your organization, relaying key messaging and ensuring your membership list is updated.)

**University member fee US$1,000**

**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 ___________________________________  

**Membership Questionnaire**

How did you hear about INMA?  
______________________________________________________________________________  
______________________________________________________________________________  

What INMA benefits are most important to you?  
☐ Access to INMA experts  
☐ Awards programmes  
☐ In-person conferences  
☐ In-person study tours  
☐ Newsletters  
☐ Online content and resources  
☐ Peer to peer connections  
☐ Regional summits  
☐ Virtual master classes  
☐ Weekly webinars  
☐ Other ____________________________  

What are your business priorities for the upcoming year?  
☐ Generative AI  
☐ Newsroom Transformation  
☐ Product & Tech  
☐ Subscriptions  
☐ What’s happening with Big Tech platforms  
☐ Other ____________________________  

**Signature** _____________________________________  
**Today’s date** _________________________________  

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, 2024.*
Individual academic membership application

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) __________________

Academic member fee US$195

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)

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CVC2 code (3- or 4-digit) _________________________
Name on credit card ___________________________
Signature ______________________________________

Membership Questionnaire

How did you hear about INMA?
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______________________________________________

What INMA benefits are most important to you?

☐ Access to INMA experts
☐ Awards programmes
☐ In-person conferences
☐ In-person study tours
☐ Newsletters
☐ Online content and resources
☐ Peer to peer connections
☐ Regional summits
☐ Virtual master classes
☐ Weekly webinars
☐ Other __________________

What are your business priorities for the upcoming year?

☐ Generative AI
☐ Newsroom Transformation
☐ Product & Tech
☐ Subscriptions
☐ What’s happening with Big Tech platforms
☐ Other __________________

Signature ______________________________________
Today’s date ________________________________

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Page 19 • Join INMA now at www.inma.org/membership

Click here for terms and conditions
Is INMA membership for you?

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