

Your invitation to join



inma

International News Media Association



WHO WE ARE

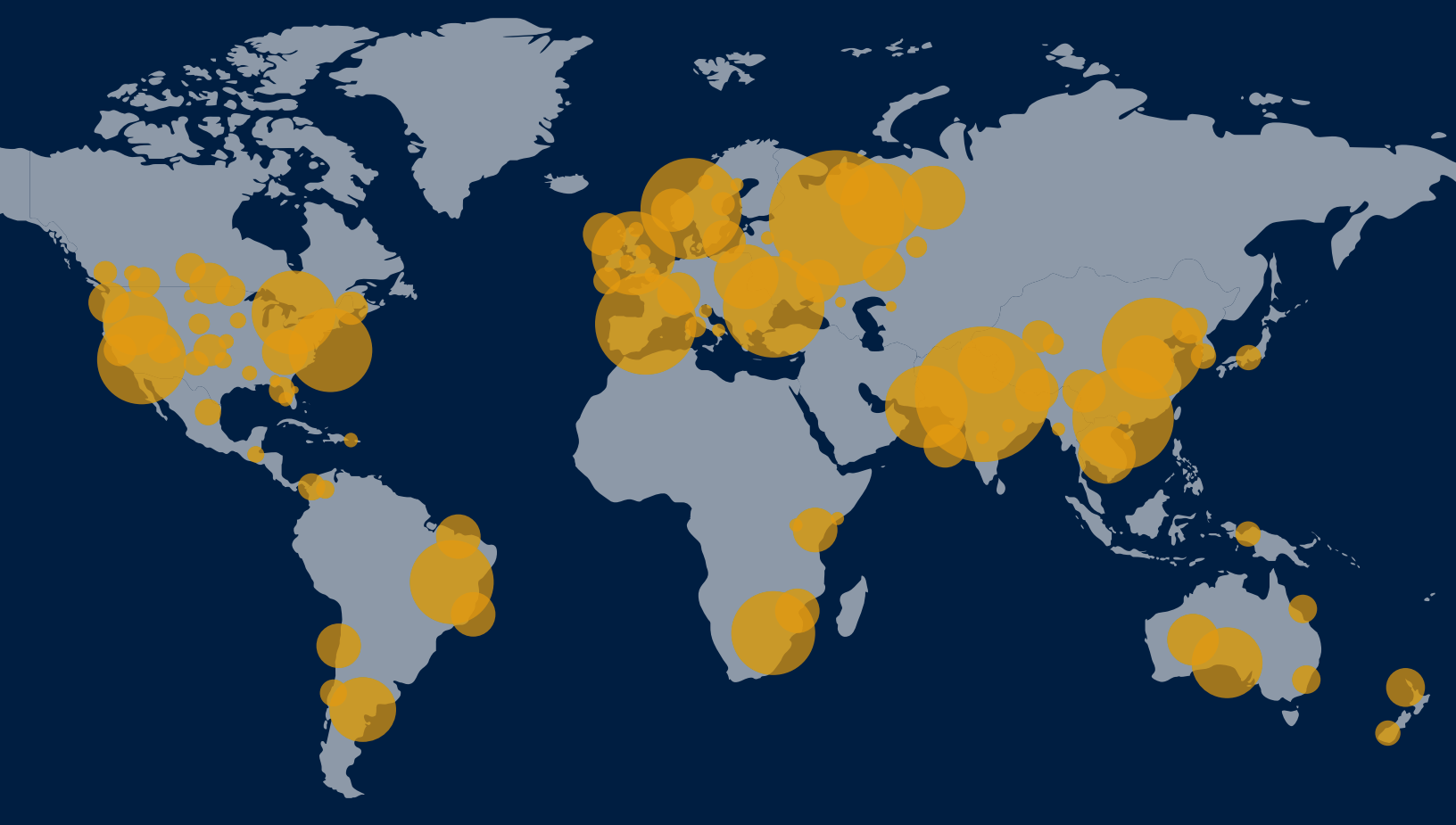


INMA's focus is global and its mission is education. Having access to best practices, innovation, and expertise of some of the top publishers has been a tremendous value to me and my organization. INMA's commitment to regular virtual workshops make training on some of the top issues facing our industry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



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*

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



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*

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)



NEWS CONTRIBUTIONS



“

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*

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



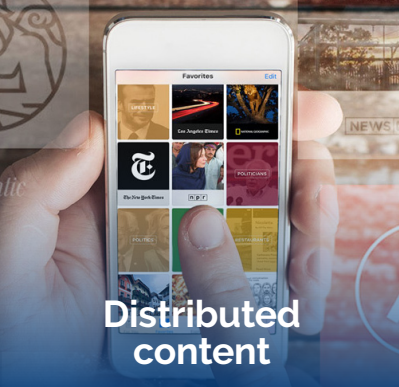
VOICE AND STANCE



“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



Distributed content



Adblocking



Revenue diversification



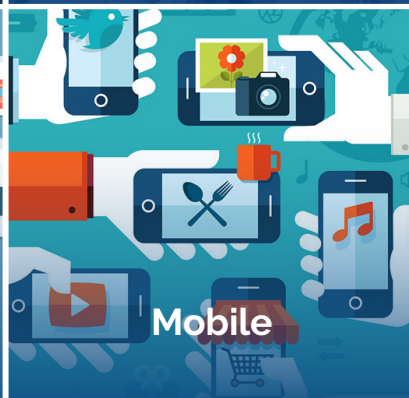
Innovation



Big data



Programmatic



Mobile



Video



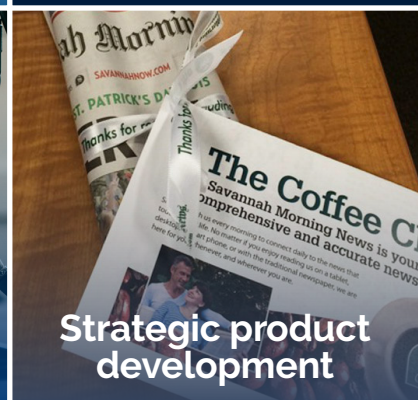
Culture change



Social media



Audio



Strategic product development

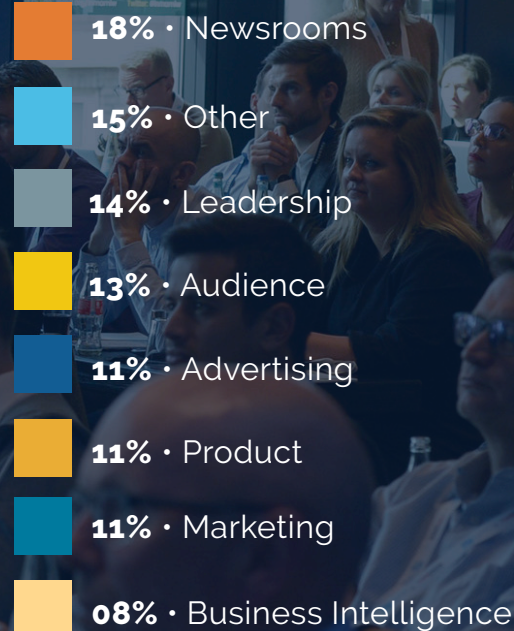
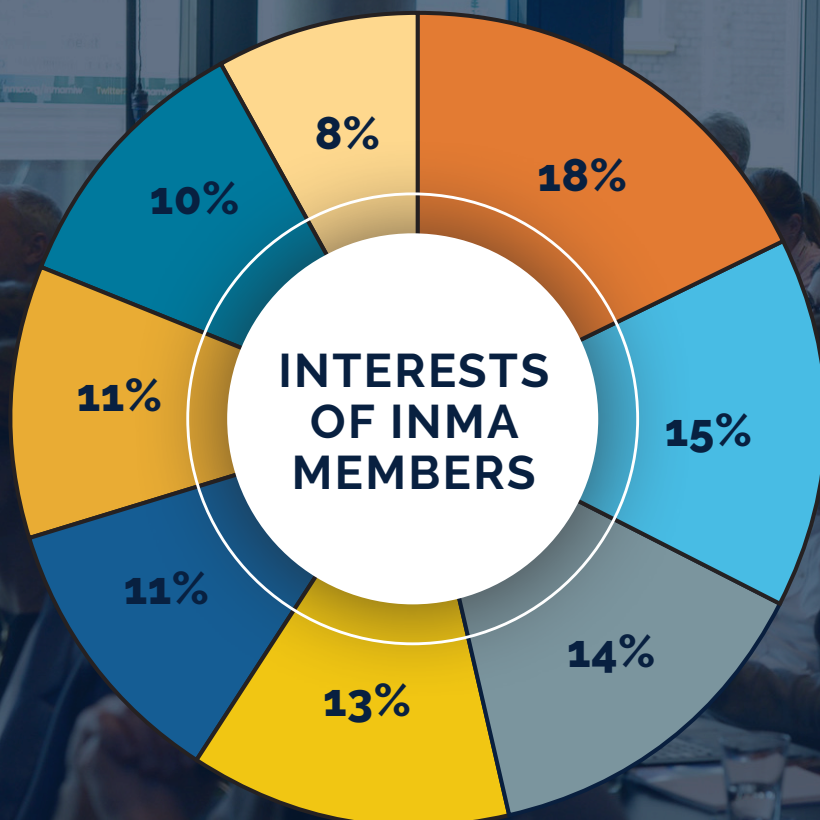


“INMA is a living repository of lessons that provide us advice for the future. It is an organisation that shows the swift changes we need to make in order to survive.”

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

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



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



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

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.



INSPIRE AND GUIDE



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

- 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



CENTRAL TO COMPANIES



“

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

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.

Membership packages

	 Individual US\$895	 Corporate US\$9,500 and up	 Media Start-Up US\$4,995	 University US\$1,250	 Individual Academic US\$225
INMA.org total access	✓	✓	✓	✓	✓
Reports/publications	✓	✓	✓	✓	✓
Industry headlines	✓	✓	✓	✓	✓
Daily e-newsletter	✓	✓	✓	✓	✓
Conference summaries	✓	✓	✓	✓	✓
Access to INMA Initiatives	✓	✓	✓	✓	✓
Best practices archive	✓	✓	✓	✓	✓
Member directory	✓	✓	✓	✓	✓
Videos	✓	✓	✓	✓	✓
Webinars	✓	✓	✓	✓	✓
Latest blogs	✓	✓	✓	✓	✓
Ask INMA answer engine	✓	✓	✓	✓	✓
INMA announcements	✓	✓	✓	✓	✓
Discounts on INMA consulting services		✓			
Corporate presentations		✓			
Extend membership to employees		UNLIMITED	20 EMPLOYEES	50 FACULTY AND STUDENTS	
Conference discounts	✓	ALL EMPLOYEES	20 EMPLOYEES	50 FACULTY AND STUDENTS	✓

Join INMA now at www.inma.org/membership

[Click here for terms and conditions](#)

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\$9,500

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

- (1-9 titles/offices) US\$9,500
- (10 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, 2025.

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\$895

Payment method

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- ☐ 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, 2025.*

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

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Expiration date _____

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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, 2025.

University membership application

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\$1,250

Payment method

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- ☐ Generative AI
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These membership dues rates are good through December 31, 2025.

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\$225

Payment method

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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.