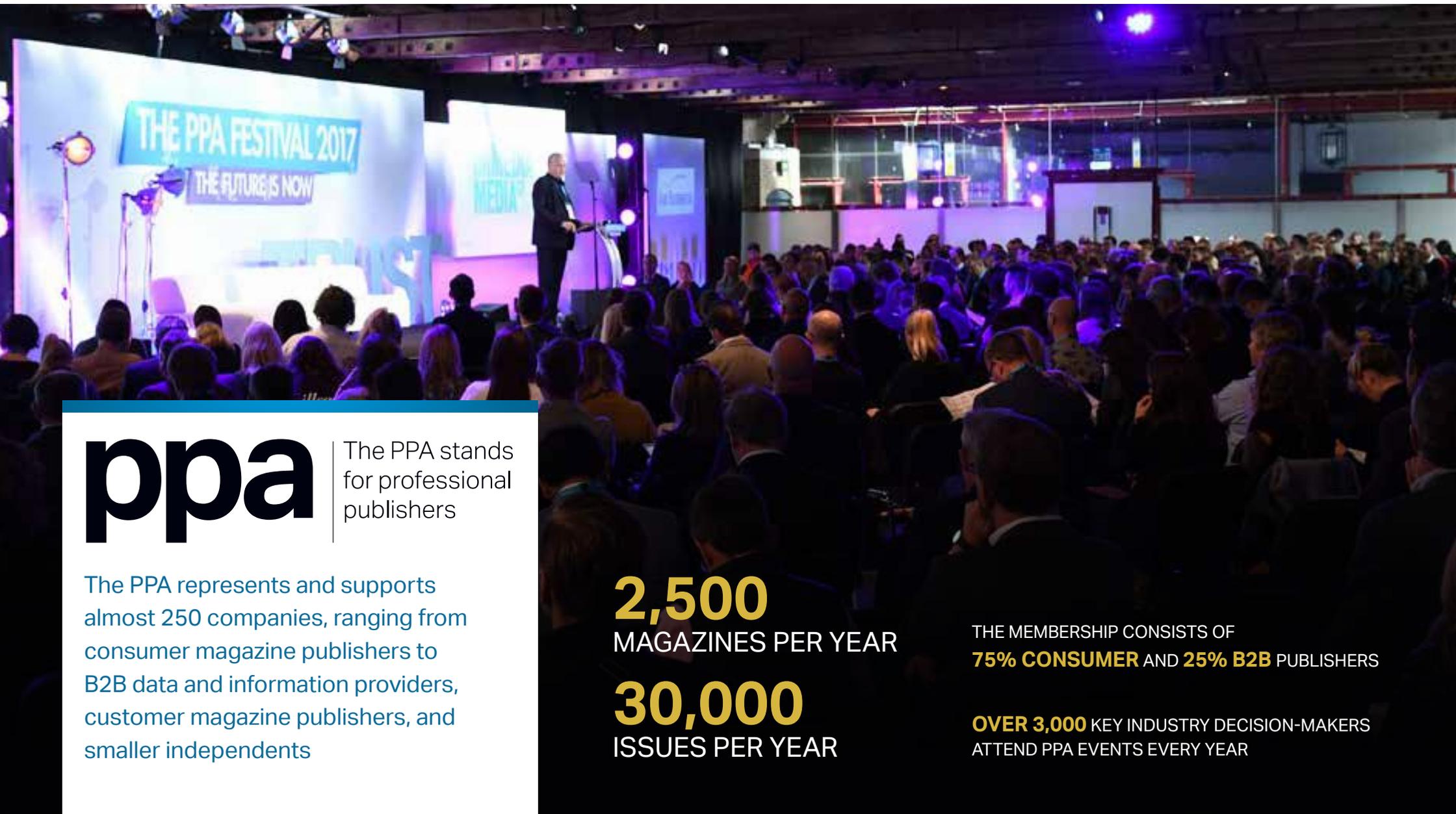


ppa

The PPA stands
for professional
publishers



ppa

The PPA stands
for professional
publishers

The PPA represents and supports almost 250 companies, ranging from consumer magazine publishers to B2B data and information providers, customer magazine publishers, and smaller independents

2,500
MAGAZINES PER YEAR

30,000
ISSUES PER YEAR

THE MEMBERSHIP CONSISTS OF
75% CONSUMER AND **25% B2B** PUBLISHERS

OVER 3,000 KEY INDUSTRY DECISION-MAKERS
ATTEND PPA EVENTS EVERY YEAR

CONDÉ NAST

TimeInc.

THE BIG ISSUE

haymarket

HEARST



William Reed

IMMEDIATE MEDIA

BAUER

CENTAUR MEDIA

EMAP

Wilmington plc

HOW TO TARGET ppa MEMBERS



Key events

- PPA New Talent Awards
- PPA Festival
- PPA Awards
- PPA Digital Awards
- PPA Customer Direct Conference and Awards
- PPA Independent Publisher Awards



Digital

- Webinars
- PPA website



- PPA e-newsletters



Other live events

- PPA Live@ events
- Breakfast briefings
- Roundtables
- PPA Dinner Club



Associate Membership



Other opportunities

- Bespoke partnerships



PPA New Talent Awards

THURSDAY 22 MARCH 18

LSO St Luke's

Celebrating the rising stars of the future, the PPA New Talent Awards shine a light on the outstanding efforts and achievements of young talent in consumer and business media. The event attracts notable leaders from the publishing industry, who bring along their brightest stars of the future.

Number of attendees:

200 guests

Guests will enjoy an evening awards ceremony celebrating the top 30 under 30 in all job functions across B2B and consumer media publishing.

Sponsorship of the event spans six months and includes marketing before, during and after coverage to ensure full engagement with our targeted and relevant audience

EVENT SUPPORTER £3,500

- Five tickets to the awards for sponsor staff
- Promotion of sponsorship via PPA social media channels
- Logo on all event signage and screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Attendee list ahead of the event (not including contact details)
- Opportunity to be filmed at the event discussing why new talent is so important; the footage will then be edited and circulated with other event footage to full PPA membership



PPA Festival

THURSDAY 10 MAY 18

The Tobacco Dock

On 10 May, over **800 publishing professionals** will come together for a full-day festival of marketing, known as the flagship conference within the industry. Delegates include C-suites, editorial teams and digital heads. The event is highly regarded among consumer, business, independent and digital publishers.

ATTENDEE JOB ROLES:

CEO, COO, CFO, MD, Head of Sales, Publisher, Head of Business Marketing, Editor, Head of Design, Commercial Director, Production Director, Planning Director, Head of Marketing, Brand Manager, Head of Data

Number of attendees:

800+ guests

BRANDS ATTENDING

**Bauer Media / Time Inc / Hearst
Magazines UK / Centaur Media /
Immediate Media / William Reed /
Redwood / Dennis Publishing /
Maxus / MediaCom / Condé Nast**

EVENT PARTNER **£5000**

- Logo on all event signage
- Logo on all digital screens
- Logo on festival website
- Three delegate passes for staff
- Branded backdrop to stand and branded cabinet (PPA to provide)
- Insert/gift in delegate bags
- Attendee list ahead of the event (not including contact details)

EVENT PARTNER

+ SPEAKER OPPORTUNITY **£10,000 + VAT**

- Logo on all event signage
- Logo on all digital screens
- Logo on festival website
- Three delegate passes for staff
- Branded backdrop to stand and branded cabinet (PPA to provide)
- Insert/gift in delegate bags
- Attendee list ahead of the event (not including contact details)
- Opportunity to submit a white paper, promoted to full PPA audience via e-newsletter
- Speaking opportunity (must be alongside a publisher/relevant client)

STAGE SPONSOR **£15,000 + VAT**

- Logo on all event signage
- Logo on all digital screens
- Logo on festival website
- Three delegate passes for staff
- Branded backdrop to stand and branded cabinet (PPA to provide)
- Insert/gift in delegate bags
- Attendee list ahead of the event (not including contact details)
- Opportunity to submit a white paper, promoted to full PPA audience via e-newsletter
- Speaking opportunity (must be alongside a publisher/relevant client)
- Stage and wall branding at the event, e.g. 'The TRUST Stage powered by...'
- On-stage mentions by stage moderator throughout the day
- Opportunity to seat-drop promotional material in your dedicated area throughout the day
- Announcement of partnership/sponsorship in pre-event marketing

"This is the big one. We've actually won quite a lot of awards, but these are the ones we boast about to our readers and to the market"

*Pete Muir, Editor,
Cyclist, Dennis Publishing*

PPA Awards

WEDNESDAY 27 JUNE 18

Grosvenor House Hotel

Considered to be the Oscars of the professional publishing industry, this event sees **900 guests** gather at the Grosvenor House Hotel on Park Lane for an evening awards dinner and ceremony. Attendees include C-suite and representatives from all sectors and job functions.

Number of attendees:

900 guests

Sponsorship of the PPA Awards offers the opportunity to:

- Benefit from fantastic brand awareness over a six-month campaign
- Position your organisation as a market leader and a huge supporter of the publishing industry
- Align your organisation with a specific group of publishers by sponsoring a specific award
- Associate your organisation with best practice
- Entertain and network with clients in a celebratory setting among the most senior publishers in the industry

JOB TITLES INCLUDE:

Head of Publishing, Creative Director, Digital Director, Group Sales Director, Editor, Licensing Director, CEO, MD, Trade Director, Director of Data, Publishing Director, Production Director, Circulation Manager, Art Director, eCommerce Trading Director, Account Director, Chairman

COMPANIES ATTENDING:

Immediate Media / Hearst / Dennis Publishing / Wilmington plc / Archant / EMAP / Daily Telegraph / Bauer Media / Time Inc / Haymarket

AWARD CATEGORY SPONSOR **£10,000 + VAT**

- Table of 10 at the awards for sponsor and guests
- Promotion of sponsorship via PPA social media channels
- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Full-page ad in the printed event programme
- Attendee list ahead of the event (not including contact details)
- Sponsor representative to present award to winner alongside host

We can also create other bespoke packages for the awards – prices on application



PPA Digital Awards

THURSDAY 1 NOVEMBER 2018

Hilton Bankside

The PPA Digital Awards represent the individuals, brands and publishing companies driving the industry's ongoing digital revolution. The evening awards dinner sees **500+ attendees**, who represent the best in class for digital development in the publishing industry.

Number of attendees:
500+ guests

Businesses include:

- **Kreatio Software**
- **Merit Group**
- **Time Inc**
- **Sprylab Technology**
- **Haymarket**
- **Hearst**
- **Centaur Media**
- **EMAP**

Sponsorship of the PPA Digital Awards offers the opportunity to:

- Benefit from fantastic brand awareness over a six-month campaign
- Position your organisation as a market leader and at the forefront of the industry's digital revolution
- Align your organisation with a targeted group of publishers by sponsoring a specific award
- Entertain and network with clients in a celebratory setting among the most senior publishers in the industry

AWARD CATEGORY SPONSOR **£6,000 + VAT**

- Table of 10 at the awards for sponsor and guests
- Promotion of sponsorship via PPA social media channels
- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Full-page ad in the winners brochure (digital edition)
- Attendee list ahead of the event (not including contact details)
- Sponsor representative to present award to winner alongside host



Sponsorship of the Independent Publisher Conference and Awards offers the opportunity to:

- Position your organisation as a market leader in the publishing industry
- Network with key professionals in those publishing firms with a turnover of less than £10m
- Offer your expertise to growing publishers
- Align your organisation with a specific group of publishers by sponsoring an award relevant to your sector
- Entertain and network with clients in a celebratory setting among the most senior publishers in the industry

PPA Independent Publisher Conference and Awards

FRIDAY 2 NOVEMBER 18

Hilton Bankside

The Independent Publisher Conference and Awards consists of a morning of insight from key players among the UK's most respected independent publishers. The conference usually sees around **200 attendees**, rising to 400 for the lunchtime awards ceremony.

Delegates are C-suite/owners of publishing companies turning over less than £10m, both B2B and consumer media and their heads of department.

Number of attendees:

200–400 guests

AWARDS CATEGORY SPONSOR £4,000 + VAT

- Table of 10 at the awards for sponsor and guests
- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Full-page ad in winners' brochure
- Attendee list ahead of the event (not including contact details)
- Sponsor representative to present award to winner alongside host

CONFERENCE SPONSOR £3,000 + VAT

- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Four delegate/exhibitor passes for staff
- Exhibition space 3m x 2m
- Insert/gift in delegate bags
- Attendee list ahead of the event (not including contact details)

HEADLINE SPONSOR

(conference and awards) £8,500 + VAT

- Accreditation as headline sponsor of conference and awards
- Prominent headline sponsorship branding in auditorium for conference and awards throughout the day and evening
- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Attendee list ahead of the event (not including contact details)
- Exhibition space 3m x 2m
- Insert/gift in delegate bags
- Four delegate/exhibitor passes for staff at the conference
- Table of 10 at the awards for sponsor and guests
- Sponsor representative to present award to winner alongside host
- Full-page ad in the awards winners' brochure



Sponsorship of the Customer Direct Conference and Awards offers the opportunity to:

- Position your organisation as a market leader in the direct and digital marketing sector
- Network with key professionals specific to this sector
- Align your organisation with a specific group of publishers by sponsoring an award relevant to your sector
- Entertain and network with clients in a celebratory setting among the most senior publishers in the industry

PPA Customer Direct Conference and Awards

THURSDAY 22 NOVEMBER 2018

Jumeirah Carlton Tower

The Customer Direct Conference and Awards consists of a full-day conference followed by a glamorous evening awards dinner. During the day, the conference welcomes **250 attendees**, which rises to 300 for the awards dinner. Delegates are C-suite and heads of marketing and subscriptions from B2B and consumer media owners.

Number of attendees:

250–300 guests

TESTIMONIAL

“A highly informative day that was well organised with a relevant and engaging range of subjects covered. The best conference I've been to in a while!”

Ed Garcia, Reed Business Information

AWARDS CATEGORY SPONSOR £4,000 + VAT

- Table of 10 at the awards for sponsor and guests
- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Full-page ad in the winners' brochure
- Attendee list ahead of the event (not including contact details)
- Sponsor representative to present award to winner alongside host

CONFERENCE SPONSOR £3,000 + VAT

- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Four delegate/exhibitor passes for staff
- Exhibition space 3m x 2m
- Insert/gift in delegate bags
- Attendee list ahead of the event (not including contact details)

HEADLINE SPONSOR

(conference and awards) £8,500 + VAT

- Accreditation as headline sponsor of conference and awards
- Prominent headline sponsorship branding in auditorium for conference and awards throughout the day and evening
- Logo on all event signage
- Logo on all digital screens
- Logo on event website
- Logo on all event marketing emails and attendee correspondence
- Attendee list ahead of the event (not including contact details)
- Exhibition space 3m x 2m
- Insert/gift in delegate bags
- Four delegate/exhibitor passes for staff at the conference
- Table of 10 at the awards for sponsor and guests
- Sponsor representative to present award to winner alongside host
- Full-page ad in the awards winners' brochure

Other opportunities

ASSOCIATE MEMBERSHIP

Becoming an Associate Member opens up a number of benefits to your company, listed below. While some benefits apply immediately, we suggest submitting content to be added to the PPA e-newsletter and attending events to make the most of your membership.

- 12 months' PPA Associate Membership
- Entry to the PPA's Knowledge Bank (online directory)
- Licence to use the PPA Associate Member logo on all promotional material
- Opportunity to post in PPA's LinkedIn Group
- Up to 50% discount on any further marketing or delegate bookings
- Member-only invites to 30+ breakfast briefings, forums and networking evenings
- Preferential rates for any banner and button advertising bookings on PPA
- Opportunity to submit news stories to PPA's weekly e-newsletter
- Opportunity to submit video content to PPA's weekly e-newsletter
- Opportunity to submit case studies to PPA's weekly e-newsletter

Rate card cost: £2,760 + VAT



BREAKFAST BRIEFINGS

The PPA offers co-hosted, bespoke, exclusive events. Along with a speaker from your company, we ask the sponsor to invite a publisher you currently work with to come to the event, so it is as informative as possible for the audience, while getting your message across.

The process for this typically involves:

- Topic agreed up front
- Target audience to be agreed depending on the topic
- Fully marketed to appropriate segment of PPA membership
- Event typically held at PPA offices (if required) between 9am and 11am (free to attend for delegates)
- Any additional catering costs may be covered by the sponsor

Rate card cost: £2,750 + VAT



PPA DINNER CLUB

The PPA now offers an exclusive opportunity for businesses to host an evening of dining among influential members of the publishing industry. Our events are designed to aid networking and maximise business development opportunities in a relaxed and sociable setting.

- Sponsor to host a dinner with a maximum of 10 attendees from specially selected publishers/business
- Two attendees from the sponsor's company
- PPA and sponsor to work together to secure guest list
- Sponsor to address attendees at the beginning of the dinner
- Branded invite to be sent out to guest list
- Follow up thank-you email to be sent to attendees
- PPA can circulate any reporting/photos, etc, to the wider membership afterwards if required

Cost: £10,000

E-NEWSLETTER OPPORTUNITIES

The PPA sends a weekly email, *Radar*, to 30,000 members, Associate Members and friends of the PPA.

Radar provides a look at what's going on, key articles that are of interest to publishers that week, interviews, news from social media and so on.

We can offer advertising banners, native content slots and video content to get your message out to the industry.

- £900 for a banner advert per email
- £1,300 for native content per email
- £1,500 for a video per email

