

## **Associate Membership**

**£2,500+VAT per year**

PPA's Associate membership scheme was established in 1993 to bring suppliers closer to the 85 per cent of UK magazine publishers represented by our membership.

PPA now has approximately 70 associate members, supplying services ranging from acquisitions and mergers, computer software and new media, to subscriptions services and telemarketing.

Associate membership is designed to develop and encourage strong partnerships between member publishing companies and their trading partners, to give profile and recognition to reliable suppliers and to enable those suppliers to enjoy the same services and benefits as publisher members.

All applications for membership are submitted to the PPA Audit Committee for approval and four references are required, including two from existing PPA Scotland members to ensure that only credible and quality service providers can join our associate membership.

### **Benefits include:**

- Preferred supplier status
- The opportunity to feature in PPA's email updates which reach 1,500 industry professionals every week
- Entitlement to use the PPA associate membership logo on all promotional material, denoting your position as a preferred supplier to our members and your commitment to the growth and development of the magazine publishing industry
- Entry to PPA's online **Supplier Marketplace**, including the ability to stream high quality video, upload case studies and receive direct enquiries
- Benefit from PPA's investment in Search Engine Optimisation. Linking from industry bodies with rich relevant content will assist your own website's page rank optimisation in search engines such as Google
- Access to full details of PPA members, including names, addresses, contact details and titles published
- Invitation to attend PPA and PPA Scotland functions and events, providing invaluable opportunities to network with the publishers in informal settings
- 10 per cent discount on all PPA-related activities such as advertising, exhibiting, research and events

### **For further information please contact:**

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