



www.editorsweblog.org

Media Kit 2008

The World Editors Forum (www.worldeditorsforum.org) is the organization within the World Association of Newspapers dedicated to newspaper editors worldwide. WAN, the global organisation for the newspaper industry, represents 18,000 newspapers; its membership includes 77 national newspaper associations, newspapers and newspaper executives in 102 countries, 12 news agencies and 11 regional and world-wide press groups.



www.editorsweblog.org

The Editors Weblog (www.editorsweblog.org), launched in January 2004, is a WEF initiative designed to facilitate the diffusion of information relevant to newspapers and their editors. It is the essential source for editors and senior news executives looking to stay abreast of the monumental changes affecting newspapers and journalism.

Our credo

As surveyor of the newspaper industry, the Editors Weblog sees a robust future for the printed word. In making this future even stronger, newspaper editors need to learn about and implement the full variety of 'new media' in the everyday functions of their newsrooms. The combination of outstanding newspaper journalism with these new technologies enriches content and enhances the experience of the reader. Our goal is to make sure that editors everywhere understand the effects that 'new media' are having on journalism and to provide practical solutions for your newspaper.

On a daily basis, our readers learn about the most recent developments in:

- print and online convergence
- newsroom management
- editorial quality
- citizen journalism
- social media...
- ... and anything related to improving newspaper journalism

The Daily Newsletter

The Editors Weblog newsletter is sent every morning, Monday through Friday, to over 2,500 newsroom executives. With its simple design, the user-friendly newsletter facilitates reading and maximizes exposure for Editors Weblog advertisers.

Our daily job

Our staff does the dirty work for our readers, reporting on and analyzing the latest developments in the rapidly changing newspaper industry. Every day, we read more than 50 sources from around the world to find the most relevant news for newspaper editors. We aggregate the latest news, give our own expert opinion, and follow up on the latest trends through interviews and case studies of the best innovations.

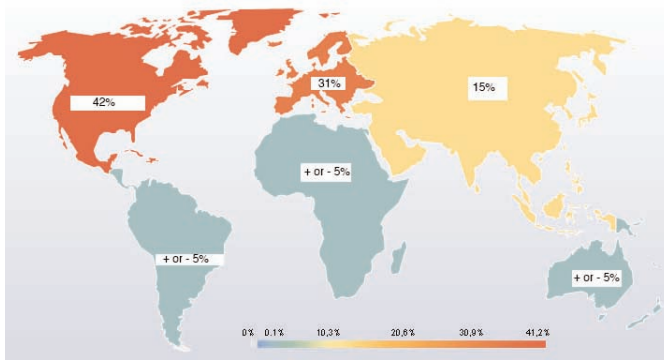
Our goals

With more than 1,500 editors and senior news executives reading our articles every day, the Editors Weblog is always looking to improve our coverage of the global newspaper industry. Our main goal is to equip these editors with news and information that they can put to immediate use. We thrive on collaboration with newsrooms and strive to share their experiences with international colleagues. The Editors Weblog also acts as a conduit for newsrooms everywhere, establishing contact between editors of different regions so that they may form networks and learn from one another on a direct basis.



The Audience

The Editors Weblog has a truly global audience as demonstrated by the audience share by continent in an average week in November 2007 (through Xiti.com):

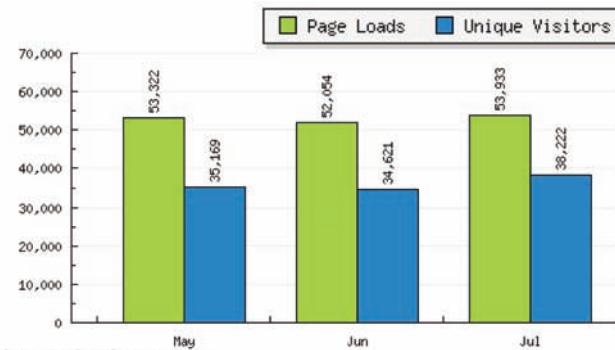


Targeted reach

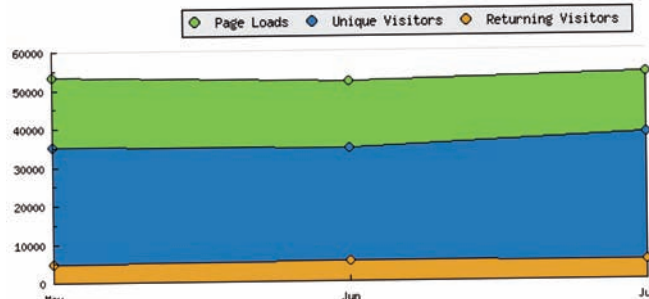
- 50% are either editors or senior management. 27% of Editors Weblog readers are newspaper editors. Nearly all respondents work in a newsroom or in the newspaper industry.
- 58% of the audience are regular visitors, 36% of which first learned about the site through a recommendation.
- 52% visit the site at least weekly.

Page Views and Unique Users

Consistently high level of unique visitors and page views, as demonstrated below with statistics for the May to July 2008 period.

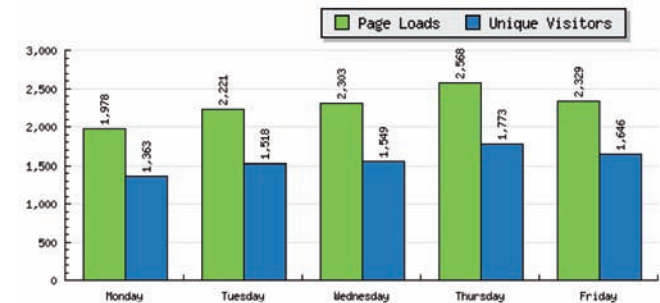


Source: StatCounter.com.



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The daily visitor numbers to the Editors Weblog have increased and become more consistent with the introduction of the daily newsletter and increased content. The Editors Weblog averaged 36,000 unique users a month between April and July 2008, an increase of 6,000 users on 2007. The graph below shows a typical week in terms of page loads and unique visitors (7 July to 11 July 2008).



Source: StatCounter.com.

50% of readers are senior newsroom executives

36,000 unique users per month!

Pricing Information

All pricing is for advertising on the Editors Weblog and the daily newsletter unless otherwise specified and are per calendar month.

- | | |
|--|-------|
| 1. Banner Advert at the top of all pages: | €1200 |
| 2. Box in the middle column of all pages (website only): | €800 |
| 3. Large box in the right column of all pages: | €1050 |
| 4. Skyscraper advert in the left column of all pages: | €950 |
| 5. Button Advert on all pages: | €300 |

Technical information

Advert	Size	Format (web)	Format (newsletter)
1. Banner Advert at the top of all pages Banner Advert on the Newsletter	728x90 468x60	Flash, jpg, gif	jpg, gif
2. Box in the middle column	200x200	flash, jpg, gif	N/a
3. Large box in the right column	250x250	flash, jpg, gif	gif
4. Skyscraper advert	120x600	flash, jpg, gif	gif
5. Button adverts	125x125	flash, jpg, gif	gif

Contact information

To advertise or for more information, please contact Sales and Marketing Manager Jodie Hopperton at jhopperton@wan.asso.fr or on 00 33 1 47 42 85 39.

Adverts to be sent to:
weblogadverts@wan.asso.fr
5 business days before the advert live date.



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