

# Partnering with the PPA

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ppa

# About the PPA



- The PPA represents and supports more than 170 specialist content media businesses, ranging from consumer magazine publishers to B2B data and information providers, customer magazine publishers and smaller independent companies.
- The PPA offers you a direct gateway to a £3.74 billion industry.



# Some of our Members





# 1. PPA Core Events

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# PPA Next Gen Awards



17 October 2024

The Mondrian, Shoreditch, London

The PPA Next Gen Awards exist to champion 30 of the most exciting rising stars in UK specialist media. From a cross-section of job functions including editorial, sales, production, events and marketing.

- 100+ attendees (winners, alumni, senior peers & industry judges)
- Position your organisation as a supporter of future leaders in our industry across a six-month campaign



# PPA Independent Publisher Conference & Awards



**22 November 2024**

**etc. venues, 133 Houndsditch, London**

- This very popular annual conference will bring together more than 150 leaders of the UK's independent publishing community across a half-day in-person conference.
- The morning conference is then immediately followed by an afternoon awards ceremony and lunch attracting up to 350 attendees.
- Award category sponsorship, conference exhibitor or roundtable/workshop hosting plus other bespoke opportunities available



# PPA Festival



Q2, 2025

The Brewery (TBC), London

The PPA Festival is the biggest annual gathering of UK publishing professionals in magazine and business media.

- 550+ senior professionals from 100+ businesses
- 4 stages of content + exhibition + roundtables + networking
- Event partner, speaker, roundtable host & stage sponsorship opportunities





# PPA Awards



Q2, 2025

City Central @ The HAC, London

The PPA Awards exists to recognise, celebrate and elevate the achievements and progress made across the UK publishing & media industry.

- 600+ senior professionals from 100+ businesses
- 27 categories + entertainment + private fairground!
- Award category sponsor, drinks reception, table gift, photography and other bespoke sponsorship opportunities available







## 2. Bespoke opportunities

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# PPA Steering Group Presentation



- PPA steering groups meet periodically to discuss issues they face as a sector and how they can overcome them. they also then plan in planned content for upcoming events, how to grow the network etc.
- We offer one partner each meeting a 20 min demonstration or presentation + 10 mins for questions. This can be online or in person.
- Regular groups you can be involved with include:
  - Subscriptions & Membership
  - Independent Publisher Network
  - B2B Leaders
  - Other ad hoc groups are also a possibility



# PPA Dinner Club



- The PPA offers an exclusive opportunity for businesses to host an evening with chosen influential members of the publishing industry.
- Our events are designed to aid networking and maximise business development opportunities in a relaxed and sociable setting.
  - Hand pick an audience of your choice using the PPA's network
  - Attract prospects you struggle to interact with
  - Showcase your product or service to an audience with buying power
  - Align with the PPA and high-level roundtable discussion



# PPA Breakfast Briefings



- The PPA offer co-hosted, bespoke, exclusive events which are typically hosted at the PPA offices in central London.
- The topic, content and speakers are agreed by the sponsor and PPA to produce a morning event (typically 9-11am).
- Typically, these events attract 20 publishers and offer you the chance to discuss industry topics with an engaged, relevant publisher audience.
- We have found the most successful events are problem solving and case study led, featuring a publisher you work with already.



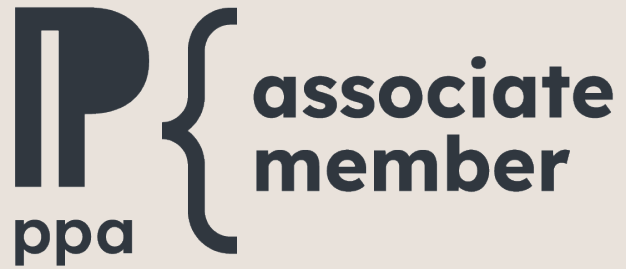


# PPA Webinars



- The PPA offer firms the chance to run a co-hosted webinar to their publisher network on a topic of their choice.
- Topics are co-created with the PPA to maximise engagement.
- Again, we have found the most successful events are problem solving and case study led, featuring a publisher you work with already.





### 3. PPA Associate Membership

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# PPA Associate Membership



- The PPA's Associate Members are right at the heart of the UK consumer magazine and business publishing sector.
- Publishers need advice, services and solutions to enable them to continue to develop their businesses. The PPA Associate Member base is the first port of call.
- Being an Associate Member of the PPA puts you in the room with the people who matter. When decisions are made or opinions are sought, you can be part of the essential process. You will be able to gain critical intelligence to help you generate more business.



£3,130 annual fee



# Thank you

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