



irmamagazines.com

The Best Regional Magazines in the World

2021

“Being an IRMA member means having access to some of the smartest and most innovative magazine professionals in North America. Members are passionate about their work and finding solutions to the problems all publishing professionals face: creating engaging content that works across several platforms, finding successful reader revenue models in print and on digital, and keeping staff engaged and productive through uncertain times for our industry.”

—**Michelle Kelly**, Editor-in-Chief, *Cottage Life*



"Being a member of IRMA has allowed us to collaborate with like-minded publishing groups. The ability to interact and share our struggles and successes has been vital."

-Kelly Mero, Publisher, *Arizona Highways*

Since 1960, the International Regional Magazine Association has provided an unparalleled environment for open communication and trust among member magazines.

IRMA's mission is to strengthen the regional magazine publishing industry by fostering the free flow of information and experience between a diverse group of non-competitive publishers. Through this limitless sharing of ideas and experience, IRMA helps the regional genre of magazines maintain relevance and viability in their respective markets.

MEMBERSHIP BENEFITS

The **annual conference**, featuring sessions with industry experts, round-table discussions and seminars on editorial and business topics, digital publishing, advertising, circulation, design, social media and more.

The IRMA **magazine exchange**, complimentary subscriptions to all member magazines and a great source of ideas.

Prestigious annual awards in more than 35 categories, awarded by a panel of professional writing and design judges.

The *eSignature*, IRMA's **e-newsletter**, a forum for questions and answers among members.

Networking at the annual conference and year-round, with colleagues and friends at other magazines.

Tips and best practices: IRMA fosters a **spirit of sharing** among members in similar businesses but different markets. Our bylaws state that a primary purpose of the association is "to act as a channel of communication and to encourage the free flow of information among regional magazines."

Got a publishing problem or a question? Post it to the **IRMA group on Facebook or Slack**. These closed groups are available to members and sponsors only.

The **IRMA Connection** is an informal, monthly conference call that promotes conversations among members. The IC is recorded and archived on IRMA.net for all members to learn new strategies to enrich your business. Past topics have included customer engagement, e-commerce strategies, subscriber growth, and more.

GENERAL QUALIFICATIONS

Proposed members must:

1. Deliver edited content about a specific city, state, or region, while supporting the purposes of the association; and
2. Have published consecutively for two years as an annual or more frequent schedule under the same title.

MEMBERSHIP LEVELS*

Active Member: A regional magazine as defined by the IRMA qualifications. *Note: If an entity publishes more than one magazine, each publication will require a separate membership. On approval, additional regional titles qualify for a reduced membership fee and are eligible to enter the awards program.*

Provisional Member: A prospective active member who is expected to meet membership requirement within a two-year period. Provisional members may attend the conference but may not enter the awards.

Honorary Member: Any individual whose aid in carrying out the purposes of the association, in the opinion of the Board of Directors, makes him or her deserving.

Gold & Silver Sponsors: Two levels are available for people or businesses allied with the magazine industry. IRMA sponsors don't sit at a booth—they enjoy total integration with the membership.

**See full membership details online at www.irmamagazines.com.*



“Maine, Arizona, British Columbia, Louisiana, Texas, Newfoundland—our regions might be thousands of miles apart, but IRMA connects us into a magazine family that, together, tackles challenges and celebrates triumphs.”

–Annie Stoltie, Editor, *Adirondack Life*

MAGAZINE MEMBERSHIP APPLICATION (See qualifications, next page.)

TITLE OF MAGAZINE:

HOW MANY YEARS UNDER THIS TITLE?

MAGAZINE OWNED / OPERATED BY:

OTHER MAGAZINE TITLES OWNED BY SAME COMPANY:

FREQUENCY (ISSUES PER YEAR)	AVERAGE ADVERTISING CONTENT	%	AVERAGE PAGE COUNT PER ISSUE
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PAPER STOCK:

COVER BRAND	WEIGHT
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TEXT BRAND	WEIGHT
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WHAT IS THE PUBLICATION'S PRINT RUN, AND HOW ARE THE COPIES DISTRIBUTED?:

12-MONTH AVERAGE PRINT RUN PER ISSUE:

PAID CIRCULATION (SUBSCRIPTION, SPONSORED COPIES, NEWSSTAND SOLD):

FREE DISTRIBUTION (FREE DISTRIBUTION VIA RACKS, ETC.):

CONTROLLED CIRCULATION (FREE DISTRIBUTION THROUGH THE MAIL):

HOW ARE THE FREE COPIES DISTRIBUTED?

HOW ARE THE "CONTROLLED COPIES" DISTRIBUTED (WAITING ROOMS, ZIP CODES)?

DOES THIS MAGAZINE HAVE A PERIODICALS PERMIT (USPS) OR CANADA POST PUBLICATIONS MAIL AGREEMENT (CANADA) OR ANOTHER COUNTRY'S EQUIVALENT?

PLEASE STATE YOUR EDITORIAL MISSION:



Learning more about this changing industry with other magazine members and related companies of IRMA has been very informative and very enjoyable as this group likes to work hard but enjoy themselves along the way. We simply love being a member of IRMA!

-Todd Goodyear, President & Associate Publisher, *Down Home*

MAILING ADDRESS AND WEBSITE:

PLEASE PRINT NAME AND TITLE:

TELEPHONE:

EMAIL ADDRESS:

I certify that the above statements are true and submit this magazine's application for membership in the International Regional Magazine Association (IRMA). If accepted, the magazine agrees to abide by the bylaws and policies of IRMA and remit within 30 days of acceptance a one-time \$100.00 initial administration fee plus the first year's dues of \$1395.00 or \$1595 for titles with circulation over 50,000. Annual dues include one registration to the annual conference (a value of \$995). If you publish more than one regional title, additional membership fees are \$795 and also include one registration to the conference. These titles are eligible to enter our IRMA Awards! All amounts are in US currency.

Signature:

Once we've received the complete application, you'll receive instructions as to where to ship sample copies of your printed magazine for review by the board. Email this application to Tara Flint, Executive Director, at IRMA@regionalmagazines.org. If you have questions, please email or call Tara in Toronto at 416-705-6884. Mailing address: Tara Flint, Executive Director, 38 Burgess Avenue, Toronto, ON M4E 1W7

QUALIFICATIONS FOR MEMBERSHIP

1. Deliver edited content about a specific city, state, or region, while supporting the purposes of the association;
2. Have published consecutively for two years as an annual or more frequent schedule under the same title.
3. In the event of a change of business ownership, the publication must reapply for membership at the anniversary of the current year membership.
4. An application or renewal may be rejected if, in the opinion of the board of directors, membership of the applicant publication or other publications under the same ownership would discourage the free flow of information among members.
5. Membership must be renewed each year.

Provisional membership may be conferred by the board of directors upon prospective active members whose qualifications are expected to meet the requirements within a two-year period following the next annual meeting. A provisional membership normally ends after the two-year period. A provisional member can attend the annual conference, but is not eligible to vote or to enter the annual awards competition.

*Return to Tara Flint, Executive Director, info@irmamagazines.com
38 Burgess Avenue, Toronto, ON M4E 1W7 416.705.6884*

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