

Benefits of being a member of NAMPA

NAMPA (North American Mature Publishers Association, Inc.) is a non-profit international association of publishers, founded in 1994, who produce newspapers and magazines for the mature market in North America. Our association focuses on sharing best practices to allow member publications to enhance both content and advertising revenue.

Some of the benefits of being an active member of NAMPA include:

1. Your publication will be part of the only international association of senior/boomer publications.
2. Your publication will be able to use the NAMPA logo and name in your publication, on your website, at expos, and on other promotional materials.
3. Your publication will receive a detailed listing on the NAMPA website where many potential referrals will originate to your publication from website visitors. The NAMPA website has a very high GOOGLE search rating.
4. Your publication will be able to access the member area in the NAMPA website to input information about your publication, but also input information about your expos and directories.
5. Your publication's key staff will receive via email NAMPA updates and information to benefit your publication.
6. Your publication will receive a quarterly newsletter via print and online.
7. Your publication will be able to attend regional and national meetings hosted and sponsored by NAMPA.
8. Your publication's key staff will have the opportunity to meet with your peers in the mature publication market to share and learn from those doing the same thing that you do at regional and national meetings and via conference calls.
9. Your publication will be able to learn about the best sales, marketing, editorial and financial strategies
10. Your publication will have the opportunity to be part of the NAMPA Network to possibly receive national and regional print ad insertions.
11. Your publication will receive advertising referrals for your publication based on your listing on NAMPA's website, either directly to your publication or indirectly via NAMPA notification to your publication.
12. Your publication via networking and asking questions of other members will learn ways to improve your bottom line by increasing revenue and decreasing expenses.
13. Your publication will have the opportunity to annually compete with other publications of your size for awards honoring editorial and graphic design.
14. If your publication wins one or more awards, you will be able to include a NAMPA award logo on your website and in your printed publication.