



## Why should your senior/boomer publication join NAMPA?

NAMPA (North American Mature Publishers Association, Inc.) is a non-profit 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. NAMPA currently has 57 publications who are members with a combined monthly circulation of 1.9 million and an estimated 4.4 million readers per month. NAMPA publishes a quarterly newsletter and hosts regional and national meetings. NAMPA also hosts a very popular industry-wide website at [www.maturepublishers.com](http://www.maturepublishers.com).

1. You 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.
2. Learn about the best sales, marketing, editorial and financial strategies
3. Have the opportunity to be part of the NAMPA Network to possibly receive national and regional print ad insertions
4. Obtain advertising referrals for your publication based on you listing on NAMPA's website.
5. Learn ways to improve your bottom line by increasing revenue and decreasing expenses.
6. Have the opportunity to annually compete with other publications of your size for awards honoring editorial and graphic design.
7. Have the opportunity to network with publishers via telephone conference calls, regional meetings and at the annual national convention.

### What are the NAMPA membership criteria?

1. Only publications that are oriented to the mature market and are published, **at least three (3) times annually** are eligible for "REGULAR membership" in NAMPA. Those mature based publications who publish **twice or once annually** are eligible for "ASSOCIATE membership" in NAMPA.
2. A publication must have been in print for **at least 12 months** prior to applying for membership.
3. A publication must be willing to donate one (1) full page color ad in their publication annually as part of NAMPA's fundraising event to help in covering the association's annual expenses and comply with the other NAMPA membership obligations.
4. After a publication is approved for NAMPA membership, the publication must submit annually its **membership dues**, which currently is \$150 plus \$2 per thousand in circulation.

### How to apply for NAMPA membership?

1. Request a membership application form by contacting NAMPA at (877) 466-2672 or emailing your request to [gary@maturepublishers.com](mailto:gary@maturepublishers.com).
2. Complete a NAMPA membership **application form** and enclose an **application fee of \$200**, for publishers who join in 2019, and mail to NAMPA, P. O. Box 19510, Shreveport, LA 71149.