



fma

Florida Magazine Association

325 John Knox Road L103

Tallahassee, FL 32303

(866) 885-1156

www.floridamagazine.org

Membership Application



fma

FLORIDA MAGAZINE ASSOCIATION

Membership Application

THE WORLD OF PUBLISHING CAN BE TRICKY

- let FMA help you navigate the future of magazine innovation at the 2012 Publishing Conference & Exposition. Join the best and brightest in magazine publishing on August 16 - 17, 2012 in Orlando, FL at *Disney's Yacht & Beach Club* Resorts. Industry renowned speakers, networking opportunities, a top notch trade show plus the annual Charlie Awards Gala are just a few things attendees can expect during the conference.

FLORIDA MAGAZINE ASSOCIATION



The 2012 Annual

PUBLISHING

Conference & Exposition

August 16-17, 2012 • *Disney's Yacht & Beach Club* Resorts

For more information on the 2012 Publishing Conference & Exposition, the Charlie Awards or FMA membership please visit

www.floridamagazine.org



Let the Florida Magazine Association help you navigate the future of magazine publishing and innovation by taking advantage of our many member benefits:

ANNUAL PUBLISHING CONFERENCE & EXPOSITION:

- FMA provides educational tracks at the Annual Conference including editorial, design, marketing, digital and much more.
- This is the only exposition in Florida where national, state and local publishing suppliers meet in one room to give members information on their latest products, services and promotions.
- Member’s registration for additional staff from your company is available for a very reduced rate.
- Exclusive media event brought to you by Disney Theme Parks. FMA attendees have the opportunity to participate in a once in a life time event not offered to the public!

ANNUAL CHARLIE AWARDS COMPETITION:

(members only)

- This prestigious national competition recognizes excellence in writing, editing, graphic design, photography and overall quality.

- Winners are recognized in the media and on the FMA website and can promote their publication as the “Best of the Best” in Florida.
- This competition allows a forum to put your publication to the test and compete with the best in Florida. Over 800 entries are submitted each year!

LEGISLATIVE REPRESENTATION:

- Partnering with Magazine Publishers of America and other industry groups has enabled the association to position itself as the voice of Florida’s publishing industry.
- When legislative issues arise, FMA immediately alerts members, informs them on what action can be taken and educates them on the next steps.

COMMUNICATION:

- Each member receives a FREE copy of the Publishing Executive magazine 10 times per year which includes tips and techniques for the publishing professional.
- FMA continues to collect valuable industry data. From ad rate trends to average salaries to page count trends, this data is only available to members.
- FMA’s electronic newsletter is distributed every other month and provides members with tips and take-aways, news alerts, events, job listings and much more.

APPLICATION FOR MEMBERSHIP IN THE FLORIDA MAGAZINE ASSOCIATION

Primary Name: _____
 Publisher Name: _____
 Contact Person: _____ E-mail: _____
 Contact Person: _____ E-mail: _____
 Street Address or P.O. Box #: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____ Website: _____

REGULAR MEMBER

Publishing company whose periodical is 1) published at least three times a year and no more than 52 times a year; 2) published in Florida (principal editorial office); and 3) has an average minimum editorial content (not advertising) of 25 percent (if not, please consider our Affiliate Membership). Send the two most recent issues of each magazine with your application.

Dues Structure:

1 to 5 employees. \$196 11 to 20 employees. . . . \$336
 6 to 10 employees. \$252 21 or more employees . . \$420
 Individual \$75

Numbers of Employees (working at least 30 hours/week): _____
 Name of Publication(s): _____

ASSOCIATE MEMBER

For any supplier of magazine products or services who does business in Florida and has a reputation of quality and reliability. Your membership dues include an exhibit booth and registration for two representatives at the FMA Annual Publishing Conference and Exposition.

Dues Structure:

\$1,925 per company.

Brief Description of Product/Service: _____

AFFILIATE MEMBER

For magazines that do not meet the publishing requirements of regular membership, students, freelancers, advertising agencies, public relations agencies and faculty members.

Dues Structure:

Freelancer \$75 Advertising Agency. . . . \$196
 Student \$0 Faculty member \$75
 Magazine published outside of Florida \$280
(Include recent copy of publication)
 Magazine published fewer than 3x annually \$280
(Include recent copy of publication)

PAYMENT OPTIONS

Dues Amount: \$ _____ + \$25 admin fee = **Total: \$** _____

Check Money Order VISA MasterCard AmEx
 Card #: _____

Exp. Date: _____ Security Code*: _____

Billing Address: _____

City/State/Zip: _____

Name on card: _____

Signature: _____

**This is the 3 digit number found on the back of your card (in the signature area). Amex only - this is the four digit number imprinted on the front of your card.*

Make checks payable to the Florida Magazine Association. Full year’s dues must be paid regardless of month of joining. Dues for the following years will be prorated. Dues are non-refundable.

If accepted into membership, I/we agree to abide by the bylaws and policies of the Florida Magazine Association, and I/we attest to the facts given in this application.

Signature of Applicant: _____

Title: _____

The federal government requires this notice: Contributions or gifts to the Florida Magazine Association are not deductible as charitable contributions for federal income tax purposes, however, dues payments are deductible by members as an ordinary and necessary business expense.