



UIA Associations Mailings in 2017 (for the 55th edition of the Yearbook in 2018)

UIA Associate Members get 10% discount on any option!

The Union of International Associations (UIA) maintains a database on international civil society: international non-governmental organizations (NGOs) and inter-governmental organizations (IGOs).

The UIA's databases Yearbook of International Organizations and International Congress Calendar are continuously updated and currently include descriptive profiles of over 69,000 international associations – including contact details, history, aims, and membership – and details on over 460,000 international meetings of these bodies, from 1850 to the present, and also far into the future.

A) Join the UIA Yearbook editorial letter e-mailing to 25,000 international associations in April and May 2017

- an e-mailing sent annually to 25,000 international associations representing civic, charitable, and professional interests around the world
- associations worldwide update their data based on this letter, UIA editors continuously update the online databases as well as the print edition of the Yearbook of International Organizations (55th edition in 2018)
- the letter is in English, French and Spanish
- with a response rate of over 35% (combined with postal mailing)

Send us a PDF less than 1 MB and UIA will include your advertising flyer with the UIA letter: a tailor-made data selection of some of the 25,000 associations

- Ask us **now** for more information on customizing your mailing by selecting the region and/or area of interest of the international associations receiving your advertising flyer
- Cost: € 1.00 per e-mail address
- Deadline: we need your electronic file (PDF) before 15 March 2017!

B) Join the UIA Yearbook editorial letter postal mailing to 15,000 international associations from June 2017 onwards

- a paper mailing sent annually to 15,000 international associations representing civic, charitable, and professional interests around the world
- associations worldwide update their data based on this letter, UIA editors continuously update the online databases as well as the print edition of the Yearbook of International Organizations (55th edition in 2018)
- the letter is in English, French or Spanish
- with a response rate of over 35% (combined with e-mailing)

Send your advertisement with the postal mailing for the 55th edition of the Yearbook: a paper mailing to up to 15,000 international associations

- Deadline: advertising space for the 2017 paper mailing must be reserved before 15 May 2017
- your paper flyer must reach us before 31 May 2017!

Option 1

Print your advertisement or logo on the Yearbook editorial letter to all 15,000 international associations

- A. Logo size 60 mm wide x 40 mm high = € 2,475
- B. Logo size 210 mm wide x 40 mm high as a footer = € 5,900

Option 2

Include your advertising flyer with the Yearbook editorial letter to your selection by region and/or area of interest from 15,000 international associations. The selection work is free of cost for Associate Members. Non-members pay an additional fee of € 490.00.

- A. an unfolded flyer, 210 mm x 99 mm, maximum weight 10g = € 1.00 per address
- B. a 3-fold, one page flyer, 210 mm x 297 mm (A4), maximum weight 10g = € 1.00 per address
- C. an unfolded flyer, 210 mm x 297 mm, weight more than 10g and/or containing several pages = to be negotiated

Your contacts at UIA

Clara Fernández López: clara@uia.org & Carine Faveere: carine@uia.org

- **New: at any time of the year, UIA can include your flyer in its postal editorial mailing to your individual request of geographic or subject area selection of associations**

The UIA reserves the right to refuse any advertisement. Please note that for customers in Belgium and for EU customers that do not have a valid VAT number, the price will be increased by VAT according to Belgian law.