



UIA ASSOCIATIONS MAILINGS - 2021

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 73,000 international associations – including contact details, history, aims, and membership – and details on over 505,000 international meetings of these bodies, from 1850 to the present, and also far into the future.

Annually UIA contacts over 30,000 international associations directly in order to update its database, both digitally and by post. In 2021 UIA will be updating the database for the 59th edition of its *Yearbook of International Organizations*, which will be published in 2022. These mailings are a chance for your organization or company to reach out directly to these associations!

With a **response rate of over 35%**, you can be certain that you are being seen!

UIA Associate Members get 10% discount on any option.

Join the UIA Yearbook editorial letter e-mailing!

- **Reach:** 25,000 international associations
- **Sending dates:** in April and May 2021
- **Language:** the letter is in English or French

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 (minimum order is 1,000 e-mail contacts or € 1,000)
- **Deadline:** we need your electronic file (PDF) before 15 March 2021!

Join the UIA Yearbook editorial letter postal mailing!

- **Reach:** 15,000 international associations
- **Sending dates:** from May 2021 to October 2021
- **Language:** the letter is in English, French and Spanish

Send your advertisement with the postal mailing for the 59th edition of the Yearbook: a paper mailing to up to 15,000 international associations.

- **Deadline:** advertising space for the 2021 paper mailing must be reserved before 31 March 2021, so your logo, banner or paper flyer must reach us before 15 April

Option 1

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

- | | |
|--|---------|
| A. Banner / logo size 60 mm wide x 40 mm high | € 2,475 |
| B. Banner / logo size 210 mm wide x 20 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.

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| 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 |

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!

Your contacts at UIA

Clara Fernández López: clara@uia.org

Carine Faveere: carine@uia.org

Union of International Associations - UIA
Rue Washington 40, B-1050 Brussels

Tel.: +32 (0)2 640 18 08

Fax: +32 (0)2 643 61 99

<http://uia.org>

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.