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FAEP is European Trade Association of the year 2008

On Wednesday, 5 November the European Federation of Magazine Publishers, FAEP, representing the interest of 15.000 magazine publishers in Brussels, won the European Trade Association of the year 2008 award.

The first ever “European Public Affairs Award”, organized by DODS, the well-known EU media company, publishing the Parliament Magazine and the European Public Affairs Directory, recognizes and celebrates excellence within the European public affairs community.

David Hanger, President of FAEP and CEO and Publisher of Prospect Magazine in the UK comments on this outstanding award: “The three-man FAEP team in Brussels is the most passionate and creative trade association’s secretariat I have ever worked with. Beside the traditional monitoring and representation work they set up innovative formats in order to be heard by and helped European decision makers. I especially want to thank all FAEP members – national associations as well as corporate members - who continuously contribute to the visibility of magazine publishers’ interest in Brussels and who promote the importance of EU decision making through their networks in the 27 EU Member States!”

FAEP’s innovative and systematic approach of bringing publishing figures in direct contact with EU players convinced the independent jury to nominate FAEP for the shortlist of the European Public Affairs Award. The final decision was taken by more than 800 European public affairs professionals who voted for what they considered as best practice throughout the European public affairs community.

Kellen Europe, as the premier association management company, is the sponsor of the category "Trade Association and Professional Body of the year" with the aim of contributing to elevate the profession of association executive. Maria Teresa Scardigli, Vice President of Kellen Europe, congratulates FAEP by saying: “FAEP is not only run by very talented executives but it is an extremely effective organization with innovative ideas and creative best practices implemented with passion.”

In the last two years, FAEP has developed various innovative formats for publishers to meet directly with the decision makers, such as the Media Lounge in the EU Parliament and Strasbourg lobbying trips with publishers themselves, rather than just Brussels-based lobbyists.

So far in 2008, FAEP set up face-to-face meetings for publishers from eight EU member states with seven EU commissioners, 12 members of cabinets, 22 high-ranking officials from the EU Commission and 73 Members of the European Parliament.

FAEP Executive Director David Mahon said of the award: “This is an impressive result for the FAEP team. We are small but very dedicated and we could only have achieved this with the active input of our President, Vice-Presidents, National Associations and Corporate Members. The award is a benchmark of our successful lobby innovations which we tend to continue and improve in the future.”

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Who is FAEP :

The European Federation of Magazine Publishers (FAEP) is a non-profit organization representing the interests of the national associations of periodical press publishers and corporate publishing members in Europe. FAEP's mission is "to promote and protect the interests of publishers of the periodical press within the European Union thus ensuring the long-term survival and prosperity of a plural, diverse and economically successful magazine publishing industry in the EU".

Over 15.000 publishers throughout Europe (the vast majority being Small and Medium Sized Enterprises) publishing over 50.000 magazine titles in Europe, reaching on average 80% of European adults. 300 million Europeans read magazines on a regular, consistent basis. And this is reflected by the fact that more than 20 billion copies of magazines are sold every year in Europe. With combined annual revenues in excess of €40 billion, European magazine publishers employ more than 300.000 EU citizens and a multiple of that figure is involved in the related advertising, distribution, printing, design and paper manufacturing industries.