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FOR IMMEDIATE RELEASE

**CITY & REGIONAL MAGAZINE ASSOCIATION'S WINTER ROUNDTABLE
GARNERS INTEREST OF POTENTIAL NEW MEMBERS**

LOS ANGELES, CA (January 26, 2011) – Representatives from among 67 city and regional magazine titles gathered in Naples, Florida, for the Annual City and Regional Magazine Association's Publishers' Winter Roundtable, hosted by Gulf Shore Life Magazine.

In spite of an uninspired economy and a myriad of weather challenges, attendance was up more than 60% indicating a more positive attitude among publishers regarding the coming year. In addition to publisher representation, those in attendance included nearly a dozen prospective members representing magazines as diverse as New York Magazine, Sunset Magazine, and Down East Magazine along with smaller titles such as Tahoe Quarterly and Lake Superior Magazines.

Program Chair, John Balardo, Hour Detroit Magazine- structured an agenda focused on issues every publisher is facing today. Among the presentations were topics such as "Mastering the Total Media Environment for Revenue Opportunities," presented by Steve Ennen, President and Chief Intelligence Office of Social Strategy, 1; "Revisiting Daily Deals," presented by a panel of publishers who have been having great success with coupon deals for their readers; and The US Postal Service: "What the Future Holds/Impact on Magazines," presented by Anita S. Pursley, Vice President, Postal Affairs, RR Donnelley.

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C. James Dowden, Executive Director of CRMA said that there are clear signs that recovery is underway with an improving magazine advertising climate. “Notwithstanding improving ad sales, many discussions centered on new revenue opportunities and initiatives presented by the rapidly changing electronic and internet media potential...and further explored ways and means as to how those opportunities may translate into revenue generation,” said Dowden.

In addition to sponsor, RR Donnelley, event sponsors also included; Freeport Press, CDS Global, Publishers Press, Super Lawyers, Trend Offset, Media Audit and International Computer Network.

The next CRMA event is its 35th Annual Conference being held on April 30 – May 2, 2011, at the Drake Hotel in Chicago. Attendance registration cut-off date is March 30, 2011. For information on this event, and City and Regional Magazine Association membership, please call (310) 364-0193, or visit, www.citymag.org.

ABOUT CITY AND REGIONAL MAGAZINE ASSOCIATION:

CRMA member publications are located in virtually every major market in the United States, and Canada; and have a combined circulation of nearly five million readers with over \$115 billion in disposable income.

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