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CITY & REGIONAL MAGAZINE ASSOCIATION'S
FALL ROUNDTABLE INSPIRES PUBLISHERS

Focus: Readership development, brand loyalty and *Internet Age* integration

LOS ANGELES, CA (October 22, 2010) – Representatives from CRMA member city and regional magazine titles recently gathered in Austin, Texas for the City and Regional Magazine Association's (CRMA) Fall Roundtable.

The event program was focused on issues every publisher is facing today including Internet integration, *web dealing*, mobile app integration, *Groupon* utilization. Other topics included staffing, readership development and enhancing reader loyalty as topics of interest during the two-day event.

One Roundtable highlight featured a variety of *Publisher Sharing Groups* that explored top-of-mind trends, including a special 'Best Idea' session, where participating publishers submitted *their Best*; discussing both print, and the emerging landscape of digital options. Such innovations offering income-generating and data base-gathering opportunities included; a Beauty Book specialty pub; (Buffalo Spree) Best Home Seminar Series (M Magazine); On line Blog- Real Estate-focused (Honolulu Magazine); and *Deal of the Day*, (New Hampshire Magazine); to name a few.

The next CRMA's Publisher's Roundtable is being held on Jan. 7-8, 2011 at the Ritz-Carlton Golf Resort, Naples, Florida; attendance cut-off is Dec. 6, 2010. For information on this event and CRMA membership, please call (310) 364-0193, or visit, www.citymag.org.

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