



**JONES AGENCY**  
marketing advertising public relations

Contact: Delene Garbo  
The Jones Agency  
760-325-1437 x231  
Deleneg@jonesagency.com

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**CITY & REGIONAL MAGAZINE ASSOCIATION  
HOLDING FALL PUBLISHERS' ROUNDTABLE IN AUSTIN**

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

**LOS ANGELES, CA** (October 12, 2010) – Representatives from among 71 city and regional magazine titles are gathering in Austin, Texas October 15-16 for the Annual City and Regional Magazine Association's Fall Roundtable, hosted by Texas Monthly Magazine.

Program Chair, Todd Matherne, CEO Renaissance Publishing, New Orleans, LA, has structured a program uniquely focused on issues every publisher is facing today. Topics such as Internet integration, custom title re-vamping, *web dealing*, staffing, readership development and loyalty are slated as part of the Roundtable agenda.

In the area of Internet integration, guest speaker, Christine Allison, President, D Magazine, will detail her experience with App integration, discussing the *ways and means* Apps can be leveraged for branding, audience-building and revenue-generation. Custom Publishing, with Lori Rosen, Executive Director, Custom Content Council; and *Groupon* Living Social Programs, with Jasen Barnes of BringLocal.com and Fred Parry, Inside Columbia, will also be addressed. Additionally, a variety of Publisher Sharing Groups will explore top-of-mind trends, including a special 'Best Idea' session, where each publisher will be submitting *their Best*; discussing both print, and the emerging landscape of digital options.

Roundtable sponsor, **Trend Offset Printing** is presenting Saturday morning's Publisher's Sharing Breakfast session; and sponsor, **RR Donnelley** is presenting the day's Lunch and Learn Session, discussing custom publishing innovations, along with other relevant topics.

C. James Dowden, Executive Director of CRMA said that every indication is that the advertising climate is improving for member magazines. "The focus of this meeting is heavily slated towards new revenue opportunities and initiatives presented by the rapidly changing electronic and internet media potential," said Dowden.

Readers of city magazines present a demographic of ideal mobile application users by utilizing magazine content re local restaurants, events and other features. "City magazines are now utilizing mobile apps, social networking and other techniques to extend their brand exponentially... This meeting will explore all aspects of how to continue to extend this reach," added Dowden.

For information on CRMA conferences for city and regional magazines or membership information, call (310) 364-0193, or visit, [www.citymag.org](http://www.citymag.org).

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