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

**CITY & REGIONAL MAGAZINE ASSOCIATION
HOLDING ANNUAL CONFERENCE IN RHODE ISLAND**

Focus: *Internet Age* integration as an adjunct to print products

LOS ANGELES, CA (June 2, 2010) –Over 250 representatives from nearly 70 city and regional magazines are gathering in Providence, Rhode Island, June 5-7 for the 34th Annual City and Regional Magazine Association Conference. Rhode Island Governor, Donald Carcieri and Providence Mayor, David N. Cicilline are expected to put in appearances at the 3-day event being hosted by Rhode Island Magazine. Addressing a key Internet integration issue is one of the most anticipated conference sessions, “Joining the Digital Magazine Revolution,” being presented by Robyn Peterson of Next Issue Media, a joint venture comprised of Conde’ Nast, Hearst, Meredith, News Corporation and Time, Inc.

Part of the Digital Magazine presentation will include a storefront plan update and offerings including digital editions of magazines; and details of a uniform E-Reader Platform tailored for whatever devices exist or come along in the future.

The session will also discuss the framework for integrating digital magazine production within existing editorial process, and will cover revenue generation through Next Issue Media’s storefront. “We’re thrilled by the opportunity to do what existing print properties do well and what the web does well together.” said John Squires, Managing Director, Next Issue Media, who went on to say “...It’s going to be friendly to brand-building and it’s going to have incredible impact...”

Another Internet-related topic, *Social Media*, will be explored by Keynote Speaker, Jason Weaver, CEO, Shoutlet. Weaver will discuss social media options, revealing ways and means to target niche social spaces beyond Facebook, Twitter and YouTube. He will outline best practices for uncovering details regarding identifying specific target audiences that ultimately can be used to effectively drive social media strategies and integration for city and regional magazines.

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A series of workshops and seminars focused on more specific needs and interests of magazine editors, art directors and sales personnel will also be offered throughout the 3-day event. Among those is the Advertising Sales session with Steve Borseti, Principal, Sandler Training. Borseti will be conducting a session devoted to selling best practices and tactics that will have advertisers seeking out magazine sales people rather than avoiding them.

For editors, Chris Jones, 2009 award recipient for the National Magazine Award for Features, will be talking in detail about story origin, his reporting approach, his writing process, and the give-and-take process with his editor, plus more.

Jim Dowden, Executive Director of CRMA said that with city and regional magazines' highly focused editorial content, they are well-positioned to move forward in this era of expanded media options. "With the added strength of the Internet and various digital alternative bundles, city magazines are capable of providing extensive added value for dollars spent. It's a great time for all publishers to be part of the exciting evolution of consumer publishing and communications in all of its forms."

ABOUT CRMA:

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

For more information on the conference and the organization, visit www.citymag.org.

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