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CITY AND REGIONAL MAGAZINE ASSOCIATION HOLDING ANNUAL CONFERENCE IN CHICAGO

Focus: Digital and social media strategy integration as an adjunct to print products

LOS ANGELES, CA (April 4, 2011) -- Over 350 representatives from 67 city and regional magazines are gathering in Chicago, Illinois, April 30-May 2 for the 35th Annual City and Regional Magazine Association Conference (CRMA).

The conference itinerary is broken out into five tracks: advertising, art, audience development, editorial and marketing. Each session will be conducted by respected professionals covering a variety of issues relevant to the magazine industry. Digital, social media (Facebook, Twitter, Blogs), search engine optimization, and on-line promotions sessions are available within each track.

"Addressing digital and Internet integration issues continues to be of particular interest to regional publishers. There is so much happening and with all of this affecting so many departments we have integrated these topics across various internet groups," explained C. James Dowden, CRMA Executive Director.

"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," added Dowden.

Keynote Speaker, Samir A. Husni, a.k.a. "Mr. Magazine," director of the Magazine Innovation Center at the University of Mississippi School of Journalism, will present at Sunday's lunch session addressing such topics as trends in American magazines; new magazine launches; repositioning of established magazines; and packaging publications for better sales and presentations.

A series of workshops and seminars zero in on specific needs and interests of magazine editors, art directors and sales personnel. Among those workshops is the **Advertising Sales** session with Daniel Ambrose, known among many accomplishments, as the 1995 founder of About.com and iVillage.com. The session discusses revenue-driven advertising tactics, and how to use sponsorships to build business. Ambrose will focus on how to sell solutions beyond the page and the banner.

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With eight **Editorial Workshops** on deck, Sean Mussenden, social media expert and web developer, an adjunct professor of online journalism at the University of Maryland's Phillip Merrill College of Journalism, shares his insights on why social media is so crucial to media brands. Included in his talk are practical pointers on how writers and editors can maximize the power of Facebook and Twitter.

Topics within the **Art** category include; *Making Your Print Design Go Digital, Ahead of the App Design Curve*, and *Art Direction in the Multimedia Minefield*.

Audience Development topics include; Online Promotions, Building a Customer Data Analytics Strategy, QR Codes, Print Retention and Acquisition, newsstand sales, cover ideas, direct mail marketing, and the popular round table discussion, the *Best Idea* session, where everyone participates in this cost-cutting, revenue-generating, idea-sharing session.

Three Essential Directives for Growing Your Digital Revenue, presented as part of the **Marketing** track by Eric Grilly, chief vice president and chief digital officer for Comcast Marketing, is one of eight topics addressing various marketing ideas and strategies. Exploration is the areas of events creation and maximization, health wellness category marketing, and more will be presented.

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 or call (310) 364-0193.

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