



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 WINTER PUBLISHERS' ROUNDTABLE IN NAPLES, FLORIDA**

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

LOS ANGELES, CA (December 28, 2010) – Representatives from among 67 city and regional magazine titles are gathering in Naples, Florida, January 7 and 8 for the Annual City and Regional Magazine Association's Winter Roundtable, hosted by Gulf Shore Life Magazine. This much-anticipated event is being held at the Ritz Carlton Naples Golf Resort, Naples, Florida; a few miles from the city's famous entertainment and dining districts.

Program Chair, John Balardo, Hour Detroit Magazine- has structured a program uniquely focused on issues every publisher is facing today. Topics such as new media services, websites, mobile apps, electronic newsletters, daily coupon deals, sponsorships, and how they related to opportunities and expenses will be discussed.

Also slated as part of the Roundtable agenda are two sessions of *Publisher Sharing* where leaders of various size magazines will provide insight and information addressing common themes, including "Best of the Best," where publishers will delve into ways and means of developing profitable winning programs and promotions.

C. James Dowden, Executive Director of CRMA said that every indication points to an improved member magazine advertising climate. “The focus is slated toward new revenue opportunities and initiatives presented by the rapidly changing electronic and internet media potential,” said Dowden. “Our surveys indicate a definite turnaround is underway with a 5% increase in ad page counts in the second half of the calendar year. Regional publishers are gearing up in all areas and this meeting is targeted to help them.”

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... The Winder Roundtable will continue to explore all aspects relative to extending this and other digital outreaches,” added Dowden.

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

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