

December 8

Leveraging Consumer Magazine Brands **in the Digital Age**

MAGAZINES 24/7

Translate brands across platforms

Harness search and wireless opportunities

Exceed advertisers' expectations

Expand relationships with consumers

and much more!



Magazine Publishers of America

“To stay in the game, you have to deliver content that is malleable. I’m not asking you to swear off paper. That’s not necessary. But you can’t stand still and stay alive, because consumers are not standing still.”

—Renetta McCann, CEO, Starcom MediaVest Group

From pixels to podcasting, this one-day conference provides essential information for magazines in the Digital Age.

**How can magazines continue to be the ultimate “on demand” medium in the digital universe?
Find out how...**

**Is your magazine harnessing all its potential new media revenue sources? Or are new media beating up your bottom line?
Learn what you can do about it...**

**Trusted content—magazines have it. But how can it translate effectively to the digital “page?”
Get the lowdown on downloading...**

**Take your magazine to the next level —
Sign up today!**

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Conference Highlights



Keynote: What Does Digital 2.0 Mean for Magazine Brands?

If the age of the Internet was Digital 1.0, what does Digital 2.0 look like? What are the implications for media content providers, especially for magazines? **John Battelle**, author of *The Search*, provides an incisive look into the future of magazines in the Digital Age.

Seizing the Moment: Emerging Digital Opportunities

Boston Consulting Group reveals the trends that give magazines new opportunities to play in the digital space—and shares thoughts on actions to take now, even as the landscape continues to change.

How Search Is Changing the 5-Year Plan

How will the growing sector of search affect how magazines connect with consumers and grow revenue? Find out how the impact of search on business models and plans are transforming publishing.

PANELISTS INCLUDE: **Bob Carrigan** President, IDG Communications

James Spanfeller President and CEO, Forbes.com

Working Without a Net—Magazines Go Wireless

Improvements in wireless communications offer countless new possibilities for magazine content distribution and consumer relationships. Learn how magazines will be harnessing the power of evolving wireless technology from leading magazine executives.

PANELISTS INCLUDE: **Jonathan Dorn** Editor-in-Chief, *Backpacker*

Lynne D. Johnson General Manager, Online Media Ventures, *Vibe* and *Spin*

A Step Ahead: What We Can Learn About Wireless from Others

Digital technology has exploded. How can magazines benefit from advances in these developments? This session examines how consumers use wireless devices and explains what magazines can learn from them.

For updated speaker information and to register, go to www.magazine.org/events



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Translating Your Voice

How do you maintain your magazine brand across print and digital platforms? What's working? What's not? Leaders at the forefront of digital brand extensions reveal what it takes to be successful in this new—and evolving—arena.

PANELISTS INCLUDE: **James Pallot** Editorial Director, CondéNet

Keynote: Magazines—The Hot New Medium

Yahoo!'s Chief Sales Officer **Wenda Harris Millard** gives a cross-media perspective on what it takes to break through in a world of ever-expanding content.

Rethinking Reader Relationships

How can magazines communicate effectively with consumers? What is the role of community in maintaining consumer relationships? How do add-ons like e-commerce affect loyalty? What is on the horizon in the next three years? Find out what magazines are doing—and can do in the future—to strengthen reader relationships.

MODERATOR: **Merrill Brown** Founder and Principal, MMB Media LLC

PANELISTS INCLUDE: **Robert Ames** General Manager-Online Men's Enthusiast Network, Hachette Filipacchi Media U.S., Inc.

Joel Gurin Executive Vice President, Consumers Union and Publisher, *Consumer Reports*

Redefining Ad Sales

How do digital and multiplatform media properties change how advertising is planned and bought? How would you like it to be sold in this new world? What strengths can magazines leverage to be media leaders in the Digital Age? Advertising and publishing executives offer timely guidance for using the new rules of media buying and selling successfully.

PANELISTS INCLUDE: **Greg Osberg** EVP, Worldwide Publisher, *Newsweek*

Chris Poleway President, FORTUNE and MONEY Groups, Time Inc.

Register Now!



MAGAZINES 24/7

Leveraging Consumer Magazine Brands in the Digital Age

Thursday, December 8, 2005

American Conference Center

780 Third Avenue, New York, NY 10017 (Between 48th and 49th Streets)

8:00 am – 5:00 pm



Three ways to register:

- Online** www.magazine.org/events
- By Fax** (212) 371-3165
- By Mail** Magazine Publishers of America
810 Seventh Avenue, 24th Floor, New York, NY 10019

Registration fee includes networking breakfast, lunch and course materials.

Early Registration
On/before Nov. 4

Member (per person)

Individual

Group*

Nonmember (per person)

Individual

Group*

Early Registration

\$ 395

\$ 350

\$ 595

\$ 550

Regular

\$ 495

\$ 450

\$ 695

\$ 650

Group*

Two or more must register at the same time and be employed by the same company. Please photocopy this form for each additional registration.

HOTEL INFORMATION Radisson Lexington Hotel New York, 511 Lexington Avenue at 48th Street, New York, New York 10017-2096. Tel: (212) 755-4400 Fax: (212) 751-4091

Website: www.radisson.com/newyorkny_lexington

Virtual Tour: <http://www.photowebusa.com/ny-lexington>

Reservations may be called into the hotel directly at 1-800-448-4471 or through our central reservation office at 1-800-333-3333 and mention code MPA. Reservations must be made by November 9, 2005.

Questions/more information: Call MPA Events at (212) 872-3755 or e-mail mpaevents@magazine.org.

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Company Name and Magazine Title

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E-mail Address/Telephone/Fax

Badge Name (if different than above)

Method of Payment (check one):

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Magazines Are Going Digital:

84% want to expand their audience beyond print audience base into online;
82% expect to expand their online efforts in the next 12 months

76% want to create new revenue streams and profits in the long term;
40% expect to do so in the short term

67% plan to build a community around the brand

Participants recorded growth equivalent to at least **20%** of the print audience in new web-based audiences

Source: Routes to Success for Consumer Magazine Websites, FIPP, 2005

Are you ready?

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Sign up today! Get the latest information on how to make your magazine a digital success at www.magazine.org/events

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