

New Titles In Focus at WAN Conference

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[摘要] More than 550 new print titles have appeared world-wide in the last five years – quality dailies, free commuter papers, “lite” versions of existing titles, and niche titles targeted to wealthy readers, immigrants, young people, women, men and even low-literacy audiences.
[关键词] New Titles WAN Conference

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An analysis of the new print phenomenon, and a guide to successful new product development, will be provided at the World Editor and Marketer Conference & Expo, to be held in Madrid, Spain, on 23 and 24 November next. The conference will profile new product launches worldwide including the Apple Daily in Taiwan, nrc.nxt in Amsterdam, Red Eye Programme details and other information about the conference, organized by the World Association of Newspapers and the World Editors Forum, can be found at <http://www.wan-press.org/madrid2006>.

The session on New Print Products will be based on a new report from the WAN Shaping the Future of the Newspaper project, which identifies, analyses and publicises all important breakthroughs and opportunities that can benefit newspapers all over the world. More on the project can be found at <http://www.futureofthenewspaper.com>. The SNR report, which will be unveiled at the conference, will also include chapters on the latest in the free newspaper craze by a leading expert on the subject, University of Amsterdam professor Pet Bakker, and a global update on the tabloid format phenomenon by newspaper designer Martin Garcia.

“New Print Products” is one of six sessions to be offered during the global conference, which has become a popular meeting place for publishers, senior marketing executives and editors from around the world -

-last year[[event drew nearly 500 participants from 73 countries. This year

[[event is being hosted by the Association of Spanish Newspaper Publishers (AEDE), and chaired by Tomas Brunnegard, CEO and President of the Stumpen Group in Sweden.

Other sessions include:

Reader connections, which will provide practical information on how newspapers can engage customers and develop reader relationships that drive sales and loyalty. Speakers include Anders Gullger, Assistant News Editor of G#sboorg-Posten in Sweden, Grzegorz Pischota, Special Projects Editor of Poland[[Gazeta Wyborcza, and Hans-Dieter G#r#tner, Director of GEO in Germany.

Circulation systems, which will focus on the use of circulation and consumer data in sales and marketing operations. Speakers include John Hay, CHM Consultant for the Globe and Mail in Canada.

The digital/print content opportunity, which will examine the development of new digital mobile technologies and how they impact traditional readerships. Speakers include Erik Nord, Senior Vice President of Telene in Norway, Trine Hage, CEO of Norway

[[Romerikes Blad, and other speakers to be announced.

Newspaper marketing: avoiding the pitfalls, in which a panel of experts will respond to the 10 most frequent mistakes in newspaper marketing and explain how to avoid them.

Promotion - short term gain or long term investment? which will present an overview of circulation-winning promotions and the long-term strategies behind them. Speakers include Paula Murphy, Deputy Marketing Director of The Independent in Ireland.

And much more! Full details at <http://www.wan-press.org/madrid2006>.

