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22ND
ANNUAL
MAGS
CONFERENCE

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MAY 5, 2011

WHERE

W HOTEL MIDTOWN
188 14TH STREET NE
ATLANTA, GA

REGISTER

TAKE ADVANTAGE
OF THE EARLY BIRD
REGISTRATION DISCOUNT
BY REGISTERING BEFORE
FRIDAY, APRIL 29, 2011

THE TRADE SHOW

Here's where you can see: New technology and services for all facets of your business. Discover new vendors – from printers to paper manufacturers to software and hardware.

GAMMA AWARDS

- **LUNCHEON:** Thursday, May 5, 2011 in Altitude, the top floor of the W Midtown.
- **A GAMMA AWARD** is a coveted recognition of a magazine's writing, editing and design efforts. The competition is stiff, and the judges are the best in the business.
- **SPECIAL STUDENT PRICE.** Please call Lenora Kopkin at 770-331-2524 to inquire.

WHY ATTEND?

- Learn from the editors, designers and salespeople behind some of the most award-winning and profitable magazines in the country, and gain a stronger understanding of the trends that affect both your magazine and our industry.

- Enhance your knowledge with insight, information and contacts you'll gain through sessions, speakers and the Trade Show. These valuable ideas and strategies make this annual conference a key event for magazine professionals.
- No matter what your experience level—from student to publisher—you'll benefit from the insight and experience of the talented and capable educational team we've assembled.
- Network and exchange ideas with fellow magazine professionals in a relaxed and stimulating environment.
- Learn about innovative tools and technology. Visit the Trade Show to see how industry vendors can help improve your productivity and enhance your bottom line.
- Take the time to recharge your creative batteries. Learn something new at a conference designed to jump-start your year. You'll leave inspired!

WHO IS THE MAGS CONFERENCE FOR?

The MAGS Conference focuses on every aspect of magazine publishing: editorial, design, sales and management. Four tracks run concurrently throughout the day featuring professionals who are the best in the business and specifically target these disciplines across the consumer, business-to-business, association and custom publishing segments. If you're a magazine professional, the MAGS Conference is for you!

TRACK CHAIRS

EDITORIAL

- Alison Embrey Medina | Executive Editor *DDI*
- Don Sadler | Freelance Writer and Editor

SALES

- Carolyn Gardiner | *Georgia Trend*
- Gary Powell | *Oz*

DESIGN

Lisa Sparer | Art Director/Designer

MANAGEMENT

Rajesh Jyotishi | *Khabar*

CONFERENCE CHAIR

Ramsey Nix | Editor, *Lake Oconee Living*

CONFERENCE CO-CHAIR

Stephanie Davis Smith | Editor-in-Chief *The Atlantian*

KEYNOTE SPEAKER
BETH WEITZMAN

MAGS IS EXCITED TO HAVE BETH WEITZMAN AS ITS GAMMA AWARDS LUNCHEON KEYNOTE. HER SPEECH IS ENTITLED "I BELIEVE IN PRINT! THE ROAD TO RECOVERY IN 2011."

With a degree in marketing, a juris doctorate and four years of practicing law under her belt in 2000, Weitzman transitioned into the publishing world as editor-in-chief of Atlanta's luxury lifestyle magazine, *JEZEBEL*. As part of the growing publishing company, Dickey Publishing, Inc., she has continued in that role as well as being promoted to Vice President of Editorial for the company. She is overseeing the launch of *Men's Book Atlanta*, which releases its debut issue in Spring of 2011. Today, Weitzman continues at the rein of *JEZEBEL* as well as overseeing all 12 city magazines for Modern Luxury as Vice President of Editorial.



[PHOTO BY CHRIS CALHOUN]

EDITORIAL

SESSION 1 (8:45-9:45 AM)

360-DEGREE BRANDS

PRESENTER: Joe Pulizzi,
Chief Content Officer, Content Marketing Institute

In today's fast-paced consumer marketplace, magazines are turning into 24/7 content sources. How to effectively use blogs, mobile, apps, video, social media and podcasts to engage your readers.

JOE PULIZZI is a leading author, speaker and strategist for content marketing. He is first and foremost a content marketing evangelist, and founded the Content Marketing Institute, which includes client-vendor matching site Junta42, as well as the premier international content marketing event Content Marketing World. Pulizzi is also co-author of the highly praised book *Get Content Get Customers* (McGraw-Hill), recognized as THE handbook for content marketing. Awarded "Custom Media Innovator of the Year" by American Business Media, voted Who's Who in Media Business by *BtoB* and recognized as the Most Influential Content Strategist via Lavacon, Pulizzi travels around North America and Europe talking to marketers and business owners about how they are indeed publishers, and what they need to do about it. He also writes one of the most popular content marketing blogs (blog.junta42.com) in the world and is overly passionate about the color orange.

SESSION 2 (10-11 AM)

LIMITED RESOURCES,
GREAT LOOKING MAGAZINES

PRESENTER: Sid Evans, Editor-in-Chief, *Garden & Gun*

Every editor faces the daily challenge of doing more with less and creating great-looking magazines with limited editorial and art budgets. How do the best editors allocate their budgets between editorial and art? How do they find affordable (and great) writers, artists and photographers? And how do they work together with art directors to find the right balance, both from a readership/layout standpoint and a budget one?

SID EVANS is the Vice President and Editor-in-Chief of *Garden & Gun*, a southern lifestyle magazine. Before joining *Garden & Gun*

in 2007, Evans was the Editor-in-Chief of *Field & Stream*. Under his tenure, *Field & Stream* set the standard for excellence in the outdoor category, earning an unprecedented nine National Magazine Award nominations in three years, and raising the bar for conservation reporting in the outdoor industry. Prior to joining *Field & Stream*, Evans served as Editor-in-Chief of *Men's Journal*, Senior Editor at *GQ* and Senior Editor at *Sports Afield*.

SESSION 3 (11:15 AM-12:15 PM)

THE NEW FRONTIER
OF DIGITAL PUBLISHING

PRESENTERS: Rebecca Burns, Director of Digital Strategy, Emmis Publishing and Steve Fennessy, Editor, *Atlanta*

More and more magazines today are creating separate and distinct online and digital (including iPad) editions. In this highly interactive session, one of the nation's pre-eminent magazine digital strategists, Rebecca Burns, will talk about the current state of magazine digital publishing. As the Director of Digital Strategy for Emmis Publishing, the parent company of Atlanta, Burns is on the front lines of the digital publishing revolution and has been instrumental in the creation of digital editions across Emmis' seven different magazine titles. Fennessy, the editor of Atlanta, will join Burns to talk about the interaction and relationship between print editors and staff and their digital counterparts.

REBECCA BURNS is Director of Digital Strategy for the parent company of *Atlanta*, Emmis Publishing. Before assuming this role in 2010, Burns was the Editor-in-Chief of *Atlanta* for seven years. She has also authored several books, including *Rage in the Gate City: The Story of the 1906 Atlanta Race Riot*, for which she was a 2007 Georgia Author of the Year finalist, and the recently released *Burial for a King*, an account of the 1968 Atlanta funeral for Martin Luther King Jr.

STEVE FENNESSY joined the *Atlanta* staff in 2005 and was named editor in 2009. A story Fennessy wrote for *Atlanta* titled "The Talented Dr. Krist" was included in the 2007 volume of *Best American Crime Reporting*, and in 2009 Fennessy was a finalist in the Writer of the Year category in the City and Regional Magazine Association. Fennessy has worked at newspapers and magazines in upstate New York as well as overseas in Cairo, Egypt, and he was a reporter and editor at *Creative Loafing* for five years before joining *Atlanta*.

“TO CREATE AN ENVIRONMENT FOR SUCCESS, BOTH PERSONALLY AND ORGANIZATIONALLY, DISCUSSIONS MUST BE AUTHENTIC AND REAL.”

—LARRY R. HART, CHAIR, VISTAGE INTERNATIONAL

EDITORIAL (CTD.)

SESSION 4 (3-4 PM)

HOW TO LAUNCH AN ONLINE MAGAZINE

PRESENTERS: Kirsten Palladino, Founder & Editor-in-Chief, *Equally Wed*; Amy Lemley Bishop, Editor & Publisher, My Scoop Media; Jaime Luckey, Founder, *Date Night*

As the digital media market continues to grow, online magazines have proliferated the industry, adding fresh content sources via the digital channel. From very niche regional publications to global content sources, these online media add an enticing new layer to the magazine industry. Learn how these editors and publishers set out to conquer the digital channel, launching successful online magazines in a variety of genres.

KIRSTEN OTT PALLADINO has worked in the editorial business for more than 10 years, serving as editor at several newspapers and magazines, including the internationally heralded magazine, *Art & Antiques*, as well as contributing her writing and editing skills to a plethora of media outlets. Along with her wife, the Athens, Ga.-native launched *Equally Wed*, the nation's premier online same-sex wedding magazine, in March 2010, after realizing that nothing similar existed on the market when the couple was planning their own nuptials. The launch has been met with great success in the first year, with media attention from websites such as CNN.com, Autostraddle.com, Queerty.com, Jezebel.com, AfterEllen.com and AfterElton.com, as well as lengthy print coverage from *The New York Times* and *The Advocate*, who named *Equally Wed* as one of its “150 Reasons to be Proud” in its June 2010 cover story.

AMY LEMLEY BAILEY has been in magazine publishing for over eight years and is regionally known as “The Fashionista.” Bailey began her magazine career interning at *Southern Living*. She then moved to New York to work for *Us Weekly* and enjoyed working on the *Us* Grammy's After Party, Oscars Preview Events and the *Us* Fashion Week Daily. Moving back to Birmingham and continuing her magazine publishing career in Sales and Marketing at *Birmingham*, Bailey not only worked in sales, but also on various special events and appeared on regular NBC segments speaking on fashion, gift ideas and more. Inspired by magazine publishing and fashion, Bailey always wanted to publish her own style magazine. She founded her

own company, My Scoop Media, in Summer 2007. *My Scoop* is an online style magazine with emphasis on the South. With a website, blog, email marketing, Scoopette card, My Scoop Wish Lists and events, *My Scoop* has branded itself as the Southern source for style.

JAIME LUCKEY is a writer and editor who began her magazine career as managing editor of Atlanta-based regional bridal magazine *I Do For Brides*. From there, Luckey teamed up with *Caribbean Bride* as a freelance writer before taking on the editor role, a position she currently holds. In 2010, Luckey took a departure from the wedding industry when she founded *Date Night*, an online magazine for Atlanta daters. Luckey graduated from Georgia State University with a BA in English and earned her MA in Professional Writing from Kennesaw State University.

MANAGEMENT

SESSION 1 (8:45-9:45 AM)

FIERCE CONVERSATIONS. ACHIEVING SUCCESS. ONE CONVERSATION AT A TIME

PRESENTER: Larry R. Hart, Chair, Vistage International

“While no single conversation is guaranteed to change the trajectory of a career, a business, a relationship or a life, any single conversation can.” The seven principles offered in the book, Fierce Conversations, by Susan Scott, are brought to life in this powerful breakout. These principles have taught globally recognized companies how to achieve significant results by transforming the conversations so central to their success. To create an environment for success, both personally and organizationally, discussions must be authentic and real. Most people do not know how to have these conversations.

LARRY R. HART is a group Chair and certified Fierce Conversations facilitator. Hart has spent over 10,000 hours behind closed doors with CEOs, owners and senior executives of companies ranging from \$1 million to \$300 million in revenue. Those closed door conversations are the basis for personal improvement and increased effectiveness at any level but critical for every leader. In addition to his Chair duties with Vistage International, the world's leading chief executive organization, Hart owns two businesses and is past President of the Rotary Club of Dunwoody.

SESSION 2 (10-11 AM)

THINK INTERACTIVE. THE MOVE TOWARDS DYNAMIC CONTENT

PRESENTER: Deborah Esayian, Co-President, Emmis Publishing Interactive

One of the biggest problems facing publishers during this recession is wasting money in an attempt to cut back. The display ad model and small hits here and there are inefficient—it's not the big money maker that everyone thought it'd be. Publishers can monetize assets through an education in interactive and taking cues from other media models.

DEBORAH ESAYIAN develops the market opportunities for Emmis Interactive, the software company that empowers the websites and interactive businesses of hundreds of broadcast and publishing entities in the United States and Canada. She is the architect of one of the most profitable internet business models in media today. The pioneer of several innovations in the broadcast industry, she is a catalyst for corporate reinvention. Emmis Interactive serves Astral Media, Corus Entertainment, Greater Media, Emmis Communications, Lincoln Financial Media, Renda Broadcasting, Maverick Media and many others as their clients.

SESSION 3 (11:15 AM-12:15 PM)

HOW TO REALLY MAKE MONEY ONLINE

PRESENTER: Eric Shanfelt, eMedia Strategist, Inc.

Our readers are online, our advertisers are asking about it and everyone is telling us that digital is the future of publishing. But exactly HOW do we take our publishing business online and actually make good money doing it? How do we make the transition while print is still the bulk of our revenue? Find out how to successfully transition your business online and not just trade print dollars for digital dimes.

ERIC SHANFELT specializes in practical strategies for growing online revenues and profit, developing sustainable and market-leading online products and helping companies manage the cultural and staff development transitions a multi-media publishing environment requires. Over the past 18 years he has served in executive roles at B2B and consumer media companies and as a consultant for the media and marketing industry.

SESSION 4 (3-4 PM) (WITH EDITORIAL)

HOW TO LAUNCH AN ONLINE MAGAZINE

PRESENTERS: Kirsten Palladino, Founder & Editor-in-Chief, *Equally Wed*; Amy Lemley Bishop, Editor & Publisher, My Scoop Media; Jaime Luckey, Founder, *Date Night*

As the digital media market continues to grow, online magazines have proliferated the industry, adding fresh content sources via the digital channel. From very niche regional publications to global content sources, these online media add an enticing new layer to the magazine industry. Learn how these editors and publishers set out to conquer the digital channel, launching successful online magazines in a variety of genres.

SALES

SESSION 1 (8:45-9:45 AM)

ADVERTISING SALES TRAINING FOR THE 21ST CENTURY

PRESENTER: Lisa M. Turner

The basic elements of sales are often overlooked in today's demanding environment. This interactive session gets sales people back on track with helpful advice on identifying and managing prospects, effective cold-calling and use of strong sales writing skills for proposals and email follow-up. Other topics covered: handling objections and rejection, how to get sales calls and presentation tips. Attendees will actively participate!

LISA M. TURNER has more than 20 years experience in advertising sales and marketing. She began her career in corporate marketing in Minneapolis, MN, after graduating from Miami University of Ohio. She entered the publishing industry in 1990 when she joined *The Wall Street Journal* as Regional Marketing Manager in Dallas, TX. In 1993, she joined American Airlines Publishing and began a nine-year affiliation that took her from Dallas (Marketing Director) to Los Angeles (Senior Advertising Executive) to New York (Regional Sales Manager and Advertising Director). Her experience includes managing a network of international advertising sales rep firms. Turner relocated to Florida in 2003 to launch LMT Media Partners. Based in Miami, her firm offers media representation, advertising sales training and coaching and publishing consulting. Media clients have included *Florida Travel & Life*, *Constru-Guia al dia*, *LAN inflight media*, *Latin Trade*, *Southern Living* and *Virtuoso Life*.

SESSION 2 (10-11 AM)

ADVERTISING SALES TRAINING FOR THE 21ST CENTURY (PART 2)

PRESENTER: Lisa M. Turner

Turner kicks into high-gear in Session 2 with helpful tools and tips on sales call preparation, closing the sale and the successful sales person's greatest asset—time management. She helps you uncover the finer points of selling to create the Perfect Sales Day. The session ends with insight into creating powerful multi-marketing packages including print, web, events and sponsorships that help uncover hidden budgets and increase sales.

See bio above.

SESSION 3 (11:15 AM-12:15 PM)

INSIDE THE MIND OF A MEDIA BUYER

PRESENTER: Randall P. Whatley

Explore the problems and challenges that buyers and reps face in communicating with each other and working together. Whatley will answer questions reps often have about buyers. How do they make decisions? Why do they do some of the things that they do? How can reps improve their relationships with buyers? What goes on behind the scenes that reps don't know about? Whatley's candid and often brutally honest viewpoints are both educational and entertaining. The format of this seminar is one of open discussion. It is intended to be a dialogue between Randy and the audience. Participants are encouraged to express their opinions and share their experiences about the topics discussed. Bring your questions or email them in advance to carolyn@georgiatrend.com.

RANDALL P. WHATLEY is president of Cypress Media Group, an Atlanta-based advertising, public relations and training firm. He has been a media buyer for 33 years and has bought media in over 200 U.S. markets for a wide array of clients. After three decades of media buying, he has developed unique insights into the media buyer/advertising sales rep relationship.

SESSION 4 (3-4 PM)

SECRETS TO SUCCESSFUL ONLINE AD SALES

PRESENTER: Eric Shanfelt, eMedia Strategist, Inc.

Online ad sales doesn't have to be a mystery. Discover how to successfully package, price and pitch online advertising to your customers in a way that is easy for sellers and customers to understand, delivers results you can be proud of and drives just as much revenue as print.

See bio above.

DESIGN

SESSION 1 (8:30 - 9:30 AM)

ON THE SAME PAGE: THE REWARDS OF SPEAKING YOUR EDITOR'S LANGUAGE

PRESENTER: Paul Carstensen, Independent Graphic Designer and Art Director

How does having a solid relationship with your editor benefit you? In this thought-provoking discussion, veteran magazine design director Carstensen will explore the critical relationship between editor and art director, give practical, real-world tips on how to strengthen it and talk about why understanding what motivates your editor is not only a key to a better relationship, but is also a fundamental ingredient in your own enjoyment and job satisfaction.

PAUL CARSTENSEN brings a wealth of knowledge and experience to the subject. For the past 18 years, Carstensen has specialized in designing, redesigning and art directing numerous national magazines, including large consumer titles like *Health* and *Garden Design*, custom publications like *US Airways Attaché* and *Holiday Inn Express Navigator*, as well as Stanford University's award-winning alumni magazine. Carstensen was most recently design director for the Custom Publishing division of Time Inc.'s Southern Progress Corporation where he oversaw the design and art direction of *Lowe's Creative Ideas* and *Seminole Players' Life*. He has also been a contributing designer for *Southern Living*, and recently designed a special interest publication for *Cooking Light*. Along the way Carstensen has managed to learn a few things about what makes editors tick (and counts several among the best friends he's ever made in publishing) and how designers can sometimes be their own worst enemies.

Carstensen has won over 100 national awards for design and art direction, including honors from The Society of Publication Designers, *Communication Arts*, *Print* and *American Illustration*, and has also been a featured speaker at a number of national and local design conferences and workshops. In 1996, he was named Designer of the Year by CASE for his art direction and design of *Stanford*.

SESSION 2 (10-11 AM)

LAYING IT OUT

PRESENTER: Roger Black, Partner at Ready-Media, LLC

Black talks about the end of page design and the move to multi-platform publishing. What it means for designers, editors and publishers.

For 40 years, working with magazines like *Rolling Stone*, for newspapers like *The New York Times* and web sites like Bloomberg.com, **ROGER BLACK** has been developing ways to communicate content more effectively. His teams have redesigned *Reader's Digest*, *Esquire*, *Scientific American*, *The Los Angeles Times* and *The Washington Post*.

Black has been working on websites since 1995, and was involved with some early influential designs, including MSNBC.com and @Home Network. Now he is design director of Nomad Editions, a group of digital weeklies.

In the last year he helped launch four new companies: Webtype, Treesaver, Ready-Media and Nomad Editions. A partner in the Font Bureau and Danilo Black, both founded in 1989, he works from small studios in New York and Austin.

SESSION 3 (11:15-12:15 PM)

SIZE (DOESN'T) MATTER

PRESENTER: Matthew Bates, Design Director of *Backpacker*

Great design is about a great concept, not just a great budget. All magazines have their limitations, but every magazine needs to connect to its readers in smart and innovative ways. Whether you

have a large staff or are a one-person wonder department, learn how to push the creative boundaries of your magazine with the resources you already have.

MATTHEW BATES is design director of *Backpacker*, where he oversees the design of various brands, ranging from consumer and trade magazines to iPad apps and various outdoor related digital products for Active Interest Media's Outdoor Group. While at *Backpacker*, the magazine has won numerous design awards, including multiple medals from the Society of Publication Designers and the ASME National Magazine Awards for General Excellence in both print and digital as well as Magazine Section.

SESSION 4 (2:45 -3:45 PM)

DEFINING YOUR READER, DEFINING YOUR BRAND

PRESENTER: Neil Jamieson, Design Director of *Money*

A magazine art director's job is to visually articulate the brand's editorial mission with control, consistency and confidence, regardless of whether the publication is celebrated for its Hollywood exclusives, its cutting edge service journalism or its hard-hitting news. How do you achieve this mission? With a clear knowledge of who your readers are and what your readers want. If you figure this out, you're on your way to defining your magazine's visual identity successfully. Without that knowledge, you're on a slippery slope. In this presentation, Money Design Director Jamieson will show how he has used composition, typography, photography and illustration with dynamic and award winning results. Using this approach, he will show you how to create confidence in magazine newsrooms as well as newsstands, regardless of budget and resources.

NEIL JAMIESON is design director of *Money*. Before entering the world of personal finance publications, he was deputy design director of *People* where he worked on countless covers, special issues, brand extensions, and an over all refresh of the weekly newsstand juggernaut. Jamieson also launched *People* for the iPad, which fast became the most successful magazine app in the business. People, with its circulation of more than 5 million (and art department of more than 20!), was a far cry from his previous position as design director of *Field & Stream*. During his tenure, *Field & Stream* was awarded the General Excellence Ellie by the American Society of Magazine Editors and won nominations twice. He headed up the award winning redesign of the 115-year-old magazine, garnering both Folio and SPD awards, as well as the gold SPD Member's Choice Award and several merits of distinction. He gained his formative design training as an art director for *Sports Illustrated* and is a graduate of London's Saint Martins College of Art and Design.

SCHEDULE

SESSIONS	EDITORIAL	MANAGEMENT	SALES	DESIGN
7:30-8:30 AM	Registration and Continental Breakfast, in Altitude (the top floor of the W)			
8:45-9:45 AM SESSION 1	360-Degree Brands	Fierce Conversations: Achieving Success, One Conversation at a Time	Advertising Sales Training for the 21st Century	On the Same Page: The Rewards of Speaking your Editor's Language
10-11 AM SESSION 2	Limited Resources, Great Looking Magazines	Think Interactive: The Move Towards Dynamic Content	Advertising Sales Training for the 21st Century: Part 2	Laying it Out
11:15 AM-12 PM SESSION 3	The New Frontier of Digital Publishing	How To Really Make Money Online	Inside the Mind of a Media Buyer	Size (Doesn't) Matter
12:30 PM	GAMMA AWARDS Luncheon with Keynote Speaker Beth Weitzman and Awards Presentation			
3-4 PM SESSION 4	Shared Session: How to Launch an Online Magazine		Secrets to Successful Online Ad Sales	Defining Your Reader, Defining Your Brand
4:15-5 PM SESSION 5	The Perfect Storm: What happens when Editorial, Advertising and Marketing are all making waves? Last year's Grand GAMMA winners speak on a panel. <i>Garden & Gun's</i> Barbara Bing, Sid Evans and Jessica Hundhausen			
5:30-7:30 PM	Celebration Cocktail Party, in Altitude (the top floor of the W)			

ALL TRACKS ENDNOTE

SESSION 5 (4:15-5:15 PM)

THE PERFECT STORM: WHAT HAPPENS WHEN EDITORIAL, ADVERTISING, AND MARKETING ARE ALL MAKING WAVES?

PRESENTERS: Barbara Bing, Sid Evans and Jessica Hundhausen, *Garden & Gun*

In a rapidly changing media environment, no set of rules can anticipate every issue that arises. How do these three important elements of a magazine work together for the greater good of the publication? 2010 Grand Gamma Winner, Garden & Gun, lends us their Editor-In-Chief Evans, Publisher Bing and Marketing Director Hundhausen to discuss best practices for thriving with a small staff in the face of adversity. They'll share their philosophy for troubleshooting, building a brand, maintaining excellence and how to make this three-way relationship work to create an outstanding publication.

SID EVANS is the Vice President and Editor-in-Chief of *Garden & Gun*, a southern lifestyle magazine. Before joining *Garden & Gun* in 2007, Evans was the Editor-in-Chief of *Field & Stream*. Under his tenure, *Field & Stream* set the standard for

excellence in the outdoor category, earning an unprecedented nine National Magazine Award nominations in three years, and raising the bar for conservation reporting in the outdoor industry. Prior to joining *Field & Stream*, Evans served as Editor-in-Chief of *Men's Journal*, Senior Editor at *GQ* and Senior Editor at *Sports Afield*.

BARBARA BING was first introduced to *Garden & Gun* as a subscriber and joined as Publisher in January 2010, overseeing all advertising sales and marketing for the print and digital properties of the brand. Prior to joining *Garden & Gun*, Bing had spent more than 25 years in the media business, the last 16 as Founder/President of The Media Company, her Atlanta based company representing exclusively in the Southeast several of the most prestigious national titles, including *The New Yorker*, *New York, GQ, Gourmet, Esquire, Golf, SKI, House & Garden, Elle Décor* and *Outside* and the launches of *Vanity Fair, Details, Allure, Wired* and *Cooking with Paula Dean*.

JESSICA HUNDHAUSEN is the Associate Publisher at *Garden & Gun*. She oversees creative services and branding for the magazine, including ad sales, event marketing, the *Garden & Gun* Club and other special projects. Hundhausen has spent her entire career immersed in the world of shelter, thanks to almost a decade in media, marketing brands like *Country Home* and *House & Garden*, and working with some of the industry's most established designers, writers and tastemakers. Her journey home to the south led her to Charleston where she enthusiastically began working with *Garden & Gun* in August 2008.



GENERAL INFORMATION

REGISTRATION

To qualify for the Early Bird discount, registration forms and payment must be received no later than April 29, 2011.

CANCELLATION POLICY

Refunds will be given for cancellations received in writing as follows:

- **BEFORE APRIL 29, 2011:** Full Refund
- **AFTER APRIL 29, 2011:** Less \$50 processing fee
- **AFTER MAY 2, 2011:** No Refund

CONFERENCE LOCATION

The W Hotel Midtown is located at 188 14th Street NE, Atlanta, GA. It is in the heart of Midtown Atlanta.
www.whotels.com/atlantamidtown

PROGRAM REGISTRATION

PROGRAMS	MEMBER	MEMBER	NONMEMBER	NONMEMBER
	Postmarked by 4/29	Postmarked after 4/29	Postmarked by 4/29	Postmarked after 4/29
FULL PROGRAM	\$275	\$355	\$360	\$430
GAMMA AWARDS LUNCH ONLY	\$75	\$75	\$95	\$95

HOTEL ACCOMMODATIONS

Rooms are available at the W Hotel with a MAGS discount for \$149. To book your room, please call 404-892-6000 or toll free at 877-822-0000. To ensure you receive the group rate, make sure you mention you are with the Magazine Association of the Southeast (MAGS). Overnight Parking available in the deck for \$8.

PARKING

Day parking is available across the street at the 14th St. Playhouse.

DRIVING DIRECTIONS

From Atlanta Hartsfield-Jackson airport, take I-85 N to the 10th St/14th St/Georgia Tech Exit, stay straight to go onto Williams Street, turn right on 14th Street. The hotel is on the left at 188 14th St.

CONTACT

CONTACT LENORA KOPKIN at the MAGS office at 770-331-2524 if you have any questions.

10-person-or-more 10% discount

Mail checks and list of attendees to: Magazine Association of the Southeast, 1054 Redwood Drive, Norcross, GA 30093