

SCHEDULE

8-10am	Two-Hour Concurrent Sessions
10:30am-12:30pm	Two-Hour Concurrent Sessions
12:30-1:30pm	Taste of Manhattan Lunch
1:30-3:30pm	Two-Hour Concurrent Sessions
3:30-4:30pm	Keynote Presentation
4:30-6:30pm	Exhibit Hall Grand Opening Reception
7-11pm	Manhattan by Moonlight Offsite Tour
4:30-6:30pm	Exhibit Hall Open

HIGHLIGHTS

Taste of Manhattan Lunch

We've made arrangements with some local restaurants to provide discount coupons for you to sample some of the area's diverse cuisine. It's the perfect break in a hectic schedule!

Keynote Presentation

Join Patrick McGovern, Chairman & CEO, International Data Group (IDG) as he discusses "Publishing for Profit in the Electronic Age." See full description on page 4.

Grand Opening Reception in the Exhibit Hall

The perfect kick-off! Browse The Folio:Show exhibit hall and enjoy libations galore!

Manhattan by Moonlight

An unforgettable tour of the Big Apple. From the southern tip of Battery Park to the eclectic upper east and west sides, you'll cover major city sites. Your highlight stop will be Zip City, New York City's very own microbrewery where you'll have dinner, drinks and see how beer is brewed. (Separate fee required.)

The pages following this schedule are for seminars taking place on Tuesday, October 24, 1995.

CONCURRENT SESSIONS 8-10AM

C CMS01 CIRCULATION 8-10AM

New Sources of Generating Subscribers Using Alternate Media

Discover how to lift your response rates through alternate media. A panel of experts discusses how to improve your bottom line through postage savings and paper costs with non-traditional forms of direct response media. Discover how alternate sources have brought in new subs and provided creative testing methods.

Inserts • Online services • Supermarket "take-ones" • Joint ventures • Card decks

Moderator: Vince Dema, Director of Consumer Marketing, Times Mirror Magazines. Vince has served as associate publisher of circulation and marketing for *Family Computing* magazine, Scholastic, Inc.'s first consumer magazine; circulation director of *New York* magazine; circulation director of *Sail*, *Motorboat* and *Marine Business* Magazines; director of circulation and marketing for *Success Unlimited* and subscription manager for *Field & Stream*. He has diverse experience in traffic, production, media placement and account services.

Panelists: Sue Brady, Group Product Sales Manager, Official Airlines Guides, *OAG Pocket Guides*, winner of the Silver Circulation Direct Marketing Award for Alternative Source Promotion.

Jim McGee, Senior Associate, Consumer Marketing Director, *Sporting Goods Dealer*, Times Mirror Magazines.

F MF502 FINANCIAL 8-10AM

What's Your Publishing Company Worth: How to Buy, Sell & Value Publishing Companies, Part 1

This seminar will discuss the techniques, methodology and the essential elements for valuing, buying and selling publishing companies. Included will be case histories of actual transactions.

- Analyzing the financial operations of a publishing company
- Determining the operating cash flow of a publishing company
- How and when to apply common industry evaluation methods
- Doing your homework
- What to do in order to get ready to buy and sell
- Structuring the transaction—tax considerations and maximizing the proceeds of a sale
- Creative solutions for closing deals
- The due diligence process
- Strategy and negotiating tips

Chairspeakers: Peter Craig, CPA, President, Magazine Consulting Group an affiliate of Bay Sherman & Craig, CPAs. Peter is a highly specialized financial consultant with many years of consulting in the publishing business including mergers and acquisitions, expert witness and litigation support services and valuations. He is also editor of the *Folio*: publication Financial and Accounting Management for Magazine Publishing.

Joel Novak, Managing Director, Veronis, Suhler & Associates, Inc. Joel joined VS&A in 1993 after a 30-year career in business publishing. He has been involved in major business communications transactions including the sale of the McLean Hunter US publishing operation and the purchase of Ziff-Davis Publishing Company by Forstrmann Little & Co. Prior to joining VS&A, he was president of Electronic News Publishing Co., a division of International Data Group. From 1986 to 1991, Joel served as president and chief operating officer of Goldhirsch Group, the publisher of *Inc.* magazine. In the mid-1980's he ran his own publishing consultancy, Novak and Associates, which concentrated on raising capital for start-up publishing ventures.

► Part 2 takes place from 10:30am-12:30pm

M MM503 MANAGEMENT 8-10AM

The Law & Your Magazine: What's New?

Legal concerns and potential liabilities continue to have a major impact on the success (if not the survival) of magazines today. This continually-updated, practical, and non-legalistic presentation will alert you to and advise you on how to avoid and deal with a wide variety of "hot" legal issues, including:

- The Tasini case—who owns the electronic rights to articles by free-lancers; how you can cover yourself through careful contractual language
- Libel law update: liability for book and other reviews; lessons from recent massive court judgments; how proposed legislation may reduce the costs and risks of litigating against defamation claims
- The potential risks of running ad or other parodies; how you can protect yourself
- Product liability claims against publishers
- "Masking" confidential sources: avoid liability for making a source "identifiable"
- Recent significant developments in privacy, trademark, and copyright (including "fair use") law

Lawrence Edward Savell, Esq., attorney in the New York City office of the law firm Chadbourn & Parke, specializing in publishing/media/intellectual property litigation. He counsels clients on libel, privacy, trademark, copyright, contract, negligence and products liability matters and is also the legal columnist for *Car Collector* and *Golf for Women* magazines.

M NM504 NEW MEDIA 8-10AM

What Publishers Need to Know When Targeting Online & Other New Media Services

Online services, CD-ROM and other new electronic media are grabbing headlines, but publishers, strategic planners, editors, sales executives and circulation managers need to understand which types of services appeal to different consumers. This session will look at various entertainment and information media—who they appeal to and what the implications are for the developers of new media.