



DPAC Media Advisory

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New York, NY, May 21, 2008 --(PR.com)-- DM2 Events Presents The Digital Publishing & Advertising Conference on June 25 in New York

“Cracking The Code on Digital Publishing & Advertising” addresses the exploding digital content and advertising industry and what it means for agencies, brands and consumers

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“There is no other event today that addresses the core issues and challenges all content providers face in a digital media landscape,” says Nick Friese, President of DM2 Events. “This event is geared to help publishers crack the code to their distribution, marketing and advertising strategies in a world where media has crossed the digital frontier.”

DPAC will help both big and small media and content companies, full-service agencies and brands get the most out of their integrated publishing and advertising strategies. Leading executives will discuss the innovative ideas in digital delivery technology, forecast the future of digital ad spending as well as reveal opportunities for traditional content companies and advertisers to respond to this growing market.

Unique breakout sessions and built-in workshops will provide attendees with the opportunity to roll up their sleeves and learn directly from best practices, case studies and proven tactics. These sessions will aim to show participants how to create dynamic digital content that engages readers and advertisers, develop powerful advertising within digital platforms, boost circulation and attract the right audience, measure digital magazine readership and ROI and leverage the power of the web, email, and mobile to build awareness for digital titles.

"We believe that publishing is entering a new era, where its digital facets will not only support the growth and strength of our favorite publications, but will lead them into the hearts of the next generation. We see this event as a critical to this era," said Jeannie Mullen, Global EVP & CMO, Zinio and VIV Magazine, a sponsor of the event.

Notable speakers include industry veterans such as:

- Jordan Rohan, Founder, Clearmeadow Partners
- Sean Nolan, Director, Men's Health Online



- • Chuck Cordray, VP General Manager, Digital Media, Hearst
- • Peter Gardiner, Partner, Chief Media Officer, Deutsch Inc.
- • Benjamin J. Felix, VP, Citi Group
- • Doug Carlson, CEO, Viv

Premier sponsors of the event are Zinio, the leader in digital magazine delivery, and Viv magazine, a leading digital women's lifestyle magazine. Other supporters include R2 Integrated, Datran Media, Web Marking Association, The Email Experience Council, MadAveCon and The List Inc.

Register and join a diverse group of attendees including: Mercedes-Benz USA, Costco, Lenovo, Rodale, Havas, Optimedia, MediaEdge:cia, Harrison Group, The Richards Group, SMG, Ogilvy, Symantec, MediaVest, Starcom, MLB, NorthCastle Partners, MTV Networks, AvenueA Razorfish, RappCollins, eTrade, Cars.com, AKQA, Digitas, Redkin, Initiative, American Express, Kraft, Mediacom, JWT, Meredith, SonyBMG, IBM, American Airlines, Time Inc. and others

This is the inaugural DPAC event and will be followed by a second two-day conference and trade show on October 29, 2008.

Event Details

Date: June 25, 2008

Time: 9:00am - 5:15pm followed by cocktail reception

Location: New York Marriott Marquis
1535 Broadway
New York, New York 10036
Tel: 1-800-843-4898

DPAC is free for members of the media and the press is encouraged to attend.

****Registration Is Required For Media Attending****

To Register and for Additional Questions Please Contact:

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For additional information on the event, including a full program, please visit www.dpaconference.com

About DM2 Events



Digital Media and Marketing Events is the leading organizer of conferences and exhibitions for the digital content and advertising community. DM2 produces DPAC, the leading digital publishing and advertising conference for content producers and marketers.

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