

A black and white photograph of the Statue of Liberty, viewed from the side, holding a torch aloft. The background shows the New York City skyline across the water, with the sun low on the horizon creating a lens flare effect. The text 'FALL ROUND TABLE' is overlaid in a large, elegant serif font, with 'FALL' and 'TABLE' on the left and 'ROUND' on the right. Below 'FALL' is a date box.

FALL ROUND TABLE

OCTOBER 22-23, 2026

CITY &
REGIONAL
MAGAZINE
ASSOCIATION

NEW
YORK
CITY

WEDNESDAY

OCTOBER 21

3-5:00PM

Board of Directors Meeting

5-7:00PM

Opening Reception

THURSDAY

OCTOBER 22

8-9:00AM

Group Breakfast

9-9:10AM

Opening Remarks

9:10-10:15AM

Diversifying Revenue: How New York Magazine is Connecting with Audiences

Manny Getachew, VP and General Manager of New York Magazine, will share how the legacy media brand is shaping culture and diversifying revenue across its award-winning verticals. From print magazines and subscriptions to events, New York Magazine has become a leader in diversifying revenue while maintaining relevance and brand integrity. Hear from Manny as he shares the strategy behind this success and provides ideas on how to reach your audience in meaningful ways. Presentation followed by a fireside chat on the future of city media. **Speaker:** *Manny Getachew, New York Magazine*

10:15-10:30AM

break

10:30-11:15AM

The Nichification of Media

In an era of fragmented audiences and AI-driven disruption, Axios has built a growth strategy rooted in focus, premium audiences, and bold bets on local journalism. In this session, Jacquelyn L. Cameron, Chief Revenue Officer of Axios, shares how the company is navigating the splintered media landscape – from niche audience strategy to rethinking revenue and redefining its role in an AI-shaped future.

Speaker: *Jacquelyn Cameron, Axios*

11:15-11:30AM

break

11:30AM-NOON

Building a Subscription Business by Saying No

Mike Rogge breaks down why his bet on owned audience revenue paid off, and what it actually takes to build a business around readers who will not let you go. Twenty minutes of hard-won strategy, followed by ten minutes of Q&A. **Speaker:** *Mike Rogge, Mountain Gazette*

NOON-1:00PM

Group Lunch

1-1:50PM

Your Magazine Is a Brand, Not a Media Product

Mike Rogge (Mountain Gazette) and Caitlin Thompson (Racquet), in conversation with Megan Schertler (In Real Life Media), explain why they stopped selling pages and started building brands. From publishing deals, product extensions, and partnerships no traditional ad pitch could close on its own, the throughline is that when your magazine functions as a brand, you have leverage no metric on a media kit can capture.

Speakers: *Caitlin Thompson, Racquet Magazine; Mike Rogge, Mountain Gazette* **Moderator:** *Megan Schertler, In Real Life Media*

1:50-2:00PM

break

2-2:50PM

The Room Is the Revenue: Events as the Growth Engine

Caitlin Thompson (Racquet), Max Meighen (Serviette), and Colleen Glenn (Garden & Gun) join a moderated round table, led by Megan Schertler (In Real Life Media), on why events have become one of the most reliable revenue and loyalty channels for independent titles. Expect how to pick the right partner, price an activation, and turn a single night into a year of brand and reader goodwill. **Speakers:** *Caitlin Thompson, Racquet Magazine; Max Meighen, Serviette; Colleen Glenn, Garden & Gun*

Moderator: *Megan Schertler, In Real Life Media*

2:50-3:00PM

break

3-4:00PM

Freshly Brewed: How Morning Brew Went From Inbox to In-Person

How does a newsletter company know its audience will show up in person? It asks — then watches what they do. Eleni DuBois, VP of Events, opens up Morning Brew's playbook: letting audience data drive what gets produced, taking risks on unproven formats, and sunseting what doesn't work. She'll also share how Morning Brew vets its partners — because an event only works when what the sponsor wants and what the audience wants line up. Then it's your turn: Eleni, a Washingtonian Magazine alum, leads a working roundtable on the events questions keeping city and regional publishers up at night. **Speaker:** *Eleni DuBois, Morning Brew*

5:30-7:30PM

Party at Ophelia



8-9:00AM

Group Breakfast

9-9:10AM

Opening Remarks

9:10-9:40AM

Share of the Heart: Not all Alignments are Created Equal

Trusted, Local & Analog: How City/Regional Magazines Win in the Age of AI. How publishers can lean into the assets they already own — trust, permission, local relevance, and community — and translate that into tangible growth areas across print, digital, and experience particularly as AI erodes audience trust in purely digital channels. **Speaker:** *Baron Manett*

9:40-9:50AM

break

9:50-10:20AM

To Go National, Find Your Niche

When Dallas emerged as the center of the American mahjong universe, D Magazine saw an opportunity: to become the sole national media brand over an ever-expanding cultural phenomenon. Hear about the concept, the branding, promotion and financial payoff that put Mahj on the map! **Speaker:** *Kathy Wise, Mahj Magazine and D Magazine*

10:20-10:30AM

break

10:30-10:50AM

How to Vibe Code for Visionary Leaders and Publishers

Vibe coding isn't for the nerds anymore. Every leader who intends to have a strategic advantage in 2027 and beyond should understand this radically empowering skill set, which removes many of the time, capital, and staffing barriers that previously prevented them from executing on their ideal vision. An entire category of previously untouchable "high impact, high effort" moves is becoming high impact and low effort. Vibe coding can help leaders see and realize visions for their companies that would previously have been too costly or time-consuming to even consider in strategic planning. In this session, see a live demonstration on how to use the same tools Silicon Valley innovators are using, which are now available to leaders and their teams.

Speaker: *Kenny Katzgrau, BroadStreet*

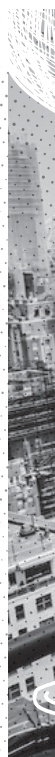
10:50-11AM

break

11AM-NOON

Bringing It All To Life

Hear from David Grant of Blue Engine on the key takeaways from each of the sessions we've heard over the last 2 days on branding, diversifying revenue, event strategies and new initiatives you could launch. How do you prioritize which items to take action on without becoming overwhelmed and stalled? Where are the best opportunities to dig in and deliver ROI for your company? Make an actionable plan to take home and tackle. **Speaker:** *David Grant, Blue Engine*



opening cocktail reception

WED, **OCTOBER 21**

5-7:00PM

Albert's Bar

140 E 41st St, New York

Co-hosted with In Real Life Media



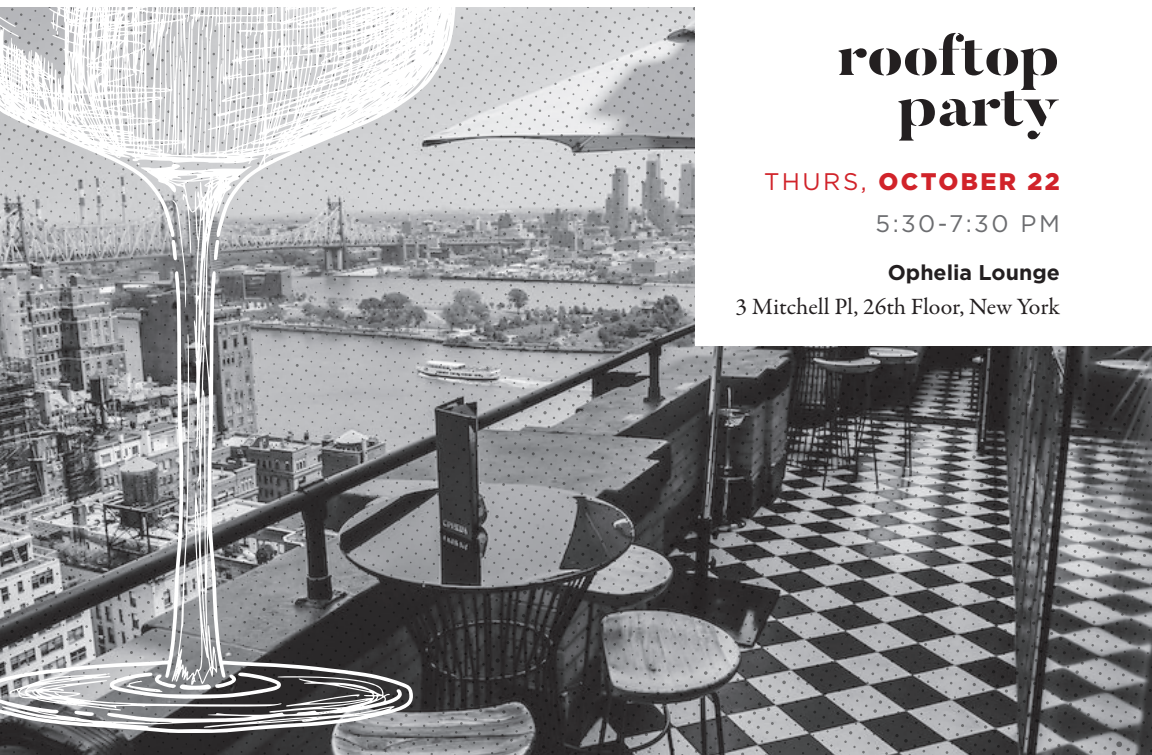
rooftop party

THURS, **OCTOBER 22**

5:30-7:30 PM

Ophelia Lounge

3 Mitchell Pl, 26th Floor, New York



SPEAKER BIOS



COLLEEN GLENN is vice president of marketing at *Garden & Gun*, where she is responsible for creative services, including 60-plus events per year, award-winning branded content campaigns, and a robust roster of marketing partnerships across a multitude of advertising categories. Her leadership has been instrumental in driving the brand's innovative strategies and revenue growth. Before joining *G&G*, Glenn served as senior director of digital sales and marketing at Condé Nast. During her tenure, she led *Lucky* magazine and *Lucky.com* to double-digit revenue growth by spearheading innovative digital advertising programs and strategic partnerships. Prior to that, she was at *InStyle*, where she oversaw custom marketing programs for an American fashion and retail account portfolio exceeding \$13 million. Outside of her career, Glenn enjoys time with her husband, Chase, and their two children.



DAVID GRANT is General Manager for Partnerships, Products, and Strategy at Blue Engine Collaborative. Prior to joining Blue Engine, David spent four years at Facebook/Meta, managing many of its programs, investments in local media, and support efforts for news "creators." His prior experience includes eight years at *The Christian Science Monitor* where, as associate publisher, he led the team responsible for driving digital and print subscriptions. David joined the *Monitor* as a Washington D.C.-based political reporter.



BARON MANETT is a brand strategist, professor, speaker, and author with more than 30 years of experience building audience-first programs for organizations including RBC, TD Bank, Visa, Unilever and Conagra Brands. Founder and Executive Producer of Per Se Brand Experience, Baron's career spans brand, entertainment, retail marketing, content and brand experience design—with a consistent focus on how trust and permission drive audience attention.



MAX MEIGHEN Prior to starting *Serviette* magazine, Max worked as a chef and restaurateur. In 2019 he opened Avling, a restaurant, brewery, and urban farm that sought to be a catalyst for change within local food systems by re-thinking sourcing, waste management, and engaging in circular design practices. With a desire to broadly explore the conversations and connectivity surrounding eating, Max launched *Serviette*—which chronicles the themes, ideas, language, culture, and transformative possibilities of food.



MIKE ROGGE is the owner and editor of *Mountain Gazette*, an outdoor culture magazine. He wrote this bio in the third person.



MEGAN SCHERTLER is a leading voice in print-first publishing strategy, known for turning ambitious editorial visions into revenue-ready brands. Co-founder and managing director of In Real Life Media and creator of the Magazine Accelerator, Megan works with magazine founders and brands to design systems that transform cultural capital into real business growth. She was previously the publishing director of Highsnobiety, the managing editor of *Fantastic Man*, *Interview*, *CR Fashion Book*, *Document Journal*, *COS Magazine*, and *Hypebeast*, and was on the editorial teams of *SHOWstudio* and *Marie Claire UK*. With deep editorial instincts and strategic rigor, Megan helps magazines define their unique position, build sustainable business models, and grow with integrity.



CAITLIN THOMPSON is the founder of Racquet, the influential sports media company. She is an award-winning journalist who has worked in newsrooms for *TIME*, *The Washington Post*, *China Today* and *WNYC*. She got her start at *PAPER* magazine after playing D1 college tennis at the University of Missouri, where she studied magazine journalism.



KATHY WISE Thirty years ago, Kathy Wise learned to play mahjong while she was a law student at Ohio State University. She spent a decade as a litigator before deciding to pursue her original passion, magazines. In 2016, she joined *D Magazine*, where she currently serves as editorial director. Under her stewardship, the magazine has won multiple national awards—and as an award-winning reporter herself, Wise has been given top honors by CRMA and Folio. Inspired by the recent resurgence of mahjong, she decided to found a new national publication dedicated to the game she loves.

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