

# FALL ROUNDTABLE

OCTOBER 8-10, 2024

## TUESDAY, OCTOBER 8

3:30-5:30PM

*Board of Directors Meeting*

6-7:30PM

**OPENING COCKTAIL RECEPTION**

*at the Hilton Magnificent Mile*

## WEDNESDAY, OCTOBER 9

8-9:00AM

*Group Breakfast*

9-9:45AM

**AUDIENCE-FIRST: ADVERTISING GROWTH AND CONSUMER ENGAGEMENT**

This session, led by Bob Smolik and Chris Best of Chicago Tribune/Tribune Publishing, will focus on successful tactics and strategies in identifying and deploying media tactics centered around specific audiences and data sets. Topics include:

- The Importance of Research and Insights in Audience Identification
- Leveraging First Party Data in Building Digital Traffic and Audience
- Integrated Audience Monetization by Leveraging Location-Based Strategies

9:45-10:00AM

*Break*

10-10:45AM

**INNOVATIVE CONTENT SOLUTIONS - DRIVING REVENUE THROUGH CONTENT IN KEY CATEGORIES**

In the session, Ashley Marten from the Chicago Tribune's Studio 1847, will cover categories of business that do well with content campaigns: luxury, health-care, travel and education. For each category, Ashley will present a case study of campaigns created, strategized, monetized and executed through a media mix to promote the content and deliver results. explaining how the partnership came to be, the strategy of the campaign, the media mix they included (to promote the content) and high level results, including the pricing strategy of the packages showcased.

10:45-11:00AM

*Break*

11:00AM-12:00PM

**1440: A NEWSLETTER WITH STAFF OF 18 AND REVENUE OF \$18M**

How did 1440 grow its newsletter from 78 subscribers to over 3.8 million and become a top-20 most influential newsletter in 6 years? Editor-in-Chief Sony Kassam and Head of Growth Erika Burghardt share 1440's paid and organic growth tactics, editorial standards, and more in this fast-paced presentation, followed by an interview of Sony and Erika by Matt Cohen of St. Louis magazine to dig deep for actionable ideas and lessons we can apply at a local and regional level.

12-12:15PM

*Break*

12:15-12:45PM

**ROUNDTABLE: REVISITING THE TRADITIONAL MAGAZINE PARADIGM**

Open discussion on how to deliver value to subscribers in the face of ever-rising costs. **Moderator:** John Palumbo of Rhode Island Monthly

12:45-1:45PM

*Group Lunch*

1:45-2:45PM

**PRACTICAL WAYS TO SUPPORT AND INSPIRE YOUR TEAM**

As the VP of Sales Training for MNG & Tribune Publishing, Marc Calvanico covers a lot of ground to train and inspire hundreds of sales executives and leaders each year. Learn about the practical/tactical uses for AI in creating a sales strategy, how to create and maintain a regular sales training program yourselves, how to reignite the "spark" in your sales team, finding and prioritizing sales talent and recommended sales and leadership books for every manager.

2:45-3:00PM

*Break*

3-3:45PM

**DRIVING REVENUE THROUGH THE CREATOR ECONOMY**

In this session, Brad Agens of Glocally will present how magazine publishers can drive revenue by partnering with local content creators. We will discuss content development, creator/influencer selection, and how data ensures success. He will also showcase ways publishers are using creator content in their magazines, within their branded content pages, across social media, and in CTV/OTT ads.

3:45-4:00PM

*Break*

4-4:30PM

**ROUNDTABLE: HOW TO HIRE, TRAIN, AND RETAIN GOOD SALES PEOPLE**

Members discuss trends in recruiting, training, retaining and incentivizing top sales talent. **Moderators:** *Todd Matherne of New Orleans magazine and Shelly Crowley of Mpls.St.Paul magazine*

5:30-8:00PM

**GROUP DINNER**

*at Rosebud Steakhouse, 192 E. Walton St., Chicago*

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**THURSDAY, OCTOBER 10**

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8-9:00AM

*Group Breakfast*

9-10:15AM

**PART 1 : CREATING A SUCCESSFUL SIP AND SIP EVENT**

Chicago magazine's editor in chief, Terrance Noland, and its former operations director, Diana Vdovets, now of DRV Collective, will share how their company created a successful special-interest newsstand publication and leveraged this food-centric issue into a highly anticipated annual event. Terrance and Diana will outline the innovative, distinct approaches the magazine took for creating and selling these as a tie-in. Diana will cover such topics as go-to-market strategy, alternative distribution, 360-degree sponsorships, and event execution, including on-site sponsor activations and attendee experiences.

**PART 2 : REGIONAL BOOKAZINE PARTNERSHIPS: LEVERAGING NATIONAL SCALE AND LOCAL EXPERTISE**

Hear from Tom Maloney, VP of of Consumer Marketing and Sales at a360 Media, on how he partnered with Philadelphia magazine on a Jason Kelce bookazine, including the editorial planning, the venue strategy and turn key local distribution through pockets at major retailers and on newsstands. Also learn about trends in bookazines and commemorative issues to spark your ideas in your markets, too!

10:15-10:30AM

*Break*

10:30-11:00AM

**YOUR AUDIT IS YOUR GOLD MINE**

Do you hear that print is dying from your advertisers? In 2024 over 30,000 consumer interviews show that CRMA members lead the way in offering advertisers effective print & innovative digital advertising strategies. Find out who has the most affluent, high consumer spending, educated readers in any market and why it matters. Tim will also share insight on changes he is seeing in circulation and how to possibly increase revenue per copy. Find out the best and worst practices he sees in print and digital and how to use your audit to help drive sales. This fast-paced session will deliver combined audience results from almost all CRMA members to allow you to empower your staff with the information they need to sell more effectively.

11-11:30AM

**ROUNDTABLE: CIRCULATION BOOSTING STRATEGIES**

Members discuss what's working to boost circulation. **Moderator:** *Michael Teitelbaum of Baltimore Magazine*

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### Brad Agens

FOUNDER OF GLOCALLY, INC

Brad Agens is a sales and marketing veteran with a successful record of building, developing and leading start-ups, digital publishers, and legacy media companies. Brad has been privileged to work with the world's largest digital ad agencies, publishers and Fortune 500 brands. Over nearly two decades, he has a proven ability to create and execute strategies that enable organizations to scale, restructure, raise capital and prepare for IPO.



### Erika Burghardt

HEAD OF GROWTH

Erika is the Head of Growth at 1440, focused on acquiring new subscribers and driving user engagement with their 1440 newsletters through paid media acquisition. Her background and passion for her career started with managing paid social for large e-commerce/CPG brands both on the agency and in-house sides. Erika is a proud Indiana University Hoosier and graduated with a dual bachelor's degree in Psychology and Communications & Culture.



### Marc Calvanico

VICE PRESIDENT OF SALES TRAINING

Marc works with the leadership of MediaNews Group and Tribune Publishing, providing leadership training and sales training. He also supports and provides resources in specific advertising revenue categories including recruitment, real estate and retail. Prior to his current role at the company, he was the Retail Advertising Manager and the Real Estate Advertising Manager at the San Jose Mercury News. Before that, Marc worked at International Data Group and was Associate Publisher at InfoWorld. He also taught advertising courses at San Jose State University for eight years.



### Sony Kassam

EDITOR-IN-CHIEF

Sony is the Editor-in-Chief at 1440, a facts-focused newsletter helping 3.8M+ intellectually curious readers learn about the world each day. Sony helps manage and write the daily digest newsletter and leads the weekend edition newsletter. She previously spent five years at Bloomberg Industry Group in Washington, DC, and has had a wide variety of experiences, including editing news stories, interviewing on camera, hosting podcasts, and moderating panels in front of live audiences. Sony holds a master's degree from Northwestern University's Medill School of Journalism and a bachelor's degree from the University of Illinois at Urbana-Champaign.



### Ashley Marten

DIRECTOR OF OPERATIONS, STUDIO 1847

Ashley oversees Tribune Publishing's content studio, Studio 1847. With more than 17 years of experience working at Tribune Publishing, Ashley brings efficiency, working with sales, support and operation staff; she has utilized her skills to create workflow processes that improve client experience. She has seamlessly integrated marketing trends and metrics analysis to improve customer programs performance. She earned a bachelor's degree in Telecommunications from Indiana University.



### Terrance Noland

EDITOR IN CHIEF, CHICAGO MAGAZINE

Terrance Noland has been with Chicago magazine for more than 10 years, first as executive editor and since 2021 as editor in chief. Before that, Noland held senior-level editor roles at Esquire, Men's Journal, and Smart-Money.





### Tom Maloney

VP, CONSUMER MARKETING & SALES  
A360MEDIA

A member of the industry for 25 years, Tom is passionate about bringing great content to consumers. He currently manages a360media's SIPs portfolio, while maintaining a focus on retail and wholesale relationships. Prior to his role at a360media, Tom joined the industry in 1999 at Wenner Media, working on the launch of *Us Weekly* magazine. He has held senior sales positions at Source Interlink Media, Time Inc Retail, Time Inc Books, and Meredith Corp. Tom is a graduate of Regis High School in New York City, and holds a B.A. in Communications from Fairfield University and an MBA from UConn.

### Bob Smolik

DIRECTOR, RESEARCH & CATEGORY  
INSIGHTS, TRIBUNE PUBLISHING

With more than 17 years in the digital media, sponsored content, broadcast, print, custom research and direct mail industries, Bob has worked to create unique audience and advertising strategies across all categories of business—from classified verticals to clients of all sizes within the home, healthcare, grocery, education and financial sectors. Bob has partnered with editorial newsrooms at the Chicago Tribune and other Tribune Publishing properties to develop innovative advertising and audience programs, including client-sponsored initiatives around key anniversaries, topics of interest, and growth segments. Through the management of Tribune Publishing's conversion-based marketing group, Bob has built campaigns that combine direct mail, email, social media and display messaging on a 1:1 integrated audience level—delivering exacting ROI and customer matchback analytics. Through a blend of research, marketing and sales knowledge, Bob focuses on crafting compelling audience-based narratives and integrated marketing strategies backed by audience metrics, analytics and insights.



### Diana Vdovet

FOUNDER, DVR COLLECTIVE

Over the course of a nearly 20-year career, Diana Vdovets has been on all sides of event production from coast to coast. In 2011, Diana planted roots in Chicago and in the past decade firmly established herself in the media industry, managing events for storied institutions like *Crain's Chicago Business*, the *Chicago Sun-Times* and the *Chicago Tribune*. Prior to founding DRV Collective, Diana was the head of events + marketing for *Chicago* magazine; she was the driving force behind the publication's entire event strategy, including annual signature events and custom advertiser events, spearheaded media sponsorship efforts and developed brand partnerships. In 2023, Diana launched DRV Collective, a boutique events + marketing firm that produces buzzworthy events for corporate clients, brands and nonprofits.

### Chris Best

DIGITAL DEPARTMENT LEAD/SR. DIGITAL  
STRATEGIST, CHICAGO TRIBUNE/CHICAGO  
MAGAZINE

With more than 15 years in digital advertising, branded/sponsored content, location-based marketing, and digital marketing services, Chris has developed expertise in creating innovative audience and advertising strategies across a broad range of business sectors, including retail, luxury, grocery, and financial services. Chris has collaborated with editorial teams at the *Chicago Tribune* and *Chicago Magazine* to craft leading advertising and audience programs. These initiatives include client-sponsored projects focused on key events, trending topics, and emerging market segments. Chris creates and executes integrated digital campaigns that leverage email, social media, display advertising, and branded/sponsored content. These campaigns are engineered to provide measurable ROI and in-depth customer matchback analytics, driving impactful results. His strategic approach ensures that every campaign is data-driven and results-oriented.

