

Audience Development Conference

Two Important Audiences for Newspapers: Women Ages 25-49, Parents of Young Children

Are you reaching women ages 25-49 and parents of young children?



Sudie Gambrell



Bill Fox

These two audience segments can draw critical advertising revenue and boost circulation.

Monthly "Upstate" parent magazine and a Web site called upstatescmomslikeme.com help The Greenville (S.C.) News reach across these key target markets.

At next month's SNPA Audience Development Conference, Sudie Gambrell, director of [The Greenville News Parenting Group and Specialty Publications](#), and Bill Fox, assistant managing editor/new media at The Greenville News, will discuss the content and advertising strategies they employ to reach these crucial audiences.

Gambrell has managed non-daily publications for 20 years, including weeklies and niche publications, and currently serves as president of the national organization, Parenting Publications of America. Fox joined The Greenville News in 1985, is a former Capital Bureau reporter, investigative reporter and city editor, and has worked on the newspaper's Web site, [GreenvilleOnline](#) since 2000.



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Who Should Attend?

This conference is for everyone whose role impacts audience aggregation – including marketing, Internet, circulation and niche publication managers, as well as publishers and managing editors who are considering changes that will impact their share of audience.

The issues and information are so important that, to make it easier to send more than one person from a given paper, newspapers can register additional attendees for only \$150 per person. (*First attendee is \$400; additional attendees **from the same newspaper** are \$150 each, for SNPA newspaper members.*)

For insight that simply isn't available anywhere else, register for this dynamic conference, set for May 14-16 at the Holiday Inn Crowne Plaza Ravinia, Atlanta, Ga.

For more information, contact Sharon Shuford at (404) 256-0444 or sharon@snpa.org.

- [register](#)
- [conference program](#)

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