



# Profitability through customer-centric publishing strategies

GERMANY/SINGAPORE: On 2 and 3 April 2008 and for the eighth consecutive year, networking platform Publish Asia will take place at the Wynn Resorts in Macau, China. Top international industry experts and innovative thinkers will equip publishers, senior executives, CEOs, production executives and staff from more than 20 countries from Asia Pacific and the Middle East with quality ideas for expanding their business and profitability.

As content platforms and the way people interact with the media keep changing faster than ever before, publishers are eager to grasp their readers' ever-moving profiles and to quickly build new and efficient business models to match their needs and expectations.

In this conference, themed "Profitability through customer-centric publishing strategies", Ifra will be looking at successful attempts from Asia and around the world to improve communication with the media users, provide them with hyper-local content, empower them with participating tools and serve them with the best online and print products.

This conference will review as well how, through audience segmentation, fine-zoning or the use of efficient customer relationship management tools, publishers can use this deep end-user knowledge for providing advertisers with the best platforms to reach their most valued targets.

## Perfect setting

With its centuries-old tradition as a meeting point of cultures, Macau will be the perfect setting for this event. Outstanding resorts and casinos, one of the most beautiful golf courses in Asia, nice beaches and a World Heritage historic centre are turning Macau into a top destination in Asia for business and tourism.

During the first night's gala dinner, the winners of the much-anticipated Asia Media Awards 2008 will be announced, rewarding the best newspapers of the Asian region in seven categories such as print, design, online media or photojournalism.

Because technology is one of the key drivers for efficient publishing operations, a supplier exhibition and parallel technical sessions will review the ultimate production tools and industrial strategies that can allow newspapers to optimise the implementation of their business orientations.

A detailed conference programme and activities will be available by December 2007 at [www.publishasia.com](http://www.publishasia.com).

For more, visit: <https://www.bizcommunity.com>