



NatMag steps up to Chair PPA Interactive Council

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The National Magazine Company, which publishes cosmogirl.co.uk and NatMag Rodale titles runnersworld.co.uk and menshealth.co.uk, has stepped up to chair the interactive division of the Periodical Publishers Association, PPA Interactive (PPAi).

PR9.NET April 25, 2005 - James Garner, e-business development manager, will be the new chair of the PPAi Council, taking over from Carl Myers, new media publisher at Faversham House Group, who has chaired the Council since 2002. Garner will also represent PPAi on the Board of the Association of Online Publishers (AOP*).

One of the main objectives of PPAi is to promote best practice in the industry, as well as facilitating sharing of knowledge and ideas between online magazine publishers.

Said Garner: "My intention is to further enhance the interactive side of the business, from being a poor relation to being an equal partner to offline publications. I am also looking to educate and convert "non-believers" to the benefits of online. There are obvious synergies between magazine publishers and this organisation further increases quality and offerings through benchmarking and best practice."

Said former chair Carl Myers: "I am very pleased to be passing the role of chairman into the competent hands of James Garner. I am sure that he will do an excellent job in representing PPAi members and taking the organisation forward."

About PPAi

PPAinteractive (PPAi) is the interactive arm of the Periodical Publishers Association. It represents the interests of magazine publishers in the online arena. All PPA members are automatic members of PPAi.

PPAi members are dedicated to providing safe, trusted environments for web users and one of the main objectives of PPAi is to promote best practice in the industry.

Representatives from magazine companies including: The Condé Nast Publications, Faversham House Group, IDG Communications, Illustrated London News Group, Incisive Media, The National Magazine Company, Natmag Rodale and Quantum Business Media make up the PPAi Council, which meets quarterly.

In 2002, the Association of Online Publishers (AOP) was formed out of PPAi. PPAi is a corporate member of AOP and the PPAi chair represents PPAi members on the AOP Board.

About AOP

The UK Association of Online Publishers (AOP) is an industry body representing online publishing companies that create original, branded, quality content. AOP champions the interests of approximately 160 publishing companies from diverse backgrounds including newspaper and magazine publishing, TV and radio broadcasting, and pure online media. Together they publish around 1,150 products and attract more than five billion page impressions per month.

AOP presents a unified voice to industry and Government, specifically to address issues and concerns relating to all areas of online publishing. AOP publishes original research, hosts forums, conferences and events, covering a range of topics from paid-for-content, subscription models and data protection, through to copyright, content management, new technologies and audience measurement.

Last year AOP produced the highly acclaimed research 'Reaching the Online Elite' and every year it delivers the annual member benchmarking study, the 'AOP Census'. This year AOP will add to its original research with two new studies.

The AOP autumn Online Publishing Conference & Awards is its annual industry event. It attracts the biggest names in online publishing to discuss the challenges and opportunities facing the industry and celebrate outstanding achievement.

Members include Associated New Media, BBC, BskyB, Capital Radio Group, Channel 4, Dennis Interactive, The Economist Group, Emap, FT.com, Future Publishing, Guardian Unlimited, Haymarket Publishing, Independent Digital, IPC Media, ITV Online, News International, Reed Business Information, Telegraph Group Limited and Which?. In addition, PPAi (Periodical Publishers Association Interactive) retains a corporate seat on AOP board: representing the interests of magazine publishers online.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and

off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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