



## Future Publication of In Brief

Briefing



## Current Situation

- " Nick Amott has indicated his intention to hand over the reins as Editor of In Brief
- " No-one has volunteered to take over – yet
- " Expediting content, editing content and production support presents a major personal commitment by Editor
- " In Brief format has remained unchanged for many years
- " Are we making enough mileage out of the magazine?

### ***Proposed Change***

- " Reduce the Editor's commitment in time without compromising Technical oversight
- " Seek professional assistance to redesign and publish
- " Consider change of name



## Proposed Solution

- “ GPA Europe contracts with a specialist publication house to take on a significant element of design and printing of In Brief
- “ GPA Europe supplies all non-advertising copy
  - . Potential to seek contributions from third parties by GPA E or Ten Alps – subject to discussion
- “ Publisher establishes new layout and format, handles all sub-editing, liaison with printer, and sells advertising space in In Brief under careful control and limitations
  - . No more than 40% advertising : 60% technical copy
- “ GPAE paid 10% of advertising revenue to offset production costs
- “ Process and procedures improved to move more expediting to Admin Office



## Target Publisher

- “ Ten Alps Publishing
- “ Provides similar services to a range of trade associations including EIC and (until late 2010) SBGI
- “ Focussing on Energy sector
- “ Experienced in advertising sales
  - . their *raison d'être*
- “ Will provide all sub-editing and printing, and can take on distribution, including to their database



## Benefits

- “ Content unchanged – just presented differently
- “ Role of Editor reduced
  - . Concentrate in general technical/style editing for accuracy
  - . Expediting of contributions taken over by Admin Office
  - . No more “Sub-editing” role
  - . No more negotiation with printer
- “ Administration Office takes over chasing contributions and liaising with Publisher
- “ Clear Processes and Procedures to be introduced to define roles and responsibilities
- “ Redesign enables higher profile for In Brief and GPA Europe
- “ Discounted advertising to GPA E member companies
- “ Wider circulation potential
  - . Potentially more members



## Risk Mitigation

- “ Loss of control
  - . Not an issue unless we allow Ten Alps to take over
  - . All technical content will be GPA Europe originated/approved
- “ Introduction of advertising
  - . Limitation on volume and arrangement within the magazine
  - . All trade associations use this as an income stream
- “ If they aren’t getting the revenue they will drop us
  - . Manage by a long termination clause
- “ We’ll have to do just as much work
  - . Not if we establish clear guidelines and scope of supply
- “ Working to Publisher’s deadlines
  - . Needs to be fully understood by contributors
- “ No reduction on Cost
  - . Maximise advertising revenue
  - . Negotiate a higher percentage



## Current Status

- “ Indication of intent issued to Ten Alps
  - . To book space in their publication programme
- “ Negotiations nearing completion
- “ Redesign expected to commence in January 2012
- “ First new issue in April 2012
- “ Advertising opportunities now available
  - . Details available for Admin Office