**Programa Seminario de Revistas:**

**“El retorno del e-commerce, las interacción de las marcas en el impreso y el digital**

**y cómo crear contenidos de calidad a bajo costo”**

**Enero de 2017**

**JUEVES 26 DE ENERO**

**10:00 a.m – 10:30 a.m. – Introducción al seminario. Cómo comprender el escenario actual de las revistas. Su papel en la preservación de los impresos.**

Un estudio de PWC y Ovum asegura que durante el quinquenio 2015-2020, los ingresos por el consumo de revistas crecerán en América Latina como en ningún otro mercado en el mundo. Pero la pérdida de ingresos en los productos en papel, aunque no tan acentuadas como en los diarios, se mantendrá constante sin que los ingresos digitales puedan compensarlos. Por otra parte, para diferenciarse de la numerosa competencia en la web los contenidos de los diarios están asimiliando al contenido de las revistas. Hay una nueva sinergia y nuevas oportunidades en el área editorial y los negocios.

**10:30 a.m. – 1:00 p.m. – SEGMENTO 1: Marcas, la definición de los nuevos nichos de lectores, la prescripción de eventos como estrategia de branding. Nuevas posibilidades para las revistas y el e-commerce.**

**1:00 – 2:30 p.m.- Almuerzo**

**2:30 – 5:00 p.m. – SEGMENTO 2: Contenidos de calidad reciclables y a bajo costo. Los contenidos patrocinados, nuevas herramientas narrativas (video virtual y streaming), aplicaciones digitales para fortalecer la experiencia del producto impreso.**

**VIERNES 27 DE ENERO**

**9:00 – 10:30 a.m. – Presentación del Grupo Expansión, una de las principales editoriales de revistas de México.**

**10:30 – 1:00 p.m. – SEGMENTO 3: Facebook y Pinterest, redes inevitables para las revistas. Los índices compuestos de medición de efectividad; impreso, digital y en redes. Las revistas en el móvil. Los aceleradores de descargas y el formato roll-up; ¿cómo sacarles ventaja?**

**1:00 – 2:30 p.m.- Almuerzo**

**2:30 – 5:00 p.m. – SEGMENTO 4: Un nuevo tipo de distribución. Los diseños personalizados. Herramientas digitales para la gestión de la circulación y la publicidad. Revistas, primero al kiosko de venta y, después, como suplementos de los diarios.**

e-commerce

print & digital

marca, branding

contenidos de calidad baratos

definiendo nichos

en el kiosko y en el diario

digital only (magazines for mobile, apps to enhance print experience, including subscriptions)

new narrative tools (videos, virtual reality, streaming, concerts,etc.)

prescripción de eventos (papel, digital, marca)

diseños personalizados

social networks (facebook, pinterest)

sponsored content

measuring ad effectivness

Magazine publishing

This segment comprises revenue from both consumer-focussed and trade magazines (i.e. magazines aimed at a professional audience), from both circulation and advertising. This revenue is both digital and non-digital, and is from both consumer and advertising spending.

Circulation revenue for both consumer and trade magazines comprises spending by readers on either single sales from retail outlets or via subscriptions in print, and via downloads of individual copies or subscriptions delivered digitally direct to a connected device such as a PC or tablet.

This segment considers advertising spend for both consumer and trade magazines in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. Magazines published under contract (customer magazines/contract or custom publishing) are included within the print advertising section. Licensing of merchandise is not included in the segment.

Sub-component definitions

Total magazine revenue ($ mn)

This segment comprises revenue from both consumer-focussed and trade magazines (i.e. magazines aimed at a professional audience), from both circulation and advertising. This segment considers advertising spend in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. Magazines published under contract (customer magazines/contract or custom publishing) are included within this print advertising section. Circulation revenue comprises spending by readers direct from retail outlets or via subscriptions in print and via downloads of individual copies or subscriptions delivered digitally direct to a connected device such as a PC or tablet. Licensing of merchandise is not included in the segment. This revenue is both digital and non-digital, and is from both consumer and advertising spending.

Total consumer magazine revenue ($ mn)

Revenue from consumer-focussed magazines, from both advertising and circulation. This segment considers advertising spend in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. Magazines published under contract (customer magazines/contract or custom publishing) are included within this advertising section. Circulation revenue comprises spending by readers on physical print magazines direct from retail outlets or via subscriptions in print and via downloads of individual digital copies or subscriptions delivered digitally direct to a connected device such as a PC or tablet. This revenue is both digital and non-digital, and is from both consumer and advertising spending.

Total consumer magazine circulation revenue ($ mn)

Revenue from the sales of consumer-focussed magazines, from spending by readers on physical print magazines direct from retail outlets or via subscriptions, and via downloads of individual digital copies or subscriptions delivered digitally direct to a connected device such as a PC or tablet. This revenue is both digital and non-digital, and is from consumer spending.

Print consumer magazine circulation revenue ($ mn)

Revenue from the sales of physical consumer-focussed magazines, including single sales direct from retail outlets and subscriptions. This revenue is non-digital, and is from consumer spending.

Digital consumer magazine circulation revenue ($ mn)

Revenue from the sales of digital editions of consumer magazines, via downloads of individual digital copies or subscriptions delivered digitally direct to a connected device, such as a PC or tablet. This revenue is digital, and is from consumer spending.

Total consumer magazine advertising revenue ($ mn)

This sub-component considers advertising spend in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. Magazines published under contract (customer magazines/contract or custom publishing) are included within this advertising section. This revenue is both digital and non-digital, and is from advertising spending.

Print consumer magazine advertising revenue ($ mn)

Revenue from print advertising in consumer-focussed magazines. Magazines published under contract (customer magazines/contract or custom publishing) are included within this section. This revenue is non-digital, and is from advertising spending.

Digital consumer magazine advertising revenue ($ mn)

Revenue from advertising in digital editions of consumer magazines, i.e. versions accessible only on a connected device such as a PC or tablet. Magazines published under contract (customer magazines/contract or custom publishing) are included within this section. This revenue is digital, and is from advertising spending.

Total trade magazine revenue ($ mn)

This segment comprises revenue from trade magazines (i.e. magazines aimed at a professional audience), from both advertising and circulation. This segment considers advertising spend in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. Circulation revenue comprises spending by readers on printed trade magazines including single copies direct from retail outlets or via subscriptions, as well as spending on downloads of individual digital copies or subscriptions delivered digitally direct to a connected device such as a PC or tablet. This revenue is both digital and non-digital, and is from both consumer and advertising spending.

Total trade magazine circulation revenue ($ mn)

Revenue from the sales of trade magazines (i.e. aimed at a professional audience), including single copies and subscriptions, and both physical and digital editions. This revenue is both digital and non-digital, and is from consumer spending.

Trade magazine print circulation revenue ($ mn)

Revenue from the sales of physical trade magazines (i.e. aimed at a professional audience), including single copies direct from retail outlets and subscriptions. This revenue is non-digital, and is from consumer spending.

Trade magazine digital circulation revenue ($ mn)

Revenue from the sales of digital trade magazines (i.e. aimed at a professional audience), via downloads of individual digital copies or subscriptions delivered digitally direct to a connected device such as a PC or tablet. This revenue is digital, and is from consumer spending.

Total trade magazine advertising revenue ($ mn)

Advertising revenue from both print and digital trade magazines (i.e. those aimed at a professional audience). This segment considers advertising spend in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. This revenue is both digital and non-digital, and is from advertising spending.

Trade magazine print advertising revenue ($ mn)

Revenue from print advertising in trade magazines (i.e. those aimed at a professional audience). This revenue is non-digital, and is from advertising spending.

Trade magazine digital advertising revenue ($ mn)

Revenue from advertising in digital editions of trade magazines (i.e. those aimed at a professional audience). This sub-component considers advertising spend through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet. This revenue is digital, and is from advertising spending.