



All Pakistan Newspapers Society

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January 02, 2013

**To: Publishers of Member Publications
Chief Executives of the Accredited Advertising Agencies**

Sub: South Asian Media Summit of the APNS

Dear Sirs,

We are pleased to inform you that the All Pakistan Newspapers Society has planned to organize a South Asian Media Summit in Islamabad on January 15 & 16, 2013 at Pakistan China Friendship Center, Islamabad. The Summit will mark the opening of the 60 years celebration of the formation of the APNS.

The Summit will be spread over two days and will feature leading publishers, editors and marketing practitioners from India, Bangladesh, Sri Lanka and other South Asian countries who will focus on the challenges being faced by the media industry in the region particularly, the print media. We also expect leading multinational advertisers, participating in the Summit.

We are pleased to inform you that the President of Pakistan, Mr. Asif Ali Zardari has very kindly expressed his support to the Summit and host a dinner for the distinguished guests of the Summit at the Presidency.

The South Asia Media Summit will be a unique enabling platform to share ideas and strategies aimed at driving content and advertising innovation. Over the course of two session-filled days, participants will be invited to consider the impact of other media on newspapers: How newspapers can transit into effective news media organizations and develop new revenue model by learning new marketing tools and management strategies from the experienced media experts.

We hope that the member publications and accredited advertising agencies would avail this opportunity. We request the publishers of member publications and accredited advertising agencies to get atleast 04 of their executives / officials registered for the Summit latest by January 10, 2013.

The fee structure for APNS members is as under :

Newspapers	PKR 2,000/- per registration
Advertising Agencies	PKR 4,000/- per registration

Thanking you,

Yours faithfully,

-s/d-

-s/d-

(Sarmad Ali)
President

(Masood Hamid)
Secretary General