



All Pakistan Newspapers Society

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

Sub: South Asia Media Summit of the APNS NOW on Feb. 20-21

Dear Sirs,

We are pleased to inform you that the South Asia Media Summit planned by APNS in Islamabad will NOW be held on February 20 & 21, 2013 at Pakistan China Friendship Center, Islamabad.

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.

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 request those publishers of member publications and chief executives of accredited advertising agencies who have not yet got registered for the Summit to apply at their earliest.

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-

(Masood Hamid)
Secretary General
APNS

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