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Association Media & Publishing™

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Association Media & Publishing™ Launches New Publications
Monthly magazine re-launches as *Signature*; *Final Proof* and *Sidebar* are e-publications

(McLean, VA, December 10, 2009) —As the final step in their overall rebranding efforts, Association Media & Publishing is re-launching all member communications vehicles in 2010. *Signature* (formerly *Association Publishing*) will launch with the association's January-February issue. *Final Proof* (formerly *In Touch*) and *Sidebar* (formerly *SNAPSight*) will hit e-mail boxes in January as well.

"These changes allow Association Media & Publishing to create a unified family of names for our publications," noted Amy Lestition, CAE, Association Media and Publishing's executive director. "As we look towards launching a new blog as well as adding to our robust social media presence, we wanted to ensure our community would identify our products easily."

Association Media & Publishing has undergone an extensive rebranding initiative over the past year. Working with The Coulter Companies, Eason Associates, Inc. and Hammock, Inc., the organization has launched a new name, membership structure, publication titles and will launch a new website in January 2010.

"These changes position Association Media & Publishing to be a true home for all association executives working in media, communications and publishing," states Jim Vick, CBC, group publisher of *IEEE Spectrum* brands and president of Association Media & Publishing. Vick goes on to note, "Whether you write a blog, monitor a wiki, or publish a website, digital or print publication, we will provide the right content and community to help you in your job and career."

Association Media & Publishing (formerly SNAP) serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:

- Leads innovative approaches in community building, as shown by our use of social media, webinars and in-person learning opportunities;
- Hosts the preeminent recognition of industry and individual best practices via our Excel Awards and publications review program; and,
- Provides career advancement via an online career center, networking opportunities and lifelong learning experiences.

For more information, please visit www.associationmediaandpublishing.org.

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