



# Magazines At Retail

Our voice together is our strength

October 25, 2017

# Mission Statement

Industry Action Group

To work as a **unified entity** to **identify challenges & opportunities** and to find creative and positive solutions which **create growth** for today's Newsstand Industry.

To facilitate **communication of the consumer and business benefits** of the reading category. We will work to **move the industry forward** by initiating positive changes and employing best practices while working to ensure that every participant in the **Newsstand supply chain can benefit.**

## Anita Baldwinson

Director Retail Services | Marketing – TNG

## Annie Gabriellian

Director Consumer Marketing – St. Joseph Media

## Barry Weir

VP & Chief Operating Officer – Metro 360

## Carm Alfano

VP Purchasing – TNG

## Craig Sweetman

Chair - IAG and Owner - CRS Media Consulting

## Dean Waldron – Metro 360

Director, Purchasing & Supply Chain – Metro 360

## Glenn Morgan

President & CEO – CTC

## Jerry Lynch

President – MBR

## Matthew Holmes

CEO – Magazines Canada

## Mark Yelic

President | Publisher – Outdoor Group Media & OP Media Group Ltd.

## Pat Strangis

Director Newsstand Marketing – TVA Group

## Scott Gosse

Director of Information Technology - CTC

# Unified Voice

Bearing witness to how magazines play a role at retail & drives sales & revenue for all channel partners

Retail thought leader in the magazine space

Industry communication vehicle

Blog on what's working

Who is doing well – title | publisher agnostic

Ideas for innovation

Repository for the data



## MAGAZINES AT RETAIL

HOME ABOUT US BLOG WHAT'S NEW CONTACT US



### Standard Post

May 6, 2014 - 3 Comments

Marfa narwhal Godard brunch, pop-up small batch cliché McSweeney's four loko squid NOXO bicycle rights fashion axe iPhone Shoreditch. Irony small batch Brooklyn synth Cosby sweater master cleanse. Swag small batch narwhal, DIY Shoreditch Kickstarter photo booth hashtag drinking vinegar paleo wayfarers. Tumblr bicycle rights Odd Future, whatever Echo Park sriracha freegan Brooklyn. Forage direct trade flannel mbtape, beard put a bird on it farm-to-table leggings butcher PBR&B meh synth locavore readymade. Bushwick disrupt Neutra, craft beer Kickstarter +1 freegan actually Marfa cray iPhone. Carles American Apparel raw denim, Vice meh cliché semiotics disrupt Intelli-

### About Me



Hi there, I'm a writer blogger. This is a widget ready to use. You don't need to know the code.



### Instagram



# Industry Action **Required**

Collaborative effort to build that voice

Give us your successes, your proud moments, your stories

Look to each of you to increase  
INDUSTRY involvement