

# AMASA Forum: Impulse Publishing vs Well-Researched Magazine Launches

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On Wednesday, 19 May 2004, the Advertising Media Association of South Africa (AMASA) along with leading media experts will be hosting a discussion forum on "Impulse Publishing versus Well-Thought-Out Magazine Launches".

Gordon Patterson, Managing Director of media specialist, Starcom, will be presenting the topic from a Media Strategists perspective while Louis Eksteen of Heat Magazine and Neil Piper of Popular Mechanics will address the issue from a publishing perspective.

Chaired by Rob Smuts of RMS Media the experts will be addressing the perception that cash-flush (and some not) publishers impulsively launch new titles at random. But is this the reality today?

Don't miss this interesting, relevant presentation, and feel free to invite your colleagues from the industry.

**Date:** Wednesday 19 May 2004

**Time:** 12h30

**Venue:** The Inanda Club, Ballroom, 1 Forest Road, Inanda

**Cost:** AMASA Members - Free; Non-Members - R50.00.

For more info visit [www.amasa.org.za](http://www.amasa.org.za).

## Editorial contact

AMASA

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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