



**INTERQUEST Announces
2013 New York Digital Printing in Publishing Forum**

*This year's event extends beyond books to digital printing opportunities
in magazines and newspapers*

Charlottesville, VA (July 22, 2013) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced that the 2013 Digital Printing in Publishing Forum will be held on September 23 and 24 at the Marriott Marquis New York in conjunction with the Publishing Business Conference & Expo (www.publishingbusiness.com), produced by *Book Business* magazine (www.bookbusinessmag.com) and *Publishing Executive* magazine (www.pubexec.com).

The Monday, September 23 afternoon seminar will focus on trends, developments, and opportunities for digital printing in the magazine and newspaper markets. On Tuesday, September 24 INTERQUEST will hold its annual Digital Book Printing seminar.

According to Gilles Biscos, President of INTERQUEST, “Magazines and newspapers have been seriously impacted by the slow economy and electronic delivery, but there are promising opportunities for digital printing in these markets. We will present and discuss these opportunities, drawing from multiple successful stories in on-demand and personalized applications around the world.”



The Digital Book Printing Seminar, which will take place from 9 a.m. to 5 p.m. on Tuesday, will this year focus on key market sectors. During the morning sessions, book publishing houses and printers will participate jointly in a session centered on the education and professional/STM book sectors. They will present their perspectives on the evolution of these two key sectors, their digital printing applications, challenges they have faced (and may still face), and the solutions they have implemented. In the afternoon a similar session will focus on trade, religious, and other books. The seminar will also explore opportunities and challenges related to digital printing in areas such as self-publishing and high-quality color books, as well as in the areas of workflow, finishing, inks, and paper.

“The theme of this year’s Publishing Business Conference is ‘Building Bridges Between Content, Technology, and Business,’ and we believe that exposing them to the important and exciting application of digital printing is in line with the event’s mission,” notes Matt Steinmetz, Director of the Publishing Business Conference & Expo. “We want to give attendees all the practical and strategic ammunition we possibly can, and we think the Digital Printing in Publishing Forum will add an important dimension to their experience at Publishing Business again this year. The event has been a highlight at our show for a number of years and this year’s agenda looks better than ever.”

The 2013 Digital Printing in Publishing Seminar is sponsored by leading players in the market, including Appleton Coated, Bridgeport National Bindery, BR Printers, Canon, Hewlett-Packard, KBA, Kodak, Ricoh and Standard Finishing. For more information about the event, please visit the forum’s web site.

<http://www.inter-quest.com/2013NYCDigitalPrintingInPublishingForum>



About INTERQUEST

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book publishing and printing. Its studies of digital print manufacturing include *Digital Book Printing in the U.K.: Market Analysis & Forecast (2012-2017)*; and *Digital Book Printing in North America: Market Analysis & Forecast (2012-2017)*. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2012 INTERQUEST organized similar events in Paris, London, Frankfurt, Toronto, and Montréal. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 9799959, or by email at iquest@inter-quest.com.

About PUBLISHING EXECUTIVE

Published 6 times a year, Publishing Executive offers best practices and forward thinking insights into technology, market trends and revenue opportunities for the magazine publishing industry. Our mission is to provide both strategic and practical advice and information to senior-level consumer, business-to-business, association, STM and other magazine executives to help them run their businesses successfully and profitably. Available in print or as a digital edition, Publishing Executive is offered free to individuals who meet pre-established demographic criteria.