

TWO FIRMS MERGE TO BOOST ADS FOR IPADS



Bonnier, publisher of Popular Science and Field & Stream and CP+B, an advertising agency, have joined forces to boost the market for iPads and other tablet gadgets by creating next-generation and compelling advertising campaigns. The partnership, which was announced yesterday, is expected to create a surge in the sales of iPads and other tablet gadgets in general. CP+B is now the ad agency that will develop and create powerful ad concepts for all Bonnier's titles, like the Popular Science. CP+B has also been the ad agency choice of other big US companies like Burger King and Microsoft. CP+B said that the agency sees the growth of tablets as a way to re-imagine magazine advertising.

Bonnier said that the partnership is brought about by the decline in iPad- and tablet-based magazines sales late last year. Bonnier believes that tablet market is a profitable and competitive industry and that belief is what triggered its decision to tie-up with CP+B to intensify its ad campaigns. Bonnier said: "Manufacturers displayed more than 100 tablets at CES and Gartner analysts project there could be as many as 208 million tablet devices in circulation by 2014. Apple also shipped 17 million iPads in 2010." This year, the competition in the tablet market gets even stiffer as various companies join the bandwagon by creating their own iPad- and tablet-based products. A group of publishers called Next Issue Media is planning to release its own digital newsstand soon. Apple is also reportedly planning a subscription-based model for the iPad.