



Press Release
21.10.09

Newtrade Publishing Limited welcomes Christopher Collins to Board

Newtrade Publishing announced today that Christopher Collins has joined its Board as a non-executive director.

Mr Collins started his career at the Sunday Times before moving to The Economist, where he spent 25 years. As international circulation director he managed a sales team that helped to drive The Economist's circulation from less than 500,000 in 1993 to more than 1 million in 2005.

"Chris has a first-class publishing background and brings with him a track record of success and a wealth of experience in newsstand sales and distribution," said Newtrade Publishing Chairman Mike Mitchelson.

"He is a staunch believer in the future of print publishing and also recognises that the media landscape is undergoing substantial change. Chris will help us to provide independent retailers and the newtrade with products that will help them to plan for success in the medium to long term."

Mr Collins is actively involved in the media world, running his own consultancy, and is head of marketing for the Association of Circulation Executives (ACE). He devotes his limited spare time to his other passions of environmental conservation (he is deputy chairman of the Durrell Wildlife Conservation Trust, based in Jersey), bird watching and rugby union ("as a spectator").

Newtrade Publishing's leading products include Retail Newsagent, Retail Express, the Independent Achievers Academy and betterretailing.com.

Ends

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