

Newcom Media changes name, acquires Today's Bride

Toronto – January 10, 2018

Print magazines continued to change hands yesterday afternoon as Newcom Media Inc. (formerly Newcom Business Media Inc.) acquired Today's Bride and its related titles from Family Communications Inc. This represents the first foray into the consumer world for Newcom and the end of an era for Family.

"Don Swinburne and Brian Baker were looking to retire and they were fortunate to be able to sell their Parenting division to the staff and I felt that the Bridal industry is as low-risk as you're going to get in terms of entering a new market," said Joe Glionna, President, Newcom. "We changed our name, removing "business" about a month ago when we knew the deal was likely going to happen. We can't call ourselves a business media company if we have consumer titles."

When asked if the name change and new direction were a sign of things to come Glionna responded, "I think I'll have my hands full learning the differences on the consumer side. I've got to start thinking about selling newsstand copies. Maybe Meghan Markle will do me a favor and send me some Royal wedding photos! But in all seriousness, I've just acquired a profitable, respected publication with experienced staff. This kind of opportunity doesn't come up all the time. I want to see how it fits with what has been a B2B company for thirty years and go from there."

Today's Bride will operate out of Newcom's Attwell office until May when the company moves into its new location at Kipling and Dundas.

Gord Carley, Senior Associate, W.B. Grimes and Company was the media broker for the transaction.

Newcom Media Inc. is a family owned company with magazines, websites, and trade shows in the Automotive, Dental, Insurance, Meetings & Incentives, Supply Chain, Trucking, and now Bridal markets. "We serve our customers best by putting our readers first" www.newcom.ca