



Carl Landau, Niche Media

Biography

Carl Landau has more than 25 years of experience as a niche magazine publisher, entrepreneur & event organizer. Carl launched and sold 5 national niche magazines: *Computer Language* and *AI Expert*, the first microcomputer magazines for professional programmers; *Brew Your Own* and *WineMaker*, the leading craft beer and wine hobby magazines; and *BrewPub*, a trade magazine.

Carl has leveraged his deep magazine experience into a series of educational programs and seminar for publishers and ad salespeople. In 2000, Carl started an advertising sales training program called [Camp Niche](#). These events train magazine Publishers, Ad Directors, and Ad Reps how to successfully sell print, digital, and integrated sales programs. The [Niche Magazine Conference](#) is a national conference specifically for small to medium sized target audience publishers. Carl also runs the [Niche Digital Conference](#) which helps publishers increase online revenues. Carl is interested in helping magazine publishers, associations and event promoters successful market Niche Events. And he's launching the Niche Event Summit in 2014.

His 15 minutes of fame took place in the mid-eighties when he launched his famous, "Buy an Ad, Get a Cat" ad campaign. This generated a big stir in the advertising community, but he has long since patched things up with the SPCA.