

MEDIA RELEASE

For immediate release

Friday March 22, 2013

***The Niche Report* to relaunch as *Mortgage Professional America*; circulation to double nationwide**

Mortgage and finance publication and website *The Niche Report* will be relaunching under the new brand *Mortgage Professional America (MPA)*.

The product relaunch will see some changes implemented that are designed to boost audience numbers and add more value for our commercial partners.

Circulation of the re-branded *MPA* print magazine will be increasing to 35,127 brokers, bankers, lenders and other mortgage professionals every month, almost double the current distribution of 18,000. The hard copy will be supported by an e-mag version, which will be distributed online to our extensive database of 55,623 mortgage professionals. A range of unique annual surveys and special reports will also be introduced that will recognise the accomplishments of key individuals and businesses operating in this continually evolving industry.

The website will be relaunched as a daily news service at the URL **www.mortgageprofessionalamerica.com**. An e-newsletter delivered Monday to Friday will provide daily breaking news and updates to a database of 55,623 mortgage professionals nationwide.

New features will also be introduced on the website including a discussion forum and cutting-edge multimedia news and high-level opinion pieces. These initiatives will see website traffic increase to over 105,000 in the first month of the relaunch and continue to climb in the following months.

The product relaunch follows the acquisition of *The Niche Report* by multinational media company Key Media. Under the new *MPA* brand, we will strive to deliver the highest quality news, opinion and analysis tailored to the needs of the mortgage and finance industry in both print and online.

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Key Media is an award-winning media company with offices in Australia, Canada, Philippines, Singapore, New Zealand and the USA serving a range of professional services markets across the Asia-Pacific and North America.

Key Media's products operate across key business verticals including Financial Services, Property and Human Resources, bringing product providers and business communities together through print media, events and online.