

# Bucking the Trend in Journalism: Silicon Valley Business Journal Reinvents Itself

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/EINPresswire.com/ Silicon Valley Business Journal reinvents itself across all media formats and prepares to enter the digital age.

In an era when newspapers are slashing staff and whittling down newsrooms, Silicon Valley Business Journal is going in the opposite direction – they are devoting significant resources to expand their digital and social media capabilities while buttressing the paper product they've published for 30 years. Effective with the first edition in 2013, the paper is the first in the American City Business Journal 40-paper chain to make this bold step, expanding newsroom staff enlisting the expertise of world-renowned newspaper designer, Mario Garcia. Garcia, who has been credited with revitalizing the Wall Street Journal and The Philadelphia Inquirer, has played an instrumental role in the revolutionary changes to the Silicon Valley Business Journal's newsroom strategy.

"In the current news climate where many publications are shutting their doors, or going to digital-only, we are doubling down on both digital and print," said James MacGregor, Publisher of Silicon Valley Business Journal. "We believe an ongoing conversation with our readers across all formats, including social media, will yield the best possible stories in both print and digital. That is why we have taken this opportunity to revitalize virtually every aspect of our business including our website, staff, newsroom, blog, digital publications, and the newspaper product itself."

Silicon Valley Business Journal is not only creating a new state-of-the-art look for their publication, but are also creating fresh, reader driven content relevant to the fast-paced and fluid environment of Silicon Valley.

"People know we will continue to introduce them to the dealmakers in the valley, and who they need to know to get deals done. That said, our revitalization has been intensive. Our team has worked diligently spending more than 1,000 person-hours, attending numerous workshops and dozens of focus groups to make sure that the Silicon Valley Business Journal mirrors reader's interests. American City Business Journal publications across the country are looking to us as a prototype for similar changes. We believe that Silicon Valley readers will not only embrace the new paper but also expand readership and introduce the Silicon Valley Business Journal to people who may not yet be familiar with us," stated Greg Baumann, Editor-in-Chief of the Silicon Valley Business Journal.

### About Silicon Valley Business Journal

Silicon Valley Business Journal is the best place to receive in-depth news coverage in Silicon Valley across all industries. Published weekly, they are consistently on the cutting edge and bring readers the stories within the business communities that they need to hear. Silicon Valley Business Journal is a subsidiary of the American City Business Journals. For more information on Silicon Valley Business Journal and how to subscribe go to [www.bizjournals.com/sanjose.com](http://www.bizjournals.com/sanjose.com) and follow us on Facebook or Twitter.

### About American City Business Journals

American City Business Journals publishes weekly business journals in 40 major cities, has more than 45 business news websites ([www.bizjournals.com](http://www.bizjournals.com)) and produces more than 700 signature business-to-business events nationally every year. It also owns the Sporting News ([www.sportingnews.com](http://www.sportingnews.com)), the nation's oldest sports media company; Hemmings Motor News, serving the collector car market; Inside Lacrosse and NASCAR Illustrated. American City Business Journals is a unit of Advanced Publications Inc., which also operates Condé Nast Publications, Parade magazine, Fairchild Publications, the Golf Digest companies, Newhouse Newspapers and cable television interests.

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