

CIRCULATION ON A BUDGET

Charlotte Dicke

The Peruvian Classified

Conquistador: The World of Spanish Horses

Custom Publishing



OVERVIEW

Low Lying Fruit

Every Order Counts

Controlled Circulation

Custom Publishing



THE LOW LYING FRUIT

Inserts

Website

Renewals

Discounted Subscriptions

Agents



INSERTS

Know your market

Demographics

Customer “training”

Envelopes vs. cards

CRE vs. BRE

Tracking results



WEBSITE

Goals of the site

KISS

Keep it fresh

Keep them coming back

E-newsletters

Remind them to come back



RENEWALS

A magazine's most important source

A simple series

Postal efforts

E-efforts

Be consistent



DISCOUNTED SUBSCRIPTIONS

Low cost sources

Associations

Win-win situation

Show specials

Good for new subscribers



AGENTS

A few good agents

High remits

Revenue per order not too low

Order numbers in check

Moderation

Can you fulfill what they deliver?



EVERY ORDER COUNTS

Who isn't subscribing?

Advertisers

Contributors

Product Buyers

Be prepared

Cards, envelopes, forms, etc.



CONTROLLED CIRCULATION

Who matters to advertisers most?

Industry experts

Industry authorities

New leads

Industry events



CUSTOM PUBLISHING

Auxiliary Products

Expand brand

Generate leads

Make money!



CONCLUSION

Each niche is unique
so go with what works!

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