

59 CIRCULATION BASICS YOU NEED TO KNOW

CircDayLA 2008

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More than Paper & Ink!

Visual Interest

Literature, Commentary, Information

Community of Readers



Circulation is the art of delivering a targeted and responsive audience to your advertisers and editors, using the most cost-efficient methods, while also producing subscription revenue for your company.

- ü Acquisition – get them
- ü Retention – keep them
- ü Cost cutters – look for



Retention – Bills/Renewals



Create or utilize generic stock

Test CREs in renewals

Automatic renewals and RABs

Free issue(s) with 1st effort payment or credit card payment or online

Email bill/renewal efforts

Offer longer terms and/or better offers early in the series

Switch to single year offers later in the series

Renew them like you got them

Acquisition – Insert Cards

Plain formats are coming back 

Include 800 number for fast order

Blow-ins always outpull bind-ins

Macworld
INDUSTRIAL INDUSTRY DISCOUNT

Bonus Status	Annual Cover Price	Annual Professional Courtesy Rate
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STATE _____ ZIP _____

J3

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 Select the 2-year term to lock in and guard against future price increases.

Check appropriate boxes:
 2 years/\$35.97 – Save 81%
 1 year/\$19.97 – Save 79%
 Payment enclosed. Please bill me.

E-mail: Check box if you would like to receive a FREE weekly Macworld newsletter (Please provide your e-mail address.)

STATE _____ ZIP _____

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DWBlowInCards.qxd 8/15/08 6:11 PM Page 1

DIESEL WORLD
SUBSCRIBE AND SAVE!

SAVE UP TO 75%

1 YEAR (12 ISSUES) \$19.95
 2 YEARS (24 ISSUES) \$29.95—BEST DEAL!

Name _____
 Address _____
 City/State/Zip _____
 e-mail _____

I want to receive special offers for services/products. YES NO

Payment enclosed Bill me **Credit Card Orders Call (866) 368-5651**

Please allow 6-8 weeks for delivery of first issue. Outside U.S., please add \$20.00 postage for each year ordered and prepay in U.S. funds only. Savings based on newsstand single copy price of \$4.99. www.dieselworldmag.com



"We now have 28 subscription cards in every issue, but we MUST HAVE 1"

Acquisition – Direct Mail

Target lists to audience for renewal value

Merge/purge aggressively 

Test something every time you mail

Mix business and creative designs

Email alerts pre-drop or follow-ups after drop

Use email or drop ship options at lettershop 

Model marginal lists for better response rates

Acquisition - Events

targeted audience!

Reduced-rate or -term
trial offers

Partner with advertisers
if you don't attend

Offer incentives to
attendees to get their
email addresses

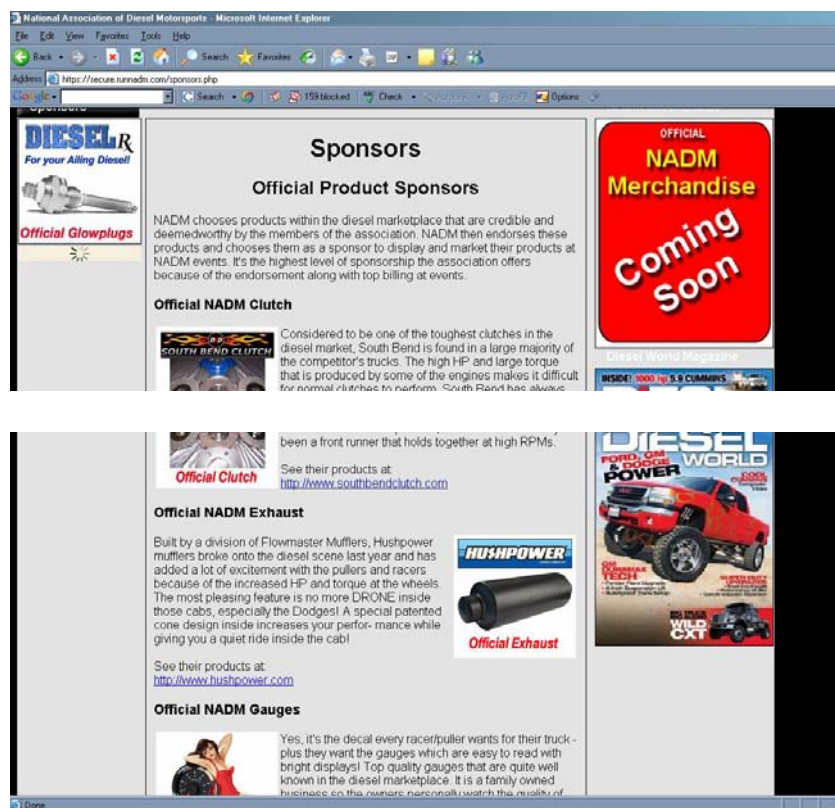


Acquisition - Partnerships

Sub offers in
packaging/website

Sub as part of
membership

Partner needs to
get something out
of this too!



The screenshot shows a web browser window displaying the website for the National Association of Diesel Motorsports. The page is titled "Sponsors" and lists several "Official Product Sponsors".

- Official Glowplugs:** A logo for Diesel R For your Ailing Diesel Official Glowplugs.
- Official NADM Clutch:** A logo for South Bend Clutch. Text: "Considered to be one of the toughest clutches in the diesel market, South Bend is found in a large majority of the competitor's trucks. The high HP and large torque that is produced by some of the engines makes it difficult for normal clutches to perform. South Bend has always been a front runner that holds together at high RPMs. See their products at <http://www.southbendclutch.com>
- Official NADM Exhaust:** A logo for Hushpower. Text: "Built by a division of Flowmaster Mufflers, Hushpower mufflers broke onto the diesel scene last year and has added a lot of excitement with the pullers and racers because of the increased HP and torque at the wheels. The most pleasing feature is no more DRONE inside those cabs, especially the Dodges! A special patented cone design inside increases your performance while giving you a quiet ride inside the cab! See their products at <http://www.hushpower.com>
- Official NADM Gauges:** A logo for Diesel R. Text: "Yes, it's the decal every racer/puller wants for their truck - plus they want the gauges which are easy to read with bright displays! Top quality gauges that are quite well known in the diesel marketplace. It is a family owned business on the owners personally with the quality of..."

On the right side of the page, there is a red banner that says "OFFICIAL NADM Merchandise Coming Soon". Below the banner is a small image of a magazine cover titled "DIESEL WORLD POWER, GEAR & TRUCKS".

Acquisition – Gift Subs

Not just Christmas – try Mother's & Father's Day, Valentine's Day, seasonal offers

Renew your own when you give a gift

Multiple gift offers 2 for 1, 3 for 1

Most effective marketing (in order):

- Insert cards

- Pop ups

- Cover wrap on subscriber copies

- Email blasts to subscribers

Web Offers

Test sub offers often – best option for quick results
Adding subscription options generates incremental orders without cannibalizing other promotions

Best performance:

- Pop-ups

- Embedded forms

- Textlinks

Web Offers

Place text links where people expect to find them

dwell AT HOME IN THE MODERN WORLD

DWELL DAILY HOMES PRODUCTS PEOPLE & PLACES RESOURCES search

BLOG TECH BLOG KITCHEN BLOG IN HOUSE VIDEOS PODCASTS CURRENT ISSUE CONNECT NEWSLETTER EVENTS **SUBSCRIBE**

Products / Slideshows

Slideshow: Salvage Love 2

While most kids were out having a catch, Blake Dollahite grew up learning how to renovate and reconstruct. This is the product of hard work, and raw



HTML pop-ups to
surround pop-up
blockers

Keep it above the fold
best performance

DWELL DAILY: BLOG
[London at Night](#)

Special close window Make an old city look new

Try Dwell Risk-Free

Yes! Send me a RISK-FREE issue of Dwell. If I like it I'll pay only \$19.95 for one year (10 issues in all).

TRY A RISK-FREE

SMALL WONDERS

Name City State

Address Zip Code

Email



dwell HOME SAVINGS

TRY A RISK-FREE ISSUE NOW!

Yes! Send me a RISK FREE issue of Dwell. If I like it I'll pay only \$19.95 for one year (10 issues in all).

full name

address

apt, floor, suite number

city state zip

email **submit**



Digital Marketing – Website Store

Link between all relevant company websites
magazine, corporate, store

Do daily security checks – use “last tested”
verbiage on order pages

Offer cross-promos “people who bought this also
bought.. ” or “you might also like”



Join the JPG Community

As a JPG member, you'll be able to upload photos, write stories, submit your work to the magazine, and vote on other people's submissions. You'll also get your very own photoblog!



New around here? Welcome!

Let's get you signed up.

Email Address (must be valid - we won't spam you):

Your Name (First Last):

Desired Username (letters and numbers only - will be public):

Password (at least 5 characters, no spaces):

Please read the Terms of Use (there'll be a test later):

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The following terms and conditions govern all use of the jpgmag.com website (the "Website") and the services and Content (defined below) available on the Website and derived from the Website, including any print materials (collectively, the "Services"). With the exception of individual Submissions(s) (defined below), the Services are owned and operated by 8020 Publishing, Inc., a Delaware limited liability company ("8020"). The Services are offered subject to acceptance

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Keep it short and on message

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Design for preview

Comply with CAN-SPAM


Digital Marketing – Social Networks

Use for youth-targeted marketing and editorial relationship building


Always link social pages to sub offers, magazine websites or webstores


Create your own communities


Monitor the discussion


 [Advanced Search](#)


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Nifty queries:

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- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [obama OR mccain](#)
- [flight -f](#)

Know the Rules



Different organizations have different rules that impact how you do business.

Make sure you know them.



Everyday Basics

KISS – still a classic

Test rollouts – the realities

Use customer service to your advantage

Keep a balanced source mix

Management reports – think long term

Modeling tricks

And finally...

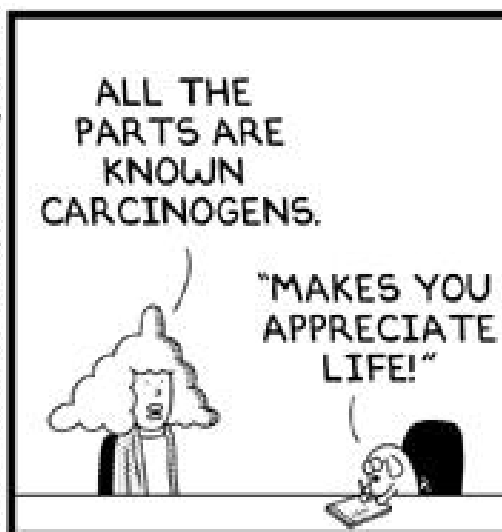
Remember that it's all about perspective..



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