



Digital Launches: How to Get Your Digital Edition Off the Ground

Crain Communications
Business Insurance

Craig Bowman
Assistant Circulation Manager
Crain Communications, Inc.

Oracle Publishing
Oracle Magazine
Profit: The Executive's Guide to
Oracle Applications

Karin Kinnear
Senior Circulation Manager
Oracle Corporation

Oracle Publishing

ORACLE
MAGAZINE

*Audience: IT Mgmt, DBA, Systems
Developers/Program Mgmt

*504,364 subscribers

*146,545 digital subs

*70% international

*Digital Edition: July 2006

*Frequency = Bimonthly



ORACLE®

*Based on June 2008 BPA Publishers Statement

Oracle Publishing

PROFIT

THE EXECUTIVE'S GUIDE TO ORACLE APPLICATIONS

- *Audience: C-Level Titles within IT
- *86,000 subscribers
- *3,561 digital subs
- *65% international
- *Digital Edition: May 2008
- *Frequency = Quarterly



Oracle's Top 5 Reasons to go Digital

- 1) Tech savvy audience
- 2) Demand for digital content across company
- 3) Additional advertising revenue opportunities
- 4) Ability to track subscriber behavior
- 5) Reduce carbon footprint

DIGITAL CIRCULATION TOP 20*

BPA Worldwide Member Publications

Ranked by Volume of Digital Subscribers for
Reporting Period Ending 12/31/07

<u>Publication Name</u>	<u>TQ Circ</u>	<u># Digital Only Subs</u>	<u>Digital Only as % of TQ</u>
Oracle Magazine	516,000	122,827	23.8%
<i>Eweek</i>	400,100	65,000	16.2%
<i>Computer Weekly</i>	136,473	58,987	43.2%
<i>NASA Tech Briefs</i>	190,593	50,188	26.3%
<i>Redmond</i>	120,123	39,887	33.2%
<i>Eschool News</i>	81,176	33,121	40.8%
<i>Dr. Dobb's Journal</i>	120,000	32,333	26.9%
<i>Computing</i>	100,362	30,000	29.9%
<i>Laser Focus World</i>	70,336	20,934	29.8%
<i>Design News</i>	170,063	20,651	12.1%

Audit Tips – Digital Edition

- Digital Strategy
 - Browser based or pdf download
 - Exact replica or additional content
 - To audit or not to audit
- Ensure fulfillment system (in house or 3rd party) is able to track digital & print subscribers – so that names are only counted once for statements.
- Always communicate with your audit bureau
 - Rules change often

Audit Tips – Digital Edition

- Collect qualified names legitimately and obtain approval from auditor on all promotions before sending.
 - Qualification forms, sub cards, digital alerts and reminder alerts
- **BPA Digital Pre-Audits required only at company level:** Over 220 BPA members report digital circulation on their BPA Worldwide circulation statements and audit reports. Upon review of the pre-audit results of these 220 members, it has been determined that once a publishing company passes a digital pre-audit, no further pre-audits of that company using the same vendor will be required.

Growing Digital Circulation

- Change all qualification forms
 - Would you like to receive your free subscription in digital format instead of print if it becomes available?
- Subscribe page should include the digital option (with viewable digital sample)
- Use internal communications/resources such as e-newsletters and oracle.com to get the word out
- All new name eblasts must tout digital option
- E-Renewal efforts include digital option/digital sample for print subscribers looking to convert
 - Go back to digital subs with digital renewal offer
- Companion e-mail to International print subscribers (other sub categories that could benefit from digital delivery)

Sample Companion E-mail

Profit magazine digital edition is now available!

Page 1 of 2

Subject: Profit magazine digital edition is now available!
From: "Profit Magazine"
Date: Wed, 20 Feb 2008 13:50:17 -0500
To: karin.kinnear@oracle.com

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file:///D:/New Name Campaigns/Profit magazine digital conversion.htm

6/14/2008

Digital & Print Renewal Samples

Oracle Magazine Renewal Deadline

Subject: Oracle Magazine Renewal Deadline
From: "Oracle Magazine" <Oracle_Magazine@oph10.net>
Date: Wed, 13 Aug 2008 09:00:30 -0400
To: "Tim Thompson" <karin.kinnear@oracle.com>

Final Notice: Renew Now

Subject: Final Notice: Renew Now
From: "Oracle Magazine" <Oracle_Magazine@oph10.net>
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 - Custom reports
 - Sales training
 - Readership survey

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- List exchanges with other publishers via digital vendor
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- Meet several vendors to learn about their processes, determine which best fits your publication's need.

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Cover Page:
Geographic
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Sample Digital Alert & Reminder

Oracle Magazine - July/August 2008

Page 1 of 1

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Date: Mon, 09 Jun 2008 15:40:41 -0400
To: karin.kinnear@ORACLE.COM



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Reminder Karin Your July/August 2008 Oracle Magazine digital issue has arrived!

Page 1 of 1

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Updated Digital Alert

Oracle Magazine - September/October 2008

Subject: Oracle Magazine - September/October 2008
From: "Oracle" <oraclemagazine@texterity.com>
Date: Mon, 18 Aug 2008 17:35:09 -0400
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Changes Made:

Personalization

Editorial Focused

Maintain Sponsorship Opportunity

Unsubscribe, opt out and technical language below message



Welcome to the September/October 2008 digital edition of Oracle Magazine



Dear Karin,

Your September/October 2008 issue of *Oracle Magazine* is now available at <http://www.oraclemagazine-digital.com/oraclemagazine/20080910>.

This issue includes the following feature articles:

Share 2.0
Hand off critical information directly to your users with Oracle enterprise content management.

Managing Identity Diversity
Move from managing identities to managing relationships with Oracle Identity Management.

Restrictions Apply
Protect sensitive information and achieve regulatory compliance with Oracle Database.

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Digital Future for Oracle Publishing

- *Oracle Magazine* – cap digital subscribers to an ideal % of overall file
- Continue to be one of the top digital publications while maintaining print edition
- Growth in *Profit* digital subs with additional promotions
- Participate in digital surveys to better understand digital subscriber wants & needs (also add feedback loop within each issue)

BUSINESS INSURANCE

Audience:

Commercial insurance marketplace, covering news on corporate and institutional risk management and employee benefits.

45,192 Total Subscribers*

16,299 (36%) Paid

28,893 (64%) Controlled

1,849 Total Digital Subscribers*

1,103 (60%) Paid**

746 (40%) Controlled**

First Digital issue: August 20 2007
Frequency: Weekly

*As of 8/25/08 issue

**Contains duplicate circulation with print

Business Insurance
June 9, 2008
www.businessinsurance.com

MAJOR DRUG MANUFACTURER FACES LAWSUITS ALLEGING PRICE FIXING / PAGE 3

SANDY PRAEGER, NAIC JOIN CLIMATE CHANGE DEBATE / PAGE 3

APPEALS COURT RULES PREGNANCY BIAS LAW COVERS ABORTION / PAGE 3

In Brief
SEC DOJ seeking info on AIG swap valuation
American International Group Inc. confirmed a report Friday that it has received inquiries from the Securities and Exchange Commission and the U.S. Department of Justice about its valuation of credit default swaps in the wake of hedge weaknesses on the portfolio. AIG executives said that federal regulators violated the requests "several months ago." The spokesman confirmed that AIG has followed a report by The Wall Street Journal, "while I can't say where these inquiries will lead, I can say that it is not unusual to receive such... inquiries following the kind of conditions that AIG Financial Products and the rest of the credit markets have experienced." He said adding that AIG is cooperating with the requests. AIG disclosed on Feb. 9. See **IN BRIEF** page 21

Big brokers win OK for some contingents
Incentives allowed at newly acquired units
By SALLY ROBERTS
NEW YORK—The world's three largest insurers, which opened cutting coverage commitments as part of their broad reinsurance settlements in 2007, were given permission last week to accept the incentive payments from insurers or acquired brokers' existing business to go to those years.
New York and Ohio Group Holdings Ltd. so the agreement reached with government agencies, including New York's attorney general and director of insurance, will help level the playing field when it comes to making acquisitions.
Sandoz, D. based Arthur J. Gallagher & Co. which also ceased activities, contingent as part of its 2007 settlement with Illinois attorney general and director of insurance. In 2007, received similar permission on its acquired business in 2006.
The Risk & Insurance Management Society Inc. has long said that it continues to believe that contingent contracts, an inherent conflict of interest between buyers and brokers and that they should be prohibited. The three brokers' "opposition has not been in the right place."
The move marks the latest change to the broker 2008 contract, which includes, in which paid millions of dollars in client retention and spread income to help the incentive payments to write, contingent, investigations (see page 10).
Under the latest amendment, acquired brokers will be able to continue accepting contingent fees from business in 2008, received similar permission on its acquired business in 2006.
See **BROKERS** page 6

Health care debate heads into election
Candidates offer widely divergent plans
By JERRY CENSEL
WASHINGTON—It has a chance to reform the nation's health care system, the advances in the approaches advocated by the presidential Republican and Democratic candidates are clear.
Sen. John McCain, R-Ariz., the presumptive Republican candidate, would actually charge the tax system, so it applies to health insurance.
Under the McCain plan, employer-provided health insurance premiums would be added to employees' taxable income, instead of being excluded as they have been the decade.
To help offset the cost of the coverage, they purchase, individuals, including employees, would get new tax breaks.
Following a model set by a 2002 federal law that provides a refundable health insurance tax credit to employees who lose their jobs due to "severe" unemployment, Sen. McCain is advocating giving employees
for example, Sen. Obama would maintain that employees—except the smallest firms—provide health insurance coverage and make a "mandatory" contribution or pay into a national plan that would be available to individuals not covered by employer plans.
And while employees would face
See **CANDIDATES** page 23

SECTOR BRIEFING
FINANCIAL INSTITUTIONS
Some financial institutions consider ways to soften blow from new rules of amended laws. SEC rules apply, insurers add inclusions for some in sector's capital trader cover returns to highlight risk managers' role in light of credit crisis. Page 8

RIMS heads to Capitol to lobby for reforms
Experts pin hopes on surplus lines measure
By MARK A. HOFFMAN
WASHINGTON—Congress may gain the needed momentum to pass a bill to reform the surplus lines market, and that's good news for all of them, said Mr. Hoffman, who is director of the division of risk management for Management Services of the National and Reinsurance Reform Act last year, which included a more than 100 provisions of a "qualified risk manager" that would have to be met before a broker representing a policyholder could access the established market to help reduce the risk of a policyholder's loss.
The panel that the House passed in June passed the bill, which includes a more than 100 provisions of a "qualified risk manager" that would have to be met before a broker representing a policyholder could access the established market to help reduce the risk of a policyholder's loss.
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BUSINESS INSURANCE- Digital Growth

	Paid	Paid % of Growth	Control	Total Circ.
August 2007	19	---	0	19
September 2007	99	421%	0	99
October 2007	168	70%	0	168
November 2007	214	27%	0	214
December 2007	247	15%	0	247
January 2008	276	12%	0	276
February 2008	306	11%	38	344
March 2008	353	15%	76	429
April 2008	466	32%	72	538
May 2008	512	10%	581	1,093
June 2008	572	12%	754	1,326
July 2008	976	71%	745	1,721
August 2008	1,103	13%	746	1,849

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