

Succeeding in a Tough Economy

Working Smarter not Harder

**Circ Day LA
October 1, 2009**

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Quality Circulation Services



福气

(fúqì; good luck, good fortune)

Never waste a crisis

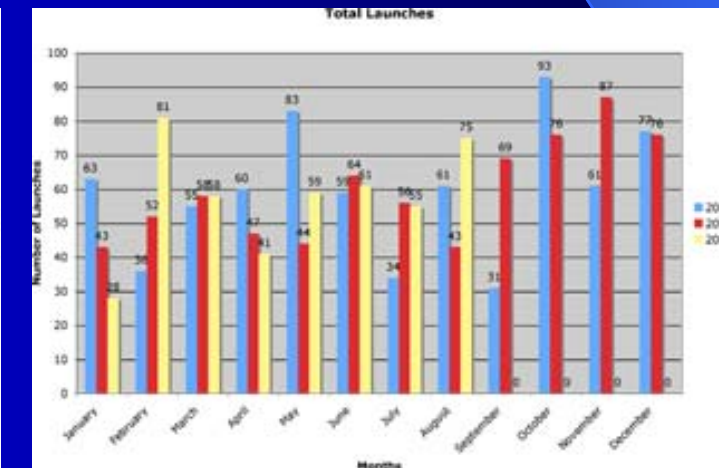
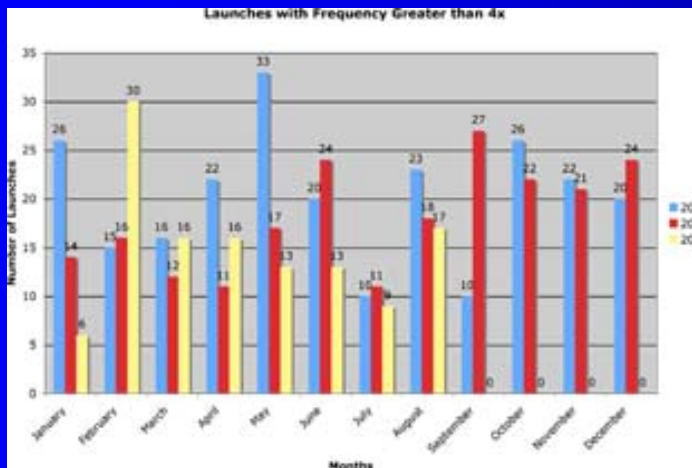
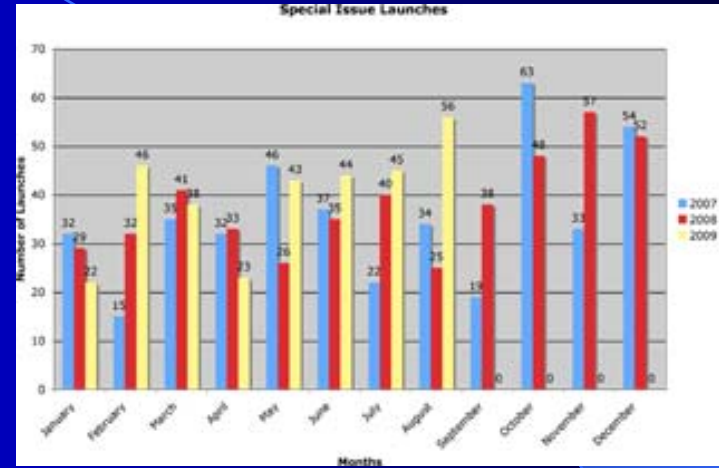
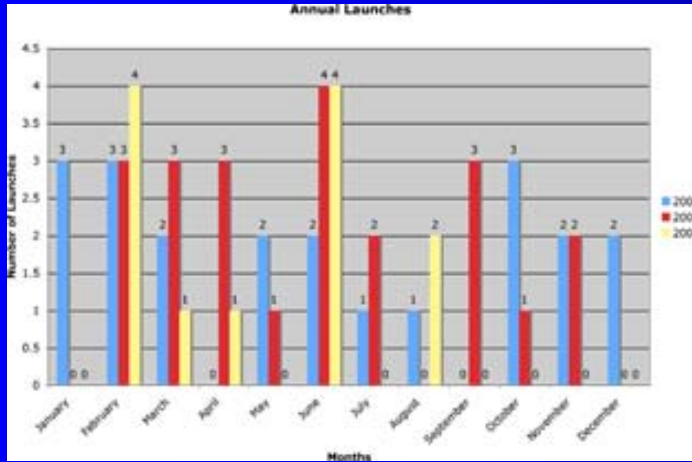
Where there is danger there is opportunity

It's not all doom & gloom

Ad page increases

Publication	Dollars	Dollars	%CHG	Pages	Pages	%CHG
PEOPLE STYLE WATCH	12,658,542	8,441,835	50.0	191.98	144.22	33.1
EXECUTIVETRAVEL SKYGUIDE	2,051,080	1,513,212	35.5	61.45	54.64	12.5
SAVEUR	5,781,340	4,441,531	30.2	134.62	111.14	21.1
THE WEEK	8,776,442	7,106,767	23.5	146.57	139.20	5.3
TWIST	827,946	682,362	21.3	40.98	44.47	-7.8
OK WEEKLY	19,439,600	16,336,833	19.0	223.08	199.55	11.8
FITNESS	29,507,780	25,159,253	17.3	209.65	189.58	10.6
SCHOLASTIC PARENT & CHILD	23,731,595	20,261,419	17.1	225.80	211.67	6.7
FAMILY CIRCLE	117,113,126	100,298,298	16.8	461.50	418.55	10.3
MUSCLE & FITNESS	28,869,102	24,782,519	16.5	565.00	499.68	13.1
ENDLESS VACATION	2,878,161	2,488,523	15.7	34.36	33.81	1.6
ORGANIC GARDENING	2,188,080	1,920,677	13.9	98.91	101.03	-2.1
MORE	38,304,115	33,981,677	12.7	261.23	268.96	-2.9
WOMEN'S HEALTH	28,205,182	25,379,203	11.1	199.89	232.83	-14.1
ALL YOU	6,946,899	6,421,610	8.2	247.33	267.34	-7.5
DISCOVER	4,081,517	3,782,925	7.9	70.65	70.30	0.5
WOMANS WORLD	8,361,200	7,833,580	6.7	88.30	89.47	-1.3
FIT PREGNANCY	9,289,766	8,755,905	6.1	164.45	162.37	1.3
NATIONAL ENQUIRER	12,238,832	11,552,195	5.9	203.11	198.17	2.5
LADIES' HOME JOURNAL	83,214,312	80,563,684	3.3	328.48	327.26	0.4
RIDE BMX	1,256,788	1,231,590	2.0	127.33	131.02	-2.8
AMERICAN PHOTO	1,629,491	1,606,153	1.5	33.17	34.33	-3.4
SHAPE MAGAZINE	62,441,912	61,717,335	1.2	389.81	416.59	-6.4
SPECTRUM	1,437,485	1,421,290	1.1	68.41	68.25	0.2
SOAP OPERA DIGEST	4,002,502	3,999,980	0.1	177.64	182.64	-2.7
<i>*Data as of July 21th, 2009 - Magazine Publishers of America</i>						

New Launches



Source: Magazine Publishers of America – 09/18/09

Consumers Value Magazines

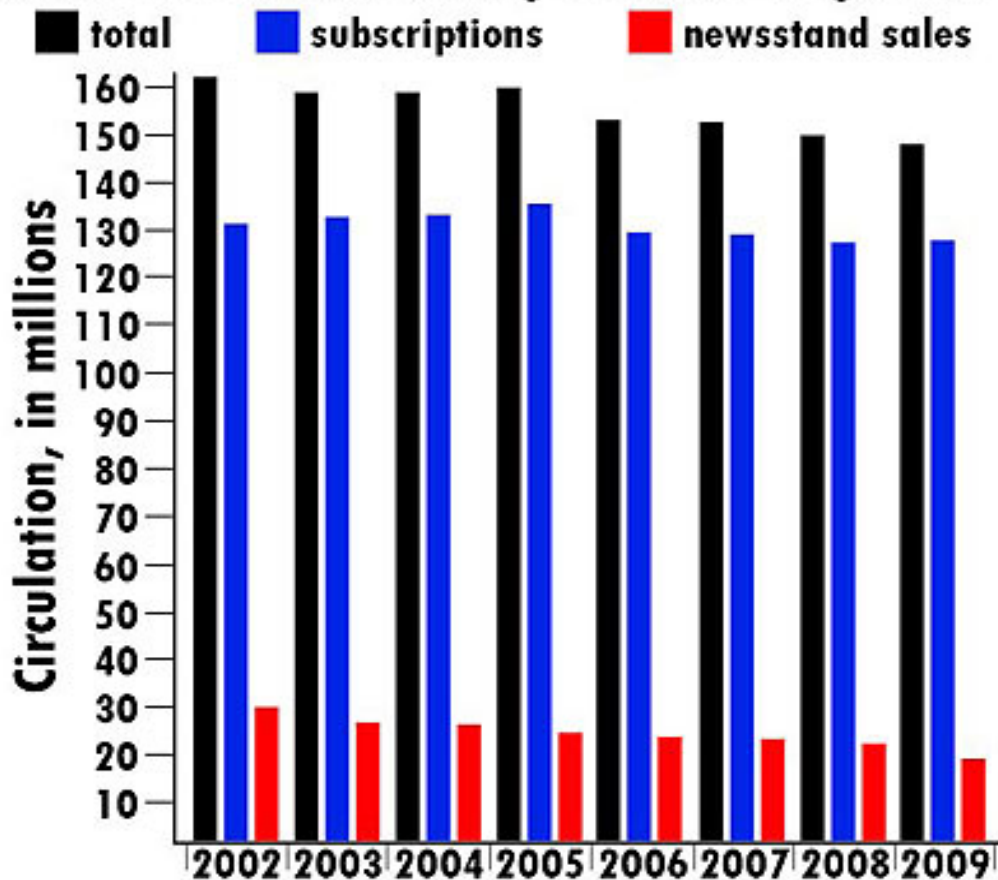
- Magazine readership increased over the past five years
- The number of issues read has gone up as well
- Subscriptions are the highest in a decade
- The number of consumer magazines remains high
- Magazines are the #1 medium of engagement

- The age of magazine readers consistently trends younger than the total adult population
- Magazine ad effectiveness continues to rise
- Magazines excel in driving web search
- Magazine readers are social networkers and word-of-mouth influencers
- Magazine brands continue to evolve

Source MPA-Magazine Publishers of America white paper – “Consumers Value Magazines in their Media Mix” June 29, 2009

Difference of Opinion

Newsstand sales, subscriptions, and total circulation for 100 leading consumer magazines



Source: Audit Bureau of Circulations

- Magazines continue to score significantly higher than TV or the internet in ad receptivity as well as all other engagement dimensions, including “trustworthy” and “inspirational,” according to data from Simmons’ Multi-Media Engagement Study

Content is still King

The Economist global circ grew 6% in 1st ½ 2009

“The Economist’s success starts with the editorial product. The unique value of The Economist is its truly global perspective and the depth of its analysis ...” *FolioMag.com 9/3/09*

“If what we have isn’t valuable and no one wants to pay for it, maybe we don’t have a business.”

—*Jim Malkin, CEO, SourceMedia, at the 2009 FOLIO: Growth Summit*

“...there's a lesson here for publishers and marketers alike: impressions have nothing to do with engagement, and in the end, engaging content appropriately packaged will find its audience...” *FOLIOMag.com 5/26/09*

Change is here - meet it head on!



"WOW! YOU MEAN SOME OF THE INFORMATION ON
THE INTERNET IS AVAILABLE IN THAT FORM?"

Know Your Audience

- 12 to 24-year old audience most at risk
- This group has grown up in an electronic world
- They perceive paper & CDs as archaic

Source Paul DeBraccio CEO Interevco

The Good News

- Consumer magazine companies announced 76 digital initiatives during the first quarter of 2009, a 10% increase year-over-year.

Source Magazine Publishers of America (MPA).

- The average 1st quarter monthly reach for magazine websites grew to 45.1% of the total U.S. Internet population, up from 43.4% in 2008.

Source Magazine Publishers of America (MPA).

*"The road to success is always under
construction"*

-Lily Tomlin

Your virtual panel

- Jeff Hartford, Red7Media
- Sherry Oommen, Haymarket Media
- Mark Rosen, Advanstar
- Ken Turtoro, Elsevier
- Shelly Shames, Bonnier
- Heather Holmes, Technology Review
- Marketing Director of large consumer magazine

Questions

- How has your job changed in the last year
- What are you doing different to maintain circulation levels
- How has your strategy changed in the last year
- What programs/methods/channels are you using that are working well
- Are you encouraging a migration from print to digital
- What tips can you offer your colleagues

Major Challenges

- Reduced budget – same circ goals
- Reduced staff - more work
- The need to develop/expand skills in electronic media

Along with challenges look for
the opportunities

Maximize eMail

- Pass-along emails to current registrants/subs
- Test adding “Response Required” to your subject lines for a sense of urgency
- Email appending – use other house files to apply emails
- Time email blasts differently by time zone
- Add marketing links to every transactional email
- Test HTML and text versions in your email blasts for greater deliverability

Use the Web

- Rotate the color/look of your web site subscribe button – keeps it fresh
- Add a link to your other publication's sub form on acknowledgement email
- Offer a free “White Paper” online to get prospect addresses
- Form partnerships and for links to your site
- Track opens/usage of your web pages through Google Analytics – for free!

Optimize Telemarketing

- Short scripts to get more calls in per hour
- Start telemarketing early in cycle
- Call after hours to consumers
- Discuss multi-step programs with vendors
- Email first then telemarketing
- Call after issue mailing w/wrap
- Calling also for lead generation (for webinars, trade shows, conferences, etc.) on the same call
- Don't forget to ask for email addresses

Work Your Lists

- Excel 2007 has a deduping function (save on merge/purge)
- Convert lists from PDF or Word documents into Excel using Datawatch
- Look for in house list opportunities (i.e. other publications with similar demos)
- Check out who's renting your lists repeatedly

Some other thoughts

Engage your audience

- ” Thank you” pages, email confirmations, refer a colleague messages
- Add a "how did you hear about us" question to your sub forms.
- Have a “roundtable” or send a survey to a few of your subscribers.

- Wraps are still working
- FFT's can be successful
- 2-for-One offers
- “Recession discount”
- Look for cross-marketing opportunities across your marketing channels (direct mail, scripts, web sites, eNewsletter, and digital editions)

Be ProActive

- Serving print copies to “others” and international; send them digital
- Print a 4/c cover shot on your statements/tipons? (It looks nice but does it sell more ads?)
- Update and analyze your source and cost reports so that you know what’s working and you can make adjustments when your Publisher comes begging for money.

- Editors can have big egos BUT, they are a great resource
- Be diligent about tracking your competition
- Be diligent about tracking your newsstand sales; do you need those copies to make rate base?

Keeping the Circ up

- Can you redirect non-qualified prospects to a paid form
- Are you using Sub agents
- Are you looking for partnership opportunities
- Does your publication lend itself to a student program
- Is there an association for your industry
- Is there another division that offers eNewsletters
- Could you be earning more through list rental

Vendor Relationships

- Don't trust your vendors blindly – eyeball your files, invoices, contract, etc.
- Negotiate and renegotiate everything and anything
- Pick the brains of your fulfillment people
- Look for full service marketing firms and multi-channel promotions

Revenue Opportunities

Try something new

- Develop events – virtual (webinars) and physical

America Online 9.0 Optimized SE provided by Dell® - [The New York Enterprise Report - The New York Enterprise Report - The Resource for Small B...

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- Partner with vendors and develop an eStore for products that appeal to your audience

♥ BUSTboobtique ♥

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Home Subscribe Shop Email Lounge Girl Wide Web BUSTcards Magazine Win Stuff Advertise Personals Hot Dates Info

categories

- » New Items
- » Subscriptions & Back Issues
- » Bags & Accessories
- » Clothes
- » Craftiness
- » Health & Beauty
- » Housewares & Gifts
- » Jewelry
- » Journals & Stationery
- » Sex Toys
- » Gift Certificates
- » View All Products
- » All Products Sorted by Categories

search

Use keywords to find the product you are looking for.
[Advanced Search](#)

information

- [Boobtique FAQ](#)
- [Gift Certificate FAQ](#)
- [Contact Us](#)

Bust Boobtique

plenty of **Love** to go around

Ice Cream Earrings

BUST Profile Shirt

What Would Joan Jett Do? t-shirt

Love Sick Plate Set

Pink Ladies Tool Kit

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0 items

bestsellers

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02. [BUST Subscription : \(1 Year/ 6 Issues\)](#)
03. [BUST Subscription - International \(1 Year\)](#)
04. [MonKeys](#)
05. [Stay Golden](#)
06. [Wonder Woman Cat Panty Set](#)
07. [The Magic Cone](#)
08. [Holy Toast](#)
09. ["Men We Love" Back April/May 2008](#)
10. [Miss "A" Kit](#)

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Live Help
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cards we acc



- Web based products – online content; software products
- Create “Premier” portion of website and charge for it

America Online 9.0 Optimized SE provided by Dell® - [AMM Pricing - Classic View]

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Can you...

- Integrate all databases and create marketing and list rental opportunity
- Offer custom publishing solutions to smaller publishers

“We learn and grow and are transformed not so much by what we do but by why and how we do it.”

Sharon Salzberg, O Magazine, “The Power of Intention”

Questions?

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