

Magazines

Magazine definition: A product that is published where all pages inside and out are on specialty stock of high-gloss or matte finished paper. A magazine is either published annually or on a regularly scheduled basis. Examples would include Welcome magazines, Tourism magazines, Lifestyle magazines (home, children, gardening, parenting, women's, teen), Education magazines, Bridal magazines, Health magazines (food, maternity), Special Interest magazines (art, fashion, hobbies), and Sport and Recreation magazines. (Chamber Books, Business Directories, Real Estate Guides and Progress Editions are examples of those that are not considered magazines.)

Top 10 things to think about:

1. **Title of magazine:** Readers should not have to guess what the magazine is about. Most of our successful magazines have a title that includes the town name.
2. **Covers** ideally should be planned in advance for the entire year. If you have your magazine coming out monthly or quarterly, planning a magazine cover needs to be done in advance with high quality photography.
3. **Editorial content.** One word... LOCAL! Stories should be written with those readers in the top demographics in your area. This too needs to be outlined in advance.
4. **Editorial design.** Plan ahead, use spread pages to layout story pages.
5. **Controlled Distribution plan.** There is no need to print multi thousand copies of a magazine. A magazine should have specific distribution plans and demographics. If you choose to use your newspaper as one of the delivery methods as well as mail, will there be overlap? Are you printing too many?
6. **Rate Card.** Your rate card should be established after you do an estimated P&L. Each area may be different but if you take your expense, divide by the number of pages you wish to sell and mark up the price between 50-60% this is a good start.
7. **Stock/Size.** Are you printing on the best stock or is it too expensive stock, what are your options? Your printer can give you many options and quotes for pricing. Page counts in magazines sometimes go down if you go up in pages. It is always good to ask your printer for multiple quotes.
8. **Ad design.** Do you know that a magazine ad is not a newspaper ad? A magazine ad should be in color whenever possible. Have minimal text. Magazines have longer shelf life so having pricing is not always suggested. Eye catching photos or graphics are a must.
9. **Dates.** Quarterly magazines should not have a month listed on the cover, shoot for "Spring Edition" or "Winter Edition". These magazines have a longer shelf life and putting a specific month on a quarterly magazine reduces shelf life.
10. **Post P&L.** You should always do a P&L after your selling deadline but before your print deadline. This way you can always get that extra advertiser in to make sure you hit your numbers. Keeping a couple of pages open at the back of the publication during dummyming will always help with late ads or that extra revenue you may need to get in late in the game.

There are many areas to focus on that are key to a successful magazine. If you are thinking of revamping your current magazine or starting a new magazine please consider the above "Top 10" items. Also, to assist you even further fill out the questionnaire below and we will review your plan as quickly as possible.

Thanks,
Michelle

Magazine Checklist

Email checklist and information below to:

mtalerico@cnhi.com

Magazine definition: A product that is published where all pages inside and out are on specialty stock of high-gloss or matte finished paper. A magazine is either published annually or on a regularly scheduled basis. Examples would include Welcome magazines, Tourism magazines, Lifestyle magazines (home, children, gardening, parenting, women's, teen), Education magazines, Bridal magazines, Health magazines (food, maternity), Special Interest magazines (art, fashion, hobbies), and Sport and Recreation magazines. (Chamber Books, Business Directories, Real Estate Guides and Progress Editions are examples of those that are not considered magazines.)

LOCATION INFORMATION

Location: _____	Frequency: _____
Magazine name: _____	Delivery method: _____
Quantity: _____	Intended start date: _____
Today's date: _____	Person submitting form: _____

Submit the following to CNHImagazines@cnhi.com

- Cover example
- Rate Card
- Editorial content examples
- Distribution plan
- Subscription plan
- P&L (pre-launch)
- Ad and content design information (where it will be produced)
- Are there any ad packages or cross selling into other publications, please specify
- Target audience? (Who are your readers?)
- Target advertisers? (New advertisers; not switch business)

Printer information

- Printer name and address _____
- Paper stock specifics _____
- Stitched or perfect-bound _____
- Average number of pages per issue _____
- Print cost _____

Approval information – DO NOT WRITE BELOW THIS LINE

- Approved name
- Approved cover
- Approved distribution method
- Meets CNHI magazine definition
- Approved rate card

Comments: _____

Overall approval signature _____ Date: _____

Questions to ask yourself about your magazine? (Questions related to staff working on magazine)

- 1) How long have each of you been involved with the title?
- 2) Give me a sense of how each issue is planned?
 - a. How are the features determined?
 - b. How do you determine the cover story?
 - c. Are there key folks or events in town that you know you want to cover?
 - d. Do you have advertisers who might be a good feature story? Do you work with the sales staff to coordinate efforts when that kind of scenario arises?
 - e. How is the paper stock and page count determined?
 - f. Who assigns the stories? Photography?
- 3) Give me a sense of the production schedule for each issue...
 - a. How many business days do you have between the last story coming in and the production files going to printer?
 - b. How many business days do you typically have between issue close and ad files still coming in?
 - c. When is final page count determined?
- 4) What's the target audience for this title?
 - a. Looking at the last few issues, can you point out some feature stories that were created with your target audience in mind? How effective do you think the story was in reaching that audience?
- 5) Do you have a sense, either from hard data or anecdotally, of the magazine's readership?
- 6) What feature story (it can be a section), are you most proud of out of the last 3-4 issues?
- 7) What are some of the best ideas the team has come up with for the magazine that you just haven't been able to execute? Either because of time, money, resources, etc.
- 8) How many total man hours do you estimate your team spends on producing the magazine each issue?
- 9) What's your goal for this magazine?

Questions to ask yourself about your magazine? (Publisher/decision maker questions)

- 10) How long have you been producing the title?
- 11) In the time you've been producing the title, has the quantity or frequency changed?
- 12) Talk about the current distribution model
 - a. Have you experimented with other models?
- 13) What's the target audience for this title? Is there a primary and secondary audience?
- 14) How does your sales staff approach the sales process for this title?
- 15) Do you think sales in the magazine cannibalizes any of the paper's revenue?
- 16) What's the planning cycle like for the magazine?
- 17) How many total man hours do you estimate your team spends on producing the magazine each issue?
- 18) What's your goal for this magazine?