

SPECIAL
MAGS U
EDITION

the circulator

June 2005



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7 Reasons why you need to be at Mags

1 It's a Marketing World and Magazines Live in it: Tuesday June 7, afternoon session.

Bored of the same old formulaic approach to magazine marketing? Yearning for new, creative ideas you can take back to the office and wow your colleagues with? Don't miss Dr. Alan Middleton's (marketing professor at York University and *Marketing* magazine columnist) talk on how the marketing world we live in applies to our business.

2 Mr. Mags: 5 Steps to Radically Fix a Broken Publishing Model: Wednesday June 8, morning session.

Sure, you might walk around the office calling yourself Mr. (or Ms.) Magazines, but we have the real thing! Mr. Magazines (better known as Samir Husni) is the industry's leading authority on the business of magazines. He's a writer, consultant, and professor, and is coming to Toronto armed with lots of examples any publication can learn from.

3 10 Fresh Ideas to Boost your Renewal Performance: Wednesday June 8, afternoon session.

Have you thought about how you can boost your renewal rates? Do you shudder at the thought of trying to figure out how to run a successful customer retention program? Ever wonder how *TIME* magazine keeps their four million subscribers happy? Patty Devine, director of her own consulting firm Devine & Company, and formerly manager of *TIME* magazine's customer retention program, has 10 tricks up her sleeve she'll let us all in on.

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Bank shot! Our annual pool party turns out to be quite the shindig!

If you missed it last March, we're positive you heard about it. Our 9th annual pool party was the best attended social the CMC has ever hosted! Whether you came out to sink a few balls, stood in line to get your cards read, or conveniently hung out next to the chocolate fountain all night to "supervise" the dipping of delectable strawberries and sweet chunks of pineapple (like I did!), we heard nothing but kudos from the over 80 circulators, publishers, representatives from fulfillment houses and national distributors, and even retailers and wholesalers who attended. You raved about the new venue

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All pool photos: Ann Meredith Brown of *Masthead* Magazine

7 reasons – continued from page 1

- 4 Digital E-volution: Your Guide to Understanding and Launching a Digital Edition: Thursday June 9, afternoon session.** Think you're ready to brave the world of online editions but you have no idea where to start? A panel of Canadian and American publishers and editors will tell you what they did — and how they did it successfully.
- 5 Canadian Newsstand Awards/Grand prix d'excellence en kiosque: Awards Tuesday June 7, Masthead Trade Show.** Did you submit an entry to the Canadian Newsstand Awards? Can't sleep at night wondering who will nab the top prizes? Secretly hoping you'll win Newsstand Marketer of the Year? Make your way to the *Masthead* Trade Show for the awards presentation.
- 6 CMC Excellence Awards Luncheon: Wednesday June 8, The Guildhall.** You'll probably be hungry after attending Mr. Mags' seminar this morning. The CMC Excellence Awards Lunch is served at The Guildhall at noon sharp. Eat a delicious meal with friends and colleagues, find out who won this year's \$5,000 scholarship, and be sure to get a front row seat for the crowning of the CMC Magazine Marketer of the Year. Stick around for our AGM and cast your ballot for next year's board of directors and officers.
- 7 CMC Connoisseur's Club: Wednesday June 8, The Guildhall Terrace.** Feel like schmoozing? Need to unwind after a busy day of seminars? Maybe you just want to leave work a little early and enjoy a stogie and a glass of wine in the sunshine? No matter the reason, we'll be thrilled to welcome you to the Mags party of the year! The CMC's Connoisseur's Club is legendary. Come armed with business cards, a chic pair of sunglasses, and a smile.. Join us out on The Guildhall Terrace, starting at 4:45 p.m., and come prepared to relax and party!

Pool party – continued from page 1

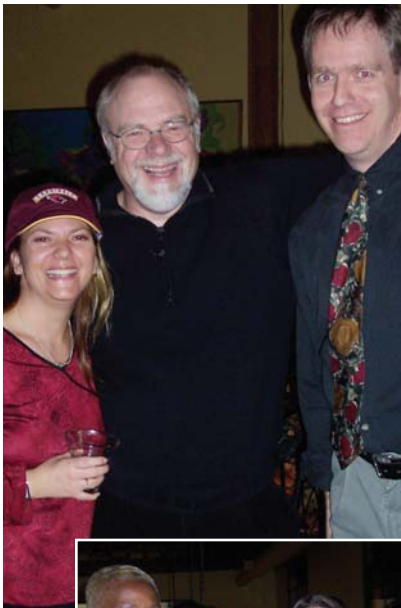
(the Academy of Spherical Arts in downtown Toronto), the lot of generously donated prizes, and the ice sculpture that doubled as a frosty drink luge. "What a great turnout, a big thank you to everyone who came out tonight," CMC president

Ron Sellwood said. Special thanks also goes to HDS Retail, who sponsored the bash, and Coast to Coast Newsstand Services for that scrumptious chocolate fountain. Thanks to Indigo/Chapters, Rogers Publish-ing, *Cottage Life* maga-

zine, Transcontinental Media, House & Home Media, *SCOREGolf* and Links for Women Golf Schools for all the fabulous prizes. And as always, thank you to our wonderful sponsors — Canada Post, Coast to Coast Newsstand

Services, Cornerstone, Disticor, and Indas.

If you missed this party, you can't afford to miss the next social. Watch for details about our summer get-together coming soon! *LG*



IT'S ALL AT THE SHOW!

Downstairs at Mags U

New Product Demos! Great New Suppliers! Hot Giveaways!



Exhibits for every department at the Masthead Trade Show, plus the Great Wall of Magazines and Canada's best covers. June 7, 8, 9

Masthead TRADE SHOW



How to get your publication noticed on the newsstand

By David R. Livesey, Rogers Publishing

Don't be afraid to try something different.

As a publisher, would you sacrifice almost \$100,000 in advertising sales just to have a unique issue on the newsstand?



Harper's Bazaar did it – twice! Their February 2002 issue not only appeared on the newsstand with two different covers, but they gave up more than \$90,000 in advertising by having two different back covers (where a paid advertisement would normally appear), as well. One version of the February issue shows a waist-up photo of Gisele Bündchen on the front cover and a similar pose from the back on the back cover, with the logo in a mirror image. The second cover shows Gisele in a full-length shot with the reverse shot on the back cover. ABC published results indicate that this technique lifted what are traditionally soft sales for the month of February.

The four images below are different covers from the same March/April 2002 issue of American Photo. The sky bar on each issue clearly identifies it as



a special collector's cover. Some publishers will also indicate the number of collector editions with the hopes that their loyal readers will pick up a copy of each to complete the collection.

If your magazine has regional editions, why not try playing with the cover image?

Loulou arrived on newsstands last August and is the only bilingual consumer magazine that is published 10 times a year in Canada. Both editions are created from the same editorial department but service different markets within Canada, each with its own unique focus. The cover image



usually features the same model but she is often wearing different clothes and is in a different pose, in an effort to appeal more directly to the respective

While using multiple covers is not a new technique, it can be an effective way to create buzz and increase newsstand sales. It is also a technique that you don't often see Canadian publishers trying.

Know the importance of your national distributor and the wholesalers

Heather Robertson, publisher of Boat for Sale says a major influence on increasing newsstand sales is, "Proper service from the national distributor and the wholesaler (and) having better control over which stores (your) magazine is located in." It is important that you have a good relationship with your distributor to make sure your publication's

needs are being properly serviced. In Boat for Sale's situation, it is vital to their success that their publication get into the stores that cater to their audience.

Ensuring that the national distributor knows your business, your goals, and your key demographic is vital to success on the newsstand.

Sell your product on the cover

This seems like an obvious tip, but you'd be surprised to find the number of magazines that don't use their most valuable tool to sell their book. No matter how great your distributor is or how many promotions you've purchased, your cover is the one factor that a reader will use to determine whether or not they're going to buy your magazine. So don't waste the space. Peter Willson of Rogers Publishing says, "Good cover lines are essential. They have to be loaded with value. Coordinating two or three with (a great) cover image can get even greater bang for the buck."

Adina Zaiontz, of the Business Information Group which publishes The Northern Miner, feels that special sections should be advertised on the cover. Cover lines should be carefully written to tease the reader, and encourage them to pick up the magazine.

Some of the most effective cover lines are those that convey value to the customer. Several magazines quantify the many benefits to the reader within the issue. Some recent examples include, "270 sunny ideas", "527 great ways to save", "874 hot sexy looks", etc.

If you really want to pay attention to newsstand sales, Ron Sellwood of Coast to Coast Newsstand Services advises cir-



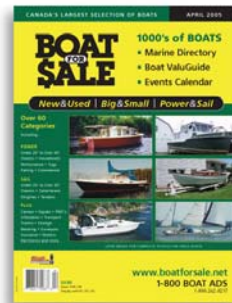
culators to keep a cover database — a tool that has an image of the cover, and the issue's draw and sale info attached. Newsstand is a creative process but well documented sales history can be your greatest asset, if used properly." Always review which covers sold well and the reasons why. You'll start to see patterns. So don't be afraid to repeat your successes.

Befriend your art director

Experts in the circulation field agree that it is important for circulation managers and art directors to confer on cover lines and design to enhance newsstand sales. Circulation managers are the keepers of the statistics on their readers. They can lend valuable knowledge and support to the cover process. They know what the consumer responds to, and the elements that should be used on the cover. Tuppy Blair of SCOREGolf says, "the art director should communicate with the newsstand experts and vice versa.

It is essential that the two departments respect each other's expertise in their respective fields and find healthy compromises. As a result of times changing and more magazines getting full-facing on the newsstands, this has resulted in using techniques like making the most of the real estate on the left side of the cover."

Most would agree that a magazine can survive with soft retail sales, but it is this direct, issue by issue contact with the reader that can help shape the direction of your publication and ultimately grow your circulation.



What's Circulating... News... Events... Gossip... Etc...

Coast to Coast Newsstand Services recently named **Darlene Earle** the new director of distribution and logistics, and **Christine Amorini** has been promoted to marketing and publisher services coordinator. New hires include **Rachel Debling**, who will serve as the accounting assistant, **Rawle Maynard**, who joins the distribution department as the new regional manager for Ontario, and **Sharon Comrie** (formerly an independent consultant) who will work with the U.S.A operations department. CTC also announced a new partnership with **Circulation Assistants** (a U.S. based company founded by Jim Gustafson). Key staff working with CTC will be

Susan Harold, Suzi Wehner, and Don Galen. CTC hopes this partnership will help all clients who have distribution south of the border.

Tracy Arnold has recently made the move from national distributor Disticor to retailer Indigo/Chapters. Tracy started her new role as category manager, non trade (including magazines, calendars, and gift books) at the end of May.

On the publishing side, **Lisa Goldman** recently jumped from circulation to editorial, leaving House & Home Media to join the editorial team at *Chatelaine* in April.

Kate McBurney was welcomed as circulation

assistant at House & Home Media in March.

The Rogers family welcomes Sadie (daughter of **Kate MacDougall**, consumer marketing manager at *Flare*) and Tarik (son of **Jennifer Harrison**, consumer marketing manager at *Chatelaine*). Both Sadie and Tarik were born April 30.

News from the CMC board of directors and officers: **Colleen Burton** resigned as the CMC's administrator, and **Brian Gillett** (former volunteer on the board) has stepped into the role. Ending their terms this year and not returning to the board are director of scholarship **Brinda Luckoo**, and director of membership and communications **Lisa Goldman**.

*Do you have circulation news to share? Please send new hires, changes, and other news to CMC administrator **Brian Gillett** at cmc@tamirc.ca.*

MAGAZINES
plus

Calling all Circulators!

Are you looking for ways to give your magazine "buy appeal" on the newsstand? Could your titles benefit from the experience of an industry veteran?

Created by Ken Medland, former national account manager for The News Group Canada, MAGAZINES plus is a brand new service available to circulators who want to maximize their exposure on the newsstand. Ken not only has years of experience helping publishers increase their newsstand sales, but he has also worked with many of the industry's major retailers.

MAGAZINES plus will look at your magazine through the eyes of the consumer, and will work with you to make your magazine even more successful on the newsstand!

**Contact Ken at MAGAZINES plus today:
1-905-643-6315 or meder@cogeco.ca**

Thank you Colleen Burton

By Ron Sellwood

For those of you who haven't heard, Colleen Burton recently resigned as CMC administrator. Since my time on the board, Colleen has always held the job, so you can imagine my shock when she made the announcement.

I know I can speak for the board when I say how much we already miss Colleen--her great sense of humour, calm in times of major panic (you know, like this time of year, preparing for Mags), her amazing organization, precise memory, and that wicked grin.

Colleen started with the CMC in 1996. In that time, she has seen six captains at the helm, she has spent dozens of seemingly endless days running up and down the stairs at The Old Mill, she has taken the minutes for countless CMC meetings, and has organized a bunch of seminars (like the time she held a renewals seminar that ended up having absolutely nothing to do with renewals). When asked what her fondest memories of the CMC are, Colleen recounts the story of how she dropped and broke all of the framed ACE Awards a couple Mags ago, just minutes before they were to be handed out at our annual awards lunch.

Sure, she gave us an amazing amount of hard work, time, energy, and effort, but we'd like to think we're leaving her with fond memories, too. "Most of all, the CMC introduced me to so many hard working, dedicated great people over the years," Colleen said. "It has been such a tremendous opportunity working with and getting to know everyone. You've helped and supported me over the past nine years, and I will never forget what the CMC has done for me and my career."

Luckily, we do have a new administrator on staff, Brian Gillett. He's doing a fantastic job. I think the expression is "trial by fire," but with Colleen just a phone call away, we'll all be able to sleep better. *Thanks Colleen, you will indeed be missed.*



Membership Application

Yes! I want to join the CMC Circulation Management Association of Canada for the low rate of \$139 (GST not included). My membership will be for one year. Attached please find a cheque payable to the CMC Circulation Management Association of Canada or my credit card information.

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