

Mark this date in your calendars – Oct 9, 2008
for a special 2 pm Newsstand Session followed by the CMC Fall Social!

The More I Learn The Less I Know

CMC President - Tuppy Blair



Here's the story. It's non-fiction/fiction about the newsstand (thanks to James Frey clarifying that not everything you write is true) and names have been omitted to protect the innocent, my only disclaimer.

In a perfect magazine world the designer creates, the sales department sells, editorial writes, production produces and circulators circulate and of course the publisher keeps everybody together and on the same page...no pun intended.

Even though no one really has control over everything, publishers secretly hope that once all deadlines have been met their job is done. One breathes a sigh of relief and trusts the newsstand process to run smoothly after that.

I don't need to go through the entire story from start to finish but what I do want to emphasize is that we place a lot of hope that the process itself will run smoothly. No one can afford glitches. Missing any one deadline has the ripple effect of a pebble being dropped in a calm lake.

In hindsight everything appeared to be running smoothly with the title only three days away from being on-sale. And then the pebble dropped. What is a publisher to do when the shipper does not deliver the right number of copies to the wholesaler, the wholesaler holds back all copies and does not let the national distributor know and ultimately the magazine misses the on-sale date and oops...there goes the newsstand promotion since the retailer has no promotion space available in the following month to re-schedule.

In the words of Charlie Brown – "can someone please tell me what is going on?"

I know there are supposed to be checks and balances in place but too many times there are problems. How do we solve a problem when it's too late? Is financial reimbursement the only answer - if you're lucky? How does a publisher make up for lost sales when your competition was distributed on time? I've always been a strong believer that everything happens for a reason so maybe the system will correct itself. But to re-iterate, nothing is going to make up for those lost sales!

I thought this story was a good segue into an overdue CMC Newsstand Seminar coming October 9th...followed by our ever-popular CMC Fall social. Even though the story mentioned above is not what our seminar will be about, it is an example of the complex, ever changing industry we're employed in.

I look forward to seeing all of you in October; hearing your stories from summer vacations and the relief and excitement of kids returning to school only so that you can start getting ready for Thanksgiving dinner. Not meant to insult any vegetarians but, I'm looking forward to my tofurky!

Tuppy

CMC Profile

Sarmistha Roy – Rogers Publishing Limited



Q. First, a bit of background on yourself.

A. I am originally from Calcutta, India. I came to Canada in 1996 not with the idea of living here permanently. But here I am 12 years on.

Q. Were you thinking of a publishing career when you were considering what to take in school?

A. Actually no, I took English Lit in school. When I came to Canada I needed a job and landed a part time gig at the then 'Computer Paper', a tabloid published month by Doug Alder. So I kind of fell into it.

Q. You're currently at Rogers. What does your department handle, how many other folks do you work with and what's your main responsibility there?

A. I work in the Consumer Marketing Group at Rogers. We are responsible for all circulation related matters for consumer publications that are published by Rogers. I am the Consumer Marketing Manager for Canadian Business, MoneySense magazines

and Subscription Acquisition Manager for Chatelaine magazine. My main responsibilities are, maintain our circulation and EBITDA objectives.

Plan, strategize, execute, analyse and report on all direct marketing, agency, retail, web, digital initiatives. Ensure overall Consumer Marketing and magazine brand objectives are met. Work closely with the magazine's management team and report to the Group Consumer Marketing Director and the Publisher.

Q. What's been your most challenging assignment to date?

A. My most challenging assignment is working on multiple titles and keeping all the facts and numbers straight. But I like the diversity because it keeps things interesting and I love the challenge.

Q. What have been some of the biggest changes you've seen since you started in the industry?

A. The biggest changes since I started in this industry are the introduction of new ABC rules including Verified circulation, increased combo sold subscriptions here in Canada and US, huge growth in web and the digital revolution.

Q. If you weren't in publishing, what would have been a second career choice?

A. I think I would have trained to be a chef.

Q. If you were on a desert island that had postal service, what one magazine would you just have to subscribe to (and why)?

A. The Economist, because of its in-depth coverage of current affairs, insightful reporting and a great read too.

Sarmistha, the CMC thanks you for your time. It's much appreciated.

Important Upcoming CMC Industry Event

Oct 9th – 2 pm

The State of Newsstand Sales – “What, Us Worry?”

As far back as most of us can remember, there have always been newsstand issues. But in the past year, there seems to be a greater urgency on this front than at any time in recent memory. Declining copies sold, front end issues, rising delivery costs, scanned based trading, the list seems to expand daily. In order to address a number of these issues, the CMC will be holding a special moderated “open panel discussion” that we guarantee will be tough hitting, will ask the hard questions and maybe even offer a glimpse or two at possible, we repeat possible, solutions.

Location? Downtown Toronto (venue to be announced)

Who should attend? Anyone who cares about the future of single copy sales. The CMC's take on this? Most current newsstand issues are universal. Therefore, circulation managers from any size magazine are encouraged to register.

Moderator - Scott Bullock, Vice President, Sales and Marketing, CDS Global.

Panel – TBA

...Followed by: the CMC Annual Fall Social Oct 9th – 5 pm

As usual, the CMC likes to shake things up on the party front. As we speak our social committee is leaving no stone unturned in its hunt for the perfect "hot" spot. So yes, the venue is being scouted but two things we most certainly can guarantee:

A) it's going to be a great party!

B) it will provide a solid opportunity to mingle with co-workers and to exchange a story or two with fellow industry associates over a cocktail of your choice.

Lots of door prizes, special guests and as always a few short speeches (hey, it's the CMC).

CMC Membership Renewal Time

Early bird deadline this year - Oct 31st – with a special rate of \$119 plus gst (regular rate \$149).

This year we're re-introducing our early bird "dinner for two" draw.

Watch for your official notice coming soon!

Last issue correction:

We somehow managed to spell Caren King's name wrong. Our sincere apologies.



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