

## Sweepstakes & Giveaways

The most traditional of contests, sweepstakes/giveaways are a tried and true classic. They are quick and simple to enter – plus it's easy to ask for email subscriptions as part of the submission form.

## News Creation

- News Releases in local papers
- Feature stories on blogs

## Events/Parties

- Kick-off Party
- Grown up Spring Break
- Graduation
- 1<sup>st</sup> birthday

## Contests

- Show us your digs
- DIY contest: Show us how you took a thrift store find under \$10 to classy keepsake
- Instagram hashtag: #my25tolife weekly follower/winner

## Community Service/Charity Tie-Ins

How can 25 to Life be a good neighbor?

- 25 to Life Volunteer Groups
  - Habitat for Humanity
  - Boy and Girls clubs
  - Animal Shelters
  - Retirement Homes

## Coupons

Can we offer any pull out coupons within the magazine?

## Badges and Novelties

Pull out calendar...enter contest if you # and post picture of it hanging in apartment or work place

## Celebrity Endorsement

- Give celebrities swag of t-shirts and phone cases to be photographed in

## **Celebrate Holidays/Greeting Cards**

- Send out e-cards for holidays
- Come up with own funny e-card that people can forward to their friend's for the holidays

## **Community Ambassadors**

-Have a 25 to Life "ambassador" in the most popular cities across America. We can start small and then expand. These ambassadors serve as our in as to what cool and new things are happening in that city so we can feature people, places, and things to do in those places in our magazine. This will make is less what's already online to what's happening in real life and putting that on paper/digitally.

## **Scavenger Hunts**

Our community ambassadors will come into play here where one of their responsibilities is to host an annual scavenger hunt around their city. The hunt will be featured in our magazine after it is over and will allow anyone new or old to the city to meet each other and have a good time!

## **Partnerships/Sponsorships**

Partnerships with bars and restaurants will do us good. But we should also sponsor casual sports leagues, small concerts, and local festivals that are already established and popular.

## **Audience Participation**

- Caption the photo posts
- scavenger hunts
- feedback forms at events and on website

## Circulation Plan

Average age: 18-29

Sex: Female- 60%

Male- 40%

Median Household Income: \$35, 000

Marital Status: Never Married- 76%

Married- 21%

Other- 3%

### Geographic Distribution:

West: 21%

Southwest: 8%

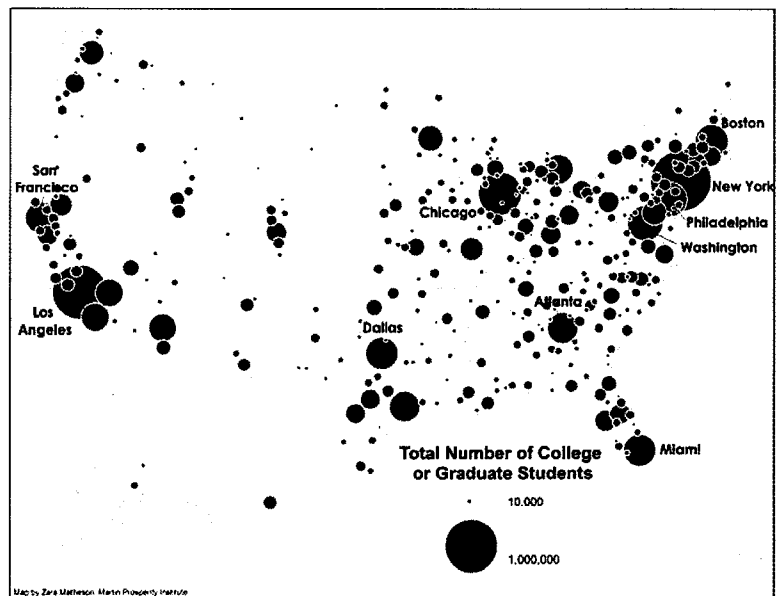
Midwest: 10%

Southeast: 9%

Northeast: 26%

Mid-Atlantic: 26%

Our geographic location of readers is based off of a Census Bureau map (shown below) that illustrates the total number of college or graduate students in an area. We thought this would best way to find a good indication of the geographic location of our readers instead of using another magazine's geographic information. This is because most magazines do not have the exact target audience that we do and this map clearly pinpoints the main areas that students are located in.



## **A Complete Circulation Plan**

25 to Life magazine will implement a paid circulation plan. A paid circulation plan allows for magazines to gain their readership from single bought copies and subscriptions. As a new magazine, finding, capturing, and keeping subscribers will be difficult. Paid circulation is the best way for 25 to Life to make money while we build our advertising sales. According to James B. Kobak's *How to Start a Magazine and Publish it Profitably*, paid circulation will also eventually help to bring in more advertisers since it will give them proof that our readers really want the magazine. We will build our circulation through two rounds of circulation postcard analysis. We decided to send out postcards instead of subscription letters based on research we found from the Online Marketing Institute conducted in 2013. According to their research, direct mail still yields the lowest cost-per-lead and the highest conversion rate. However, their research shows that direct mail packaging doesn't have to be large and expensive. In fact, the U.S. Postal Service found that postcards are the most likely to read mail format. The only concern that the Online Marketing Institute has in replacing subscription letters with returnable postcards is the small amount of information that can fit on the postcard. We've found a way to address this concern. Before we send out our subscription postcard, we will hold three focus groups featuring college graduates between the ages of 22 and 28. From the focus groups we will determine the best draft of our subscription postcard to send to readers in order to gain their subscriptions. We are expecting that the subscription postcard that incorporates a QR code will bring the best response rate based off of research conducted by the Direct Marketing Association in 2012. The QR code will allow our readers to instantly gain more information about our magazine, helping to combat the lack of

information concern. After we have established our most effective postcard we will send them out in round one.

The first test round will be sent to nine different magazine subscription mailing lists and one general subscription mailing list based on demographics. All of these magazines contain readers with demographics similar to ourselves. These magazines include Men's Fitness Magazine, Women's Fitness Magazine, Vogue, Seventeen Magazine, Teen Vogue, InStyle, Food Network Magazine, Food and Wine Magazine, Cosmopolitan, GQ, and Esquire. The demographic mailing list we have obtained is the General College & University Magazine Subscribers list. Below is the layout and cost of these lists and the assumed outcome of this method. All lists are all taken from the Active Subscriber Lists offered from lists.nextmark.com. The total amount of active subscribers listed in the following lists are:

Men's Fitness Magazine: 142,944  
Women's Fitness Magazine: 594,777  
Vogue: 599,674  
Seventeen Magazine: 1,403,922  
Teen Vogue: 416,721  
InStyle: 832,932  
Food Network Magazine:  
Food and Wine Magazine:  
Cosmopolitan: 1,777,866  
GQ: 471,751  
Esquire: 468,989  
General College & University Magazine Subscribers: 68,938

Magazine List	Cost per Thousand	Total Number of Names	Total Cost
Men's Fitness Magazine	\$110.00/M	3,000	\$330.00
Women's Fitness Magazine	\$115.00/M	3,000	\$345.00
Vogue	\$110.00/M	3,000	\$330.00

Seventeen Magazine	\$110.00/M	3,000	\$330.00
Teen Vogue	\$110.00/M	3,000	\$330.00
InStyle	\$110.00/M	3,000	\$330.00
Cosmopolitan	\$110.00/M	3,000	\$330.00
GQ	\$110.00/M	3,000	\$330.00
Esquire:	\$110.00/M	3,000	\$330.00
General College & University Magazine Subscribers	\$160.00/M	3,000	\$480.00
Merge/Purge (MacArthur Services)	\$1.00/M	30,000	\$30.00
<b>Grand Total</b>		<b>30,000</b>	<b>\$8,130</b>

We will need a merge/purge system to allow us to remove readers that duplicate between multiple lists so that we are not sending four subscription cards to the same person. Our goal would be to gain a minimum of a 3 percent response rate totalling 750 Copies. If this is successful and the three percent is reached, we will move onto the second round of subscription testing that will serve as our full scale mailing phase due to cost constraints. If this three percent goal is not met, we will have to start over and find a more viable audience.

If we are successful up to this point we will distribute up to our full scale mailing subscription base in this final phase. Here, we will add 16 more lists. These lists will include Fitness Magazine, Women's Health Magazine, Men's Health Magazine, Rolling Stone Magazine, People Magazine, Food Network Magazine, Food & Wine Magazine, Food & Travel Magazine, Forbes, Money Magazine, Draft Magazine, Playboy, Bazaar, Shape, Bon Appetit Magazine, and Maxim Magazine. The average cost per thousand of names is \$110.00. We will take all successful lists from round one and disregard any

lists that draw disproportionately low numbers from round one. Based on research from Kobak, we can assume that the majority of these lists will be usable and that from these 26 lists, 25 will be viable. This will allow us to purchase 28,000 names from each list to give us 700,000 at an average price of \$110.00 per thousand and \$1.00 per thousand for merge/purge. If we are to receive the response rate we expect of 4.2 percent that would give us 29,400 subscribers. We estimate that we will receive a 4.2 percent response rate due to our QR code embedment within our postcard. According to the research conducted by the Direct Marketing Association, the average direct mail response is 3.4 percent but with an added QR code capability this response rate average rose to about 5 percent. We expect 4.2 percent since this would be the average of a combined method of those forms of subscription.

In total from the first and second rounds, this would give us an estimated 30,150 readership from sending out in total 730,000 subscription cards. This would make us a viable new magazine for the first couple of years while we continue to build our readership.

#### **Total Lists to Purchase by Category:**

<b>Fitness</b>	<b>Men's Fitness, Women's Fitness Magazine, Self, Fitness Magazine, Women's Health, Men's Health, Shape</b>
<b>Fashion/Trends</b>	<b>Seventeen, Teen Vogue, InStyle, Vogue, Cosmo Girl, Rolling Stone Magazine, People Magazine, Bazaar</b>
<b>Food</b>	<b>Food Network, Food and Wine, Bon Appetit Magazine</b>
<b>Men's/Women's</b>	<b>GQ, Esquire, Playboy, Maxim, Cosmopolitan</b>
<b>Finance</b>	<b>Forbes, Money Magazine</b>

***Costs***

1. Lists: 730,000 total names with a \$110/M average plus \$1.00/M merge/purge costs will bring our estimated total for lists to \$81,030.
2. Direct Mail Packages/Printing/Postage: We have found a company called Direct Mail that will package, print, and mail our subscription cards for \$0.33 per unit. This means our costs for sending out our 730,000 subscription cards would estimate to be about \$240,900.

Adding these costs together we get \$321,930. If our \$19.99 rate prevails and we gather a 30,150 subscriptions we would gain an initial subscription revenue of \$602,698.50.

***Timetable***

As a quarterly magazine, we need to make sure that our timing is in accordance with when our magazine is published. We will have Spring (March-May), Summer (June-August), Fall (September-November), and Winter (December-February) edition. To allow for our first edition of the magazine to be published in the winter, we will first need to conduct our focus groups in June. Then, we will need the first round of testing to go out in late July with responses coming in until late August. The second round, our full scale mailing round, will then be sent out in early-September. This will allow for us to send out our first issue in mid-to late-December.

***Other Circulation Methods***

To help build and invest in the future of dedicated readership, we will develop a college subscription program to offer to colleges within the continental United



States. These packages will allow for colleges and universities to purchase 500 magazines for students at their institutions for \$2,195. This package will give these schools two issues of our magazine to be delivered straight to the school in December and May (our graduation issues). For the first five years we will focus our efforts on the following Mid-Atlantic institutions to build a strong home-base presence:

New York University  
St. John's University  
Hofstra University  
Columbia University  
York College  
Temple  
Virginia Tech  
Georgetown University  
University of Maryland College Park  
Rutgers  
The College of New Jersey  
Pennsylvania State University  
Towson University  
University of Maryland Baltimore County  
John Hopkins University  
American University  
The Catholic University of America  
University of Virginia  
University of Delaware  
West Virginia University

We expect about a 4 percent response rate which will give us two schools within the region to add an extra 500 copies for us to circulate. We expect for this to triple within the first year based on graduate popularity. Within five years we hope to have twenty schools utilizing this package deal. To make these deals with colleges and universities, we would personally talk to communication coordinators, communication departments, those in charge of the newspaper distribution in the institution and those in charge of commencement ceremonies. From our expected gain of one to two

institutions of higher education, we will calculate \$2,195 in subscription revenue from this method with an addition 500 subscriptions.

For the first five years, we have chosen not to conduct single-copy circulation due to the high print cost and low return rate. We do not project that these single-copy sales will gain us much profit but we will monitor and continue to explore this option within three years based on the popularity and want for the magazine at that time. We've made this decision because according to Luke Magerko, a 20 year magazine publishing veteran, newsstand environment is poor and sellers are looking to reduce magazine space in stores due to the lack of sales. We feel that the college purchase packages will help make up for this gap in a more creative way until we can build the readership to afford to do single-copy circulation.

### ***Price Policy***

1. Single Copy Purchase: Single copy purchases will be not be available within the first five years. After this initial startup, single-copies will be available to purchase in magazine stands, Barnes & Nobles, Target, and Walmart for a projected \$4.99.
2. Year Subscription: Subscribers can purchase a yearlong subscription that four issues total and a digital subscription to our weekly updated website for \$19.99.
3. Renewal Subscription: In the first five years we will not be able to offer those who seek to renew their year subscription a lesser deal. Based on revenue numbers and subscriber numbers we will seek to give readers a renewal deal of \$14-16.
4. College Package Subscription: Colleges can purchase a minimum of 500 copies of our quarterly magazine for \$2,195. This bring the cost per magazine for these schools to \$4.39, which is a 12 percent discount. The college package will include

only two issues for the year to be delivered twice a year (once in December for Winter Graduation and once in May for Spring Graduation). This does not include a digital subscription for the school. If a school would like to purchase more than 500 copies, each additional copies of 25 to Life will be priced at \$4.20. These discounts are based on the prices given to schools from Time Magazine.

### ***Building Circulation***

Total subscribers estimated in the first mailing is 30,650 (includes 500 from schools).

<b>Date</b>	<b>In</b>	<b>(Source)</b>	<b>(Renewal Loss)</b>	<b>Out</b>	<b>Newsstand Sales/mo.</b>	<b>Total Circulation</b>
9/15	30,650	(initial mailing)			N/A	30,650
3/16	25,000				N/A	55,650
9/16	25,000		(20%)	11,130	N/A	69,520
3/17	25,000				N/A	94,520
9/17	25,000		(20%)	18,904	N/A	100,616
3/18	25,000				N/A	125,616
9/18	25,000		(20%)	25,123	N/A	125,493
3/19	25,000				N/A	150,493
9/19	35,000		(20%)	31,079	N/A	154,414
3/20	35,000				N/A	180,395

These numbers are extremely conservative. To account for any lacks in circulation or budget issues our revival was decreased to 25,000 per mailing period until year five where we think we will have well over 35,000 new subscribers per mailing but we think it is better to be conservative and still show success than to over shoot and disappoint

investors. If we do come in lower than our mailing circulation we have college packages to make up the difference and keep up on track for success.

### ***Other Considerations***

In order for 25 to Life to complete our circulation fulfillment we have chosen to outsource these duties to a fulfillment house. According to James B. Kobak's *How to Start a Magazine and Publish it Profitably*, a new magazine would be "foolish" to develop their own circulation fulfillment system since everything could be fulfilled through a number of programs. Fulfillment operations address magazines directly on the printing press, cost efficiently comply with the Postal Service's requirements, personalize everything sent to subscribers, and deliver statistical data of subscriptions to our databases. As listed in the costs section, we have chosen to use PFL Printing for Less as our fulfillment house.

Some have expressed concerns about our turnover rate since many students graduate every year. However, according to the National Center for Education Statistics only about 10 percent of all those enrolled in college graduate per year. This gives us about a 10-17 percent turnover rate in demographic audiences which really isn't a concern.