MARKETING STRATEGY

2. Marketing Strategy

* Planned Promotions & Circulation Strategies

**For Readers**

Since our demographic is so specific, *Modern Appeal* will use very stylized tactics to increase circulation. Young women are most likely to buy more single-copies than subscribe, while older women are more likely to subscribe. Since our demographic is 22 to 35-year-old women (with some younger and older thrown in), we have both older and younger to cater to. We will put mail-in subscription cards into the single-copy issues on the newsstand for the older audience, and once the younger generation has aged into the older demographic, they will have read *Modern Appeal* so long that they will see it as a worthy investment. Most of all, *Modern Appeal* will utilize the Internet to increase circulation. When a reader visits modernappeal.com, there will always be a subscription link in the top right-hand corner of the site, no matter what page they click to. This link offers a free-trail issue or a paid subscription. For every unique visitor, a pop-up will show up within the first minute of her visiting the site, with a free-issue or paid subscription site.

Every month, before the credits page, there will be a giveaway calendar with a product giveaway for each day of the month. The readers will text in the corresponding code for the day and they will be entered into a drawing. This drawing is open to all readers, single-copy buyers or subscribers—they all have a chance. The only day of the month single-copy buyers are not eligible to win is on the last day of the month for the biggest giveaway (ex. tickets to NY Fashion Week, paid trip to exotic locale, paid shopping spree at partnering stores). This day will only be for subscribers.

Every month for 6 months there will be a “scavenger hunt” of little clues or trivia questions hidden in the issue for the readers to find. Once they find the clue for the month, they must go onto the website and enter it in with their information before the month is out to be entered into the drawing. This will occur twice a year. The reward will be a free yearly subscription.

Readers will also have the chance to buy a subscription for someone as a gift.

Another marketing strategy we will use is tie-in products from partnering brands. MAC or Sephora can create a makeup brush set that we design for sale with their products. We will offer our readers discounts on clothes we put in the magazine from participating clothing stores so that we bring them business and their customers become our readers.

**For Advertisers**

Our media kit will be available on our website and will cover magazine, website, and tablet informational data, with separate content detailing each medium. Media kits provide advertisers with all circulation information and demographics of the readership so they can make decisions on advertising in our magazine. The media kit includes our mission statement, the demographic profile of our readership, the editorial calendar, circulation information, and ad rates. Each of these aspects are included in the website and tablet information kits as well.

* Advertising Strategy Details
  + Target List of Advertisers
    - Apparel
      * H&M
        + H&M is the leading, budget clothing store for on-trend clothes and will draw in readers who are looking to look a million bucks without spending it, perfect for single, working women who have their own disposable income.
      * HauteLook.com
        + An online luxury brand website that hosts limited-time sales events of famous brands with prices up to 75% off retail, which is perfect for women just out of college who want to look fabulous for the office but can still afford designer brands.
      * Fabletics
        + An online, stylish ladies’ workout clothing site started by Kate Hudson. The first outfit you buy is only $25 and once you subscribe, Kate suggests monthly outfits for you to buy with no obligation. Affordable fit, function and form for active women on a budget.
    - Cosmetics
      * Dove
        + This brand prides itself on celebrating the natural woman, which is a sentiment we like to project to our readers. It is also affordable and great for sensitive skin. This is a brand that most women grew up with and will likely respond positively to in an ad.
      * MAC
        + Represents the daring, more rebellious generation of makeup wearers. They are always promoting the latest makeup trends and sponsor NY Fashion Week. Every trendy, young professional will be looking to MAC for an edgy twist to her office attire. MAC’s reputation is so established with NYFW that even the older generation uses it to perfect the classic look.
      * Jergens
        + Much of *Modern Appeal*’s audience has grown up using some sort of self-tanner and Jergens is the best budget self-tanner on the market. Their ads promote healthy, sun-kissed skin with a natural tint rather than drastic, unrealistic skin change.
    - Health
      * Claritin
        + Perfect ad for the seasonal changes when readers are forced indoors from pollen to read their *Modern Appeal* while recovering from their sinuses. A well-known, cheap remedy for a common health problem.
      * Yaz
        + Most young women are on birth control or consider using birth control and Yaz is one of the few pills still marketed today in the switch to more permanent birth control methods.
      * PanOxyl
        + Sadly, aging out of high school doesn’t mean you leave it all behind, even acne. Most women, even in their thirties, still deal with acne and will need to know the best brands to combat it.
    - Cooking
      * Williams-Sonoma
        + A high-end cookware brand that will cater to the older end of our demographic—those who are becoming homemakers and cook for more than one person. Also for the readers who enjoy house parties and cook for their guests.
      * Kashi
        + Women are always trying to stay fit and the best way is to eat healthily. Kasha promotes real food made in in the least processed way so that the food its consumers eat is as close to organic as possible. Very well-known cereals and grains for our demographics, with on-the-go options for out busy readers.
      * Chobani
        + With the large “healthy fat” phase, Greek yogurt has taken a huge upturn in the food market and is a popular go-to for busy women who don’t have time to sit down to a full breakfast but still need to get the nutrients of one. Great source of protein and healthy fat to sustain our busy readers throughout their workday.
    - Travel
      * Celebrity Cruises
        + Many working women need to know where to go on vacation and Celebrity Cruises offers many low-cost options for those on a budget, with early sign-up discounts, but offer all the same amenities as competing cruise lines.
* **Number of Pages Sold**

*Modern Appeal* is around 200 pages each month and will give 75 pages to advertising, according to our 60:40 editorial to advertising ratio policy. This will create an estimated revenue of $4,125,000 when *Modern Appeal* sells all 75 pages, full color and full page.

* + **Justification of CPM** 
    - CPM= Total Ad Cost/ (Circulation/1,000)
    - *Modern Appeal* CPM=

$55,000/(750,000/1,000)= $73.33

\*The cost of a full-page, full-color ad is $55,000

\*The circulation base is 750,000 readers

Advertisers will pay $73.33 for every 1,000 readers to see their page. By the second year, *Modern Appeal* estimates to have 1,000,000 circulation, so the cost of the ad would be $55 per $1,000 readers.

* + **Sample Rate Card**

|  |  |
| --- | --- |
| **4-Color** |  |
| Full Page | $55,000 |
| 1/2 page | $35,000 |
| 1/3 page | $25,000 |
|  |  |
| **Black/White** |  |
| Full Page | $50,000 |
| 1/2 page | $30,000 |
| 1/3 page | $20,000 |
|  |  |
| **Covers** |  |
| Cover 2 | $65,000 |
| Cover 3 | $60,000 |
| Cover 4 | $70,000 |

|  |  |
| --- | --- |
| **Discounted Rates** |  |
| Full Year (12 issues) | -15% |
| Half Year (6 issues) | -10% |
| $200,000+ spent | -10% |

|  |  |  |
| --- | --- | --- |
| **Ad Dimensions** |  |  |
|  |
| **Unit** | **Trim** | **Bleed** |
| Full Page | At least .25” inside Trim size | .25” from bleed on each side |
| 2 Page Spread | At least .25” from gutter on each side |
| 1/2 Page |  |
| 1/3 Page |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Important Dates** | October | November | December |
| Material Deadline: | July 25 | Aug. 25 | Sept. 25 |
| On-Sale Date: | Sept. 15 | Oct. 15 | Nov. 15 |

|  |  |
| --- | --- |
| **Rate Base** | 750,000 |
|  |  |
| **Subscription Price** | $19.99 |
| (12 issues/ yearly subscription) |  |
| **Single-Copy Price** | $3.99 |
|  |  |
| **Tablet Price** |  |
| Monthly Subscription | $1.99 |
| Yearly Subscription | $1.67 |

* **Circulation Plan** 
  + Bull’s Eye Analysis of Potential Subscribers
    - Bull’s Eye
      * Professional women, 18-35, who enjoy keeping up with fashion trends and shopping on a budget with room for investment pieces. Most likely to subscribe digital and print and use website.
    - First Ring
      * Industry professionals, including hair stylists, makeup artists, apparel stylists, buyers, and retailers that interact with and market themselves for professional women frequently. Most likely to subscribe print for display in stores.
    - Second Ring
      * Professional consumers, women of all ages, who enjoy fashion and shopping, but don’t keep up with it regularly. Most likely to buy single-copies and participate in promotions, and visit website.
    - Third Ring
      * Upscale consumers, women who are typically older than the target market, but have plenty of disposable income to spend on clothing and beauty products. They have already established their style, but are interested in what the current fashion is to stay informed. Most likely to buy single-copies.
    - Outside Ring
      * Casual consumer, women who aren’t really interested in fashion or keep up with it, but would read this magazine for the celebrity aspect. They might like the cover model and pick it up just for the feature story on her. Most likely to buy single-copies. Might visit website.
* **Plan for using “new” and social media**

*Modern Appeal* will use Pinterest (obviously), Instagram, Twitter, and Facebook to promote new articles and when new issues are published. Since our publication is very photo-heavy, photo apps will be utilized the most. Instagram will be used to post behind-the-scenes photos of work on the next issue and any snapshots of statement clothing pieces that we love right now. A street style Outfit of the Day will be posted every Thursday, either by a staff member or someone on the street with an exceptionally fashionable outfit. Pinterest will be used to compile boards organized by departments and new articles will be promoted by posting a picture and summary of it to the board. Facebook will be used more for publishing our favorite articles for our readers to share on their own pages. Twitter will be used to alert our readers when new articles are being posted to our website and to really publicize the newest issue out on newsstands. Twitter will also be used for polls for the readers to participate.