

# Great Ideas to Cut Expense and Increase Revenue

*An Audience Development Panel Discussion*

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**Do more  
with less**

*And do it faster!*



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Differences are creative opportunities

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## Areas of opportunity:

Promotions  
 Production – Inventory – Vendors  
 Recycling – Reusing - Reducing  
 Time Management

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## Promotions: Revenue & Order Generating Ideas

- Test increasing price by adding value
- Test increasing P&H
- Maximize gift promos
- Test price increases in conversions & renewals
- **Add or increase cross-promotion efforts between titles**
- **Develop partnerships where a sub is part of product purchase**
- **Add an upsell on bills**

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Family Circle®  
**Special Renewal Request** No. T23019  
 Exclusively for: Lynn Deleger  
 SPECIAL NOTICE:  
 Be quick and we'll give you an extra year — ABSOLUTELY FREE — PLUS you'll get a full year of Better Homes and Gardens Magazine, too!  
 Make check payable to: Family Circle Magazine  
 If necessary, mark conditions on your check & address: Publications by Facebook  
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ITEM	REGULAR RATE	AMOUNT
Your Family Circle renewal (15 issues)	\$10.98	\$10.98
Your FREE YEAR of Family Circle (15 issues)	\$19.98	<b>FREE!</b> Send coupon T2303-1 today!
Your full year of Better Homes and Gardens Magazine (12 issues)	\$25.00	<b>Included!</b> Send coupon T2303-2 today!
<b>TOTAL</b> (15 of items)		<b>\$10.98</b>

Your complete satisfaction is 100% guaranteed - always.  
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## Promotions: Reducing Cost & Maximizing Profit

- Conduct thorough effort P/L evaluations: cut unprofitable efforts
- Review minimum quantities for set-ups
- If you can, polybag as many promotions as possible with issues
- Talk to your bank about reducing bank charges
- Upsell old inventory
- Offset stock costs with advertiser messages

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## Promotions: Reducing Cost & Maximizing Profit

- Customize efforts to market
- Run materials at same time with split run charges
- Use publication space and periodical option for house ads, blow-ins, cover wraps
- Talk to your vendors about seasonal slow times or waiting and filling slots that open up
- Don't skip special issue opportunities
- Use social media options to cut print costs
- Look at digital editions or offering digital delivery option.
- Participate in MMPA for ideas, vendors, etc

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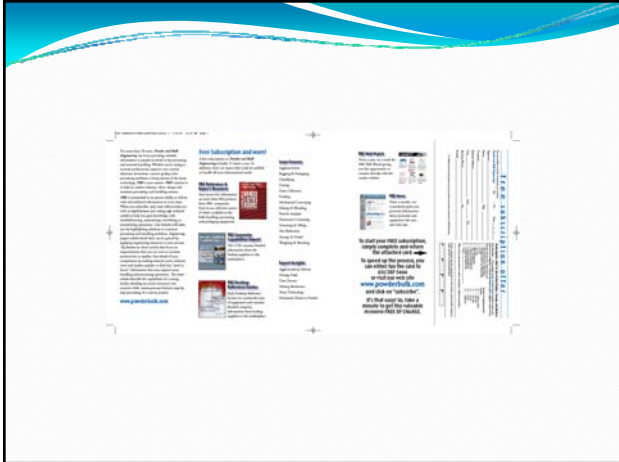
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### Production/Printing/Inventory Management/Vendor Relationships

- Meet with your vendors
- Watch your inventory storage costs
- Look for savings in trim sizes, paper stock, scheduling, formats
- Develop a scorecard to facilitate conversations
- Review all processes: Why? Is there a better way? Define responsibilities
- Monitor what's important

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### Production/Printing/Inventory Management/Vendor Relationships

- Manage vendor relationships for suggestions
- Ask for sample pieces
- Set-up a vendor review or request for proposals every year or two
- Keep up-to-date on technology and options

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## Recycling, Reusing, Reducing

- Give old magazines to schools for art classes
- Give used fax cover sheets to daycares
- Donate old books and reference materials to libraries or schools
- Recycle old toner, ink cartridges, cell phones, PDAs and laptops for a cause
- Ask vendors & partners about programs they might have
- Check out website like [www.recycleminnesota.com](http://www.recycleminnesota.com).

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## Recycling, Reusing, Reducing

- Office supply czar
- Don't make copies of reports for meeting
- Reuse paper in printers for internal purposes
- Closely manage your office copy print order
- Add *"Consider the environment before printing this email"*
- High volume printers in various departments to cut on paper and color ink-jet cartridge use & expense

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## Recycling, Reusing, Reducing

- Use 800# when provided by vendors or suppliers for that purpose.
- Email when appropriate, instead of snail mail.
- Test list append services, so you can email to more, default to fax and leave the smallest amount to more expensive measures.
- Consider corporate business cards with dual publications
- Create "handouts" format for PowerPoint materials to cut paper use by 2/3
- Better yet, make materials down-loadable

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## Recycling, Reusing, Reducing

- Reduce the amount you spent on resources by checking out free online directories, resources and support tools.
- Subscribe to better services and spread amount between other publications or departments.
- “Upon request” will reduce need and cost by half.

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## Time Management

- Goals & work-flow process drive meetings
- Assign (on paper) responsibilities & timelines
- Shorten meetings: even 15 minutes
- Start on time
- Meetings you need to have
- Don't create reports no one reads or needs
- Identify best practices
- Streamline and automate processes
- Create meaningful Outlook folders; store related emails & attachments together

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**Long-range strategy**

- Reduce risk by developing broad range of sources for order
- Meet rate base every week
- Increase inventory
- Develop auxiliary products & services

**FY10 Goals**

Increase # of internet orders by 10%

Increase # of gift orders by 10%

Test price increases in internet gifts areas

Process at least 3 new auxiliary products/services

**Reports and Handouts**

Internal order report (RM to report)

CRM order report (RM to report)

Auxiliary service proposal (RM to report)

**Consumer Marketing Meeting Agenda**

Date:  
Time:  
Place:  
Attendees:  
Goal:

Topic	Person Responsible	Next Steps	Assigned to

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## Time Management

- Consider flexible scheduling
- Try to assign tasks by skill and desire
- Face-to-face after 2 or 3 emails
- Dot method and duplicate files
- Take steps to improve communication and cut waste
- Questioning is ok
- Desktop guides & cheat sheets
- Named email documents

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## Time Management

- One copy of manager's meeting notes posted in break room prompts discussion, saves on confusion, as well as time and money
- Use free tools through Google or Microsoft to save time and money
- Keep clip file(s) or archives of samples, ideas, websites and tools- so when something comes up you don't waste time searching
- Ask other Managers when you get stuck

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## Other Ideas

- Hire interns to work on projects
- Delegate responsibilities
- Create a dashboard
- Ask staff for ideas
- Continued education of staff can save time & money and many associations
- Use technology: Wiki's
- IM instead of email
- Webinars vs travel
- Conference calls

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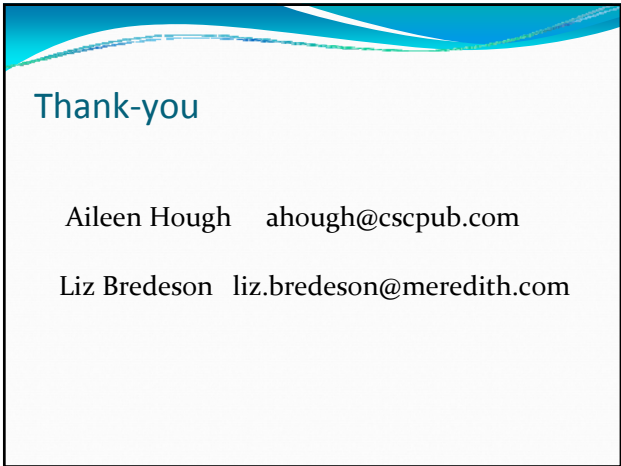
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