



the newsletter
of the Minnesota
Magazine &
Publications
Association

Mark Your Calendar

How Does Your Magazine Stack Up? Conducted by Brady & Paul Communications
University of St. Thomas
Minneapolis Campus
September 23, 2004

A Magazine Celebration
The Loft at the Open Book,
Minneapolis, MN
October 5, 2004

MMPA Member
Roundtable: Editors
October 20, 2004

MMPA Member
Roundtable: Circulation
November 10, 2004

MMPA 's 8th Annual
Publishing Excellence Awards
The Metropolitan, Minneapolis
November 11, 2004

MMPA Member
Roundtable: Production
November 17, 2004

Registration forms and
information are available at
www.mmpa.net

fineprint

volume 4 | issue 7

upcoming events

MMPA Members Go for the Gold 8th Annual Excellence Awards top 600 entries

The Date: Nov. 11. The Place: The Metropolitan, Minneapolis

More than 600 expressions of art, wit, humor and passion have been submitted for judgment in the 8th Annual Excellence Awards of the Minnesota Magazine and Publications Association (MMPA). A total of 606 entries were submitted, surpassing last year's mark of 585.

"We've seen a steady increase in entries over the past several years," said Bill Monn, president of the MMPA. "It was just a matter of time before we went back over the 600 barrier. Business seems to have picked up during the past year for many magazines after being very challenged for the past 2-3 years. When business is good, entries are up."

Each year the awards program is reviewed following the banquet to insure fairness in the program and categories. The Excellence Award committee has added new categories and tweaked existing ones for this year's awards.

Many packets have left the MMPA offices en route to judges. Entries will be judged in September. Judges are recruited from local colleges and universities, publishing companies, and advertising and public relations agencies. Judges are screened to ensure they are not reviewing material in a category in which they may have a conflict of interest.

The MMPA Excellence Awards gala is scheduled for Nov. 11 at The Metropolitan. Tables are available for groups of 10. For ticket information, call the MMPA offices at 651-290-6281.



Upcoming Events At-A-Glance

How Does Your Magazine Stack Up?

Presenters: Brady & Paul Communications

When: 8:00 a.m. - 5:00 p.m.
Thursday, Sept. 23, 2004

Location: University of St. Thomas
Minneapolis Opus Hall
Room 201

Who should attend: Publishers, editors, designers and anyone who wants to take their publication to the next level

Second Annual Magazine Celebration

What: MMPA Magazine Celebration

When: October 5, 4:30 - 8 p.m.

Where: The Loft at the Open Book
1011 Washington Avenue
Minneapolis

Who Should Attend: Magazine professionals who want some good food, good conversation and a peek at other publications published in the Land of 10,000 Lakes

Why: Network with magazine professionals

8th Annual Publishing Excellence Awards

Thursday, November 11
The Metropolitan, Minneapolis



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One-sixth page (2.25" w x 4.5" h): Single issue/\$195	5 issues/\$880	10 issues/\$1,560
One-third page (2.25" w x 9.75" h): Single issue/\$295	5 issues/\$1,330	10 issues/\$2,360
Half page (7.5" w x 4.5" h): Single issue/\$395	5 issues/\$1,780	10 issues/\$3,160

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- a network of smart professionals

The Minnesota Magazine & Publications Association is dedicated to providing valuable opportunities for industry professionals. Call 651-290-6281 to discover the benefits of becoming a member.

MMPA is professionally managed by Ewald Consulting - www.ewald.com.

staffprofile

Five Questions with Paul Hanscom, Assistant Executive Director - MMPA

by Jennifer Koski | independent consultant

Paul Hanscom recently joined the MMPA leadership team after relocating from Washington, D.C. While in Washington, he worked with the U.S. Department of Commerce and The Bretton Woods Committee in a variety of client-relations and project management capacities. Hanscom has an M.A. in International Development from the School of International Service at American University and double undergraduate degrees in Spanish and International Studies.

Q1: What led you to the MMPA, and what role will you play in the organization?

A: I learned of the opening with MMPA through the Minnesota Council of Nonprofits. I was born and raised in Minnesota and I was looking for a way to get closer to home and continue on my professional track. The Assistant Executive Director position with MMPA provided me that opportunity.

Q2: What are your hopes and goals for MMPA?

A: I hope to work closely with the enthusiastic professionals whom I have already encountered as well as with some of you whom I have yet to meet. I plan to make this year's Minnesota Publishing Excellence Awards even more exciting than last year's. My goal is to help make MMPA programs fun, rewarding and professionally beneficial

to all those involved.

Q3: What do you see as the MMPA's strengths? Weaknesses?

A: I believe the MMPA's greatest strength is the creativity and vitality of its leadership in managing its activities and yielding tangible results for MMPA members.

Not a weakness, but an opportunity for the MMPA is to continue to develop meaningful programs that nurture the professional development of members.

Q4: What has been your strangest professional experience?

A: The strangest experience of my professional career was when my Washington-based office was closed for the day because a man protesting U.S. Agricultural policy parked a tractor in the Reflecting Pool on the National Mall.

Q5: What are your after-hours hobbies?

A: When I'm not working with creative literary genius in MMPA, I try to enjoy the outdoors. In the winter I ski and shovel snow (a recreational activity I expect to enjoy more readily now that I'm back in Minnesota). In the summer I use any excuse to get outside and enjoy the weather while it lasts. An area where I hope to focus more of my free time is in service to the community. It is important to me that I be involved in my hometown and give back to those who supported me in my efforts early on.

www.mmpa.net

Check out MMPA's web site, www.mmpa.net, for Roundtable information, archived newsletters, job and resume postings, awards information, a vendor directory, or to sign up for one of our four committees: Communication, Education, Membership, or Excellence Awards.

Your membership and the MMPA will be enhanced by your involvement!

Non-Separation Anxiously: Editorial and Advertising Can Find Ways to Get Along

by Nancy Weingartner | managing editor, Franchise Times

It's church and state at *Exhibitor* magazine.

Ad reps can pray the editorial staff uses an advertiser in a story, but it's not something they can state to an advertiser.

"It's wonderful," *Exhibitor* Editor Whitney Archibald says about the separation of editorial and advertising.

"Ad reps do make suggestions, but they can't make promises," Archibald said. Even a spot on their Web site designated for press releases isn't advertiser driven: According to Archibald, the editorial staff is under no obligation to post advertisers' PR and that policy comes from the top — "It's a value the CEO feels strongly about," she said.

But what about the times when an advertiser bends the poor ad rep's ear about not getting any calls off their ad? What's the editor's responsibility?

It's an editor's job to ensure that the content of the magazine is good, says Rick Schumacher, publisher of the *LBM Journal*. "They can't be held responsible for ad response," he said

A magazine's mandate is to cover news, Schumacher points out. If the advertiser has news or offers a service or product

readers would be interested in, they get covered. If not, they'll just have to rely on their paid ad to get the word out.

Karen Larson of *Good Old Boat Magazine* has a different twist on the age-old argument. Since the majority of her publication's revenue is subscription based, not ad based, they don't feel the need to give in to unwarranted advertiser pressure. And, if they do write about an advertiser, they rarely let them read the story ahead of time even when the advertiser swears it's "just for technical reasons."

Larson and her husband started out as readers of the publication before becoming owners so they feel a strong loyalty to their readers. So strong, in fact, that when advertisers send them products to review, if the items don't perform well in tests, they won't run a review — unless the advertiser doesn't mind a negative one.

Joe Delmont, editor of the B2B magazine, *PowerSports Business*, has a checklist when he hears that an advertiser is complaining about not getting any calls off their ad.

"First I look at the pagination and see where he's (the advertiser's) located," Delmont said.

Because the magazine has four segments covering different power sports, Delmont makes sure a motorcycle ad hasn't inadvertently been placed in the snowmobile section, or vice versa.

"You can't always tell by the ad list what they're selling," he said.

The next thing Delmont checks is the quality of the ad. If it's done by somebody's brother-in-law for whom advertising is a second or third language, he may suggest they do a spec ad for the client. Sometimes it's as simple as adding a call to action and some decent artwork.

And finally, Delmont looks at the product to make sure it's a match for his readers.

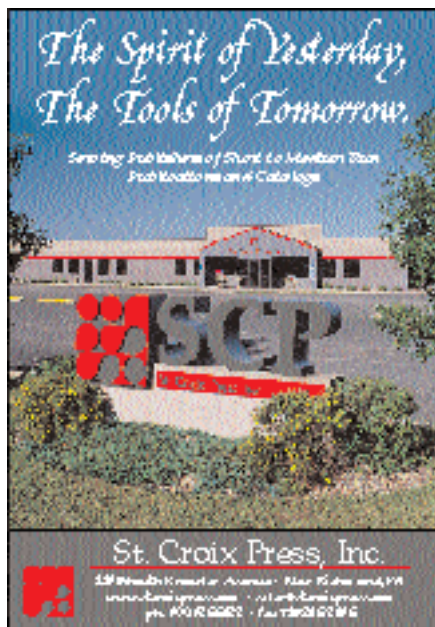
He even enjoys calling advertisers to learn about their offerings firsthand. People who know the value of advertising their products usually tend to be more sophisticated and innovative than those who don't devote their resources to promoting their products, he says.

"If it's innovative I don't guarantee that they'll get a story, but it might be a digest or part of a trend story," he said. "Or, if it has an interesting twist, it may end up with a mention in his column."

In a perfect world, editors would only be required to write about people, places and things that are newsworthy, revolutionary or intensely interesting. Yet it doesn't make sense to deliberately avoid advertisers just because it may be construed as selling out.

Remember, advertisers are the ones who always will call you back when you're on deadline and desperately need one more source to round out a story.

Plus, advertisers can be fascinating. They can have a good story to tell and worthwhile insights. But, don't take my word for it; ask your sales rep.



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Goings-On

Decker Publications and SimonDelivers Launch New Food and Lifestyle Magazine
SimonDelivers, the Twin Cities-based on-line grocery delivery service, has signed an agreement with Decker Publications to publish a new food and lifestyle magazine for its customers. The magazine, called LTG using SimonDelivers' tagline "Life Tastes Good," launches this September.

The magazine's content will be edited for busy lifestyles and will include food, wine and recipe ideas along with features on entertaining, health, travel and home ideas. Sheri O'Meara will serve as editor.

LTG Magazine is free and will be delivered along with their grocery orders to 30,000 customers each month. The magazine will carry advertising from various food, health, beauty, and other consumer marketers.

Meetings Magazine Wins MSAE President's Choice Awards
Meetings: Minnesota's Hospitality Journal was awarded the President's Choice Award for editorial excellence at the 2004 Annual Meeting & Expo of the Midwest Society of Association Executives.

This award was based on *Meetings* Annual 2004 issue, as well as the Fall 2003 issue. For more information, see the *Meetings* website at www.mn-meetings.com.

Minnesota Conservation Volunteer Adds Outreach Coordinator
Meredith McNab has joined the Department of Natural Resources' bimonthly *Minnesota Conservation Volunteer* magazine as outreach coordinator. In the new position she will build readership among children, young adults, their parents, teachers and others. The bimonthly Volunteer, which advocates conservation and wise use of the state's natural resources, is sent free to any Minnesota resident upon request. The advertising-free magazine relies on donations to cover its costs. To subscribe or learn more, visit www.dnr.state.mn.us/magazine.

Kim Kiser Joins Minnesota Medicine
Kim Kiser has joined the staff of *Minnesota Medicine* as associate editor. Before joining *Minnesota Medicine*, she freelanced for *Twin Cities Business Monthly*, *Women's Business Minnesota*, *Minnesota Medicine* and other publications. Kiser also has held staff positions at *Online Learning Magazine*, *Training*

Magazine, *Minnesota Physician Newspaper* and *MedFax*.

Whelan Wins Silver Medal Award
Tom Whelan, Associate Publisher/Advertising Director for *Minnesota Monthly* magazine, was named the recipient of the 2004 Silver Medal Award, given by the Advertising Federation of Minnesota.

The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Whelan is past president of the Advertising Federation of Minnesota, past board chair of the Memorial Blood Centers and Co-chair of the Explore Minnesota Tourism Alliance.

The Silver Medal Award will be conferred to Whelan at a special event on October 21. Those interested in attending should call the Advertising Federation of Minnesota at 651-917-6251.

Presentations' Tad Simons wins ASBPE National Gold Award

For the second year in a row, *Presentations* magazine Editor-In-Chief Tad Simons won the American Society of Business Publication Editors' (ASBPE) National Gold Award (1st place) for Best Signed Editorial in magazines with a circulation under 80,000. He won the award in 2003 as well. *Presentations* magazine also won a regional Silver Award for Best Contributed Column., Creative Techniques; and a regional Bronze Award for Best Technical Article Shades of Gray, by Managing Editor Julie Hill.

Bandel Named New Editor at Rochester Women Magazine

Ellington Miller Bandel has joined *Rochester Women* magazine as editor. She has been a *Rochester Women* contributor since its inception in 2000. She moves

Welcome New Members!

Augsburg College
Betsey Norgard

Bird Dog & Retriever News
Dennis Guldán - www.Bird-Dog-News.com

Game Informer Magazine/Sunrise Publications
Rob Borm - www.gameinformer.com

Minnesota Golf Association
Warren Ryan
www.mngolf.org

Minnesota State University, Mankato
Ann Rosenquist

MN Fire Chief Magazine
Ann Warling - www.msfc.org

Print Craft, Inc.
Larry Lewis - www.printcraft.com

Sexton Printing
Dave Dietz - www.sextonprinting.com

Sno-X Magazine
Mark Larson

The Minnesota Score
Dawn Langfellow -
www.minnesotascore.com

Individual member:
Michael Vadnie
St. Cloud State University

Goings on continued on page 5

Goings on continued from page 4

into the editor position after serving as associate editor for four months in 2004. Bandel is also MMPA Communications Committee Chair.

Lake Superior Magazine Open House
 Lake Superior Magazine will have an open house noon to 4 p.m. on Saturday, Oct. 2, to celebrate its 25th Anniversary of publication.

SalesForceXP Launches Synergies
 SalesForceXP, published by Mach1 Business Media, LLC, Excelsior, launched *Synergies* as an insert with its July/August issue. *Synergies* is focused on quality promotional products used in support of sales performance improvement programs.

According to Mike Murrell, president of Mach1, *Synergies* will be placed again in the November/December issue of *SalesForceXP*.

“The first edition has been very well received,” Murrell said. “Our goal is to spin off *Synergies* as a separate title in 2005.”

SalesForceXP also launched with its July/August issue a new department titled “Incentive Alley.” Its focus is to give advertisers an editorial platform in which to promote special offers on a limited-time basis.

Utne Turns 20!

The nation’s leading progressive lifestyle magazine, *Utne* (formerly known as the *Utne Reader*), is celebrating its 20th anniversary in September. *Utne* will spotlight the trends of the past as well as headlines for the future in its September issue.

Highlights from *Utne*’s first 20 years include:

- *Utne* covered the men’s movement in 1986; *Newsweek* covered it in 1991
- *Utne* editors re-energized the salon movement with a cover story in 1991; *salon.com* was launched in 1995
- *Utne* staff spotted cartoonist Matt Groening and featured him in its 1986 issue; The first Simpsons cartoon aired in 1987 – *Newsweek* covered him in 1987
- *Utne* subscriber, Albert Kaufman, read about Freecycle (an email list where people give away things they no longer need for free) in the September/October 2003 issue. Inspired by the idea, he started one in Portland. Since then, 205 groups have started worldwide.
- *Utne* reader, Tod Murphy, just happened to pick up the magazine that featured 100 visionaries in 1995 and read about Wendell Berry. Tod was so moved by his words that he claimed his dream of being a farmer and eventually started the Farmers Diner – a company whose core value is to increase the economic vitality of local agrarian communities by build-

ing traditional diners that serve quality food from the most local farmers and producers. He was profiled in the *New York Times Magazine* last January.

Utne claims it brings diverse, compelling and independent voices together — covering issues ranging from politics to pop culture, the economy to the environment — providing a unique source that presents the latest ideas and trends emerging in our culture.

Window Fashions Announces Promotions
 Grace McNamara Inc., publisher of *Window Fashions*, an interior-design magazine to the trade, announced seven promotions earlier this summer. Michelle Larson was promoted from co-publisher to publisher of *Window Fashions*. Linda Henry was named editor-in-chief, having served as senior editor for three years. Jennifer Albertson was named assistant editor. On his fifth anniversary with the company, Kurt Beckman was promoted to senior art director. Randy Palmer was named art director. Holly Forsberg was promoted to senior graphic designer. In addition to her role as creative director, Beth Hansen is now publisher of *FFI-Fine Furnishings International* magazine, also published by Grace McNamara Inc.

To share your news, send your “Goings-On” to lauriep@ewald.com.

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MMPA's *FinePrint* welcomes your submissions on all publishing subjects: circulation, editorial, design, management, effective meetings, consulting, electronic publishing, etc. All journalistic styles are welcome, be they humorous, hard-nosed or passive. The deadline for each issue is the 14th of the prior month (September 14 for the October issue).

Send all submissions to
lauriep@ewald.com.

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