



the newsletter of
the Minnesota
Magazine &
Publications
Association

Mark Your Calendar

MMPA Member
Roundtable: Editorial
April 20, 2005

MMPA Member
Roundtable: Production
May 18, 2005

MMPA Member
Roundtable: Publisher
June 8, 2005

MMPA Member
Roundtable: Circulation
June 15, 2005

Deadline for MMPA's
May/June issue
April 13, 2005

"Call for Entries" Poster
Design Contest Deadline
April 15, 2005



Five Questions with Brian Anderson of Mpls.St.Paul Magazine

by **Vonille Meyer** | principal of Capstone Marketing Group, Inc.

28 years. That's how long Brian Anderson has edited *Mpls.St.Paul* Magazine. Yet, he still approaches each day with anticipation. "Every issue, I learn something new about the Twin Cities area," he says. "That sense of discovery – and being able to convey that excitement to others – makes the job fun, month after month, year after year."



? Describe the goal of *Mpls.St.Paul* Magazine in 10 words or less.

To celebrate life in the Twin Cities. We assume our readers are active, involved residents, and we help guide them by recommending places to go and things to do. We're the ultimate recommender of things to do in the Twin Cities. There's so much out there; we do the legwork, the scouting and report our results.

? *Mpls.St.Paul* contains many practical articles. What is the biggest challenge of putting out a monthly that consistently exceeds 300 pages?

The biggest challenge is staying fresh and trying to offer some surprises so the magazine doesn't become too predictable.

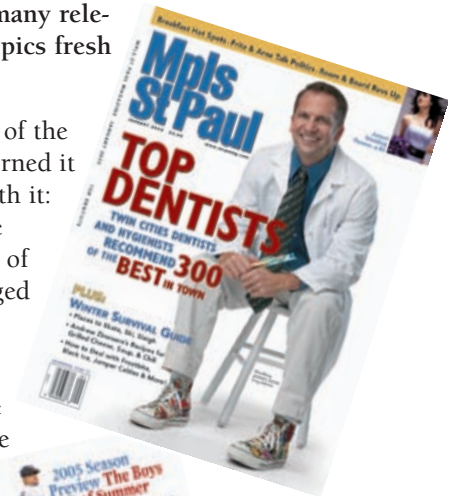
? The magazine is published frequently, and there are only so many relevant topics. How do you keep the coverage of high-interest topics fresh for your readers?

One thing we do is look for unique angles. For our December Best of the Twin Cities feature, instead of just doing a traditional listing, we turned it into an East metro versus West metro story and had a bit of fun with it: What are some of the best stores and services in St. Paul? What are some of the best on the Minneapolis side of the river? It was much of the same information we regularly run in a "Best" story, but packaged a little differently.

We also space out recurring topics. For example, the Best of the Twin Cities is one we do annually, and different editors take charge of it each year. Our challenge to them: What approach can you take that will give it some freshness?

Restaurants are very popular with our readers, so it's a topic we cover regularly. But we avoid repeating themes. Our March issue featured a barbecue story. We've never done a barbecue story as broad and as deep as this one. We spend lots of time trying restaurants before writing about them.

? The magazine contains a lot of the type of advertising that appeals to your reader demographic. How do you balance the editorial and the advertising?



Mpls.St.Paul magazines:
Upper: January 2005
Lower: April 2005





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Half page (7.5" w x 4.5" h): Single issue/\$395	5 issues/\$1,780	10 issues/\$3,160

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- industry insight
- educational events and workshops
- 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.

upcoming events

MMPA Spring Networking Event

Thursday, May 12

- How do you keep your magazine tops with your readers when everything from blogs and e-mail blasts to full-content e-zines are fighting for attention on the Web?
- How do you make your Web site work for you – instead of just being work?

Utne magazine, a pioneer in exploiting the Web for brand-building and reader-bonding, is wrestling with questions like these and more:

- Can you use your Web site to understand what readers want?
- Can you use your Web site to drive subscriptions?
- Can you actually make money selling content...or what?

Judy Rudrud, president and publisher of *Utne* magazine, will introduce MMPA's spring networking event with a frank discussion of *Utne's* work-in-progress to achieve success on the Web. If you've ever wanted to spy on another magazine's approach to this ever-present challenge, this is the event for you!

After a presentation of 10-15 minutes, join Judy and your magazine colleagues for lively conversation and networking over wine and appetizers in a relaxed, informal atmosphere.

Watch your e-mail and the May issue of *FinePrint* for time, location, and information on how to register.

Poster Design Contest

Gain the admiration of your peers by designing the Call for Entries poster for the Ninth Annual Minnesota Publishing Excellence Awards. Your printed design will be distributed to nearly 2,000 professionals in the publishing industry, you will receive personal and company recognition on all promotional materials and you will be publicly recognized at the Ninth Annual Minnesota Publishing Excellence Awards Gala on Thursday, November 3, 2005.

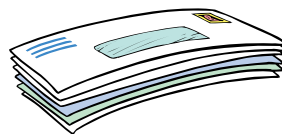
The contest began on March 1 and the deadline to submit entries is April 15. Find more information online at www.mmpa.net under "Awards" or contact Mary Vang at 651-290-6278 or by email at maryv@ewald.com.



2004 Poster Design Winner
Jonathon Reese, Carlton College Publications

USPS Update

Part 2 of Stu Moore's Postage article will be included in the May/June issue of *FinePrint* (Part 1 was in the February issue).



Here's a sneak peek:

- 6% increase: What happened to 7%-20% increase?
- Post Office makes a profit: How does that happen?
- USPS Board of Governors approve rate case filing.
- What is the CSRS escrow?

See page 7 for a summary of what is to come.



How to Sell What Your Customers are Buying Tactics for Today's Magazine Economy

When: April 27, 2005

Where: Minneapolis Community and Technical College

To register, go to www.mmpa.net and click on Events

Attention sales managers and representatives, marketing managers and staff and magazine executives looking for innovative business ideas! Now is your last chance to sign up for the upcoming seminar, "How to Sell What Your Customers are Buying: Tactics for Today's Magazine Economy."

Relationships are a key part of any selling experience, and magazine sales professionals face an especially tough challenge: They must build relationships with a variety of clients, selling print media through ad agencies or other media buying services but also directly to prospective advertisers. And the landscape is only growing more complex.

Are you prepared to talk print with everyone on your target list? Have you shaped your presentation materials, media kits, and added-value programs to meet the different needs of your different audiences? Are you making the most of your sales calls and maximizing the revenue from each customer? Can you adapt your sales story to changing market conditions?

At this timely MMPA educational seminar, our panel members, who represent the ever-changing landscape of print selling and buying, will share their hard-won insights and techniques to help magazine sales professionals improve their relationships –and generate more advertising dollars from every contact.

What Will You Learn?

- How and what to present to media buyers that will earn you more pages
- The 3 most common mistakes that print media sales reps make
- Change what and how you present to improve your sales calls
- How to evaluate your media kits
- What captures a media buyer's attention?
- Is digital better than a hard copy of your media kit?
- How to deliver true added value to your customers
- How it differs when selling to an agency vs. selling direct to an advertiser
- Identify examples that provide real benefits

Visit www.mmpa.net to register **TODAY!**

Who is Speaking?

- **Daina Ogrins** has 16 years of media planning/buying experience at Martin/Williams, one of the most respected advertising agencies in the Twin Cities and around the country. She has helped to develop strategic media plans for clients such as Marvin Windows and Doors, Polaris, This Old House Paint, and E*Trade. Daina will offer her perspective on how print sales reps—whether working on the local or national level – can enhance agency relationships and drive more ad pages.
- **Dave Bortner** has bought and sold advertising on a national level for almost 20 years. He was on the buying side for Certified Parts Corporation and Dennis Kirk, both retailers of parts for powersports enthusiasts. At Ehlert Publishing Group, Dave led the sales efforts for the company's snowmobile titles as publisher for more than 10 years. He will share unique insights gained from operating on both sides of the table.
- **Steve Schiffman** is vice president/corporate sales for Ehlert Publishing Group and has served as publisher and sales manager for a number of its consumer and trade publications. He is a member of the MMPA Board of Directors.

What's on the Agenda?

7:30 a.m.	Registration and continental breakfast
8:30 a.m.	Welcome and introductions
8:45 a.m.	Daina Ogrins Associate Media Director, Martin/Williams Advertising
9:15 a.m.	Dave Bortner President, Mahogany Bay (formerly Publisher and Director of Sales at Ehlert Publishing Group)
9:45 a.m.	Third panelist to be announced
10:15 a.m.	Break
10:30 a.m.	Panel discussion Moderated by Steve Schiffman, Vice President/Corporate Sales, Ehlert Publishing Group
11:30 a.m.	Q&A session
Noon	Adjourn

Goings-On

LBM Journal Partners with Platinum Television Group

LBM Journal has partnered with Platinum Television Group productions, headquartered in Deerfield Beach, FL. Rick Schumacher, publisher of *LBM Journal*, will serve on the advisory board of *Business & Beyond*, a show catering to the trends and needs of business and industry that is aired on CNBC nationally and internationally, as well as on regional networks. Specifically, Schumacher will advise PTG and help the show's producers create programs on the residential construction industry.

"It's a great opportunity to help tell the story of today's dynamic residential construction supply industry," says Schumacher. "There is so much that's newsworthy – from the evolution in decking materials and the trend toward 'green' building, to raw material shortages and the conflict over Canadian lumber. We look forward to working with Platinum Television and the *Business & Beyond* team to tell these and other stories."

MMPA Board Member Wins Journalism Award

Sail America, the trade association for the U.S. sailing industry, has named the winners of its 2004 John Southam Award, established to honor journalism that excels in communicating the pleasures of sailing.

MMPA board member Cindy Christian Rogers won the Magazine category, with a feature story entitled "Tall Ships!" written for *The History Channel Magazine*, a North American Media Group publication (that won a gold medal in its category at last year's Excellence Awards). With a 100,000 circulation, the magazine sported a six-page color spread that addressed not only the legendary historical implications of tall ships, but the ability such are providing for landlubbers to experience the thrill of sailing today through onboard seminars and classes, volunteer training programs "geared to turning non-sailors into deckhands," plus the opportunity to go sailing through Tall Ship vacations. It included a list of resources and an invitation for readers to share their own "tall tales" based on personal experiences.

Also among the seven winners were an article in *USA Today*, NBC's coverage of sailing events during the Olympic Games, and a series of multimedia reports from a sailor competing in a solo transatlantic race.

In its twelfth year, the awards are named in honor of John Southam, former publisher of *Cruising World* and *Sailing World* magazines. Entries showcase diversity in sailing cover

Share Your News!

If you'd like your organization's announcements listed in MMPA's Goings-On, please send them via e-mail to lauriep@ewald.com

age including book, newspaper, magazine, broadcast, and online submissions. Sail America's membership encompasses nearly 700 dealers, manufacturers, suppliers, and publishers.

Minnesota Monthly Art Director is Honored with Award

Minnesota Monthly magazine is pleased to announce that Brian Johnson, Art Director, has been named a Merit Winner in the 40th annual national competition sponsored by the Society of Publication



Designers. His award-winning design for "Hellboy," a profile of Hell's Kitchen owner Mitch Omer, was featured in the November 2004 issue.

The Society of Publication Designers encourages artistic excellence and annually judges the work of design professionals in the United States and abroad. Over 7,000 entries were judged by 66 of the leading publication design professionals and 600 Merit Awards were given. Johnson's "Hellboy" will be displayed in the Society of Publication Designers' forthcoming 40th Design Annual, showcased at an Awards Gala in New York City and on exhibition at the Parsons School of Design in New York followed by a show at the Graphic Arts Institute of Denmark in Copenhagen. Johnson is a graduate of Bemidji High School and received an advertising degree from the University of North Dakota, Grand Forks.

Web Work...for Unofficial Sources

Diagnosis: Eponym

What is "Cheshire Cat Syndrome?" How does "Snellen's garden" relate to illiteracy? If you're wondering who named that rash (or had it named for them), or whose research influenced calculations pertaining to spinal fluid extraction, or just what the heck is such and such, you might check out www.whonamedit.com. Sure, sites like WebMD and Dr. Koop (oop-ee-doop) have cash backing them, but the Norwegian-based Who Named It? niche markets itself charmingly as "The world's most comprehensive dictionary of medical eponyms."

Fear itself

www.phobialist.com

Meet Your MMPA Board Members

by Nancy Weingartner | managing editor, Franchise Times

We promised to continue introducing you to the board of directors. Here are two more board members to meet, with just nine to go...

Mary Jo Larson, Director



Mary Jo Larson, vice president of Franchise Times Corp., started her career as a part-time writer for a financial newsletter that covered the restaurant industry. “The job grew into selling sponsorships for

our conferences and I found I have a talent for sales,” she says. “In journalism school I never would have imagined liking sales.”

Actually, she shouldn't have been surprised. When she was in college working on that journalism degree, she had a job as the front desk clerk at the Marquette Hotel. In order to increase revenues, management devised a contest to upgrade business travelers to the concierge floor. The prize was a pair of airline tickets. Larson did so well in the sales contest that management had to ask her to stop – she was not only selling out the concierge level, but also the floor below it. The butler couldn't handle two floors' worth of guests. Winning the free airline tickets was a great perk; beating the competition was priceless.

Larson now is in charge of three publications – *Franchise Times*, a 10-times per year national publication; *Foodservice News*, a regional tabloid covering the independent restaurant industry; and the *Restaurant Finance Monitor*, a monthly financial newsletter. She also sells sponsorships and ads, introduces all the speakers at two conventions held in Las Vegas

and writes more than her fair share of stories for two publications.

This is her second year serving on MMPA's board and helping plan events for the education committee. In addition to her own professional development – “It's nice to know you're not alone out there,” she says – the multitude of opportunities MMPA offers, from roundtables to full-day seminars, has “given my staff new insights into their jobs.”

And even though it's hard to make the time for meetings, especially when you're a wife, mother and volunteer for things such as mission trips to the Dominican Republic, “I find the more I'm involved, the more beneficial it is for me.”

Patty Petersen, Assistant Editor

As the assistant editor of St. Thomas Magazine, Patty Petersen has an opportunity to do some in-depth writing and meet interesting people. Often the people she's writing about are alumni of the magazine, or in the case of one story, engineering students who had built two machines, one to shred breadfruit and one to dry it using solar power. Petersen traveled with the students to the island of St. Vincent to test their inventions and then write and photograph the story.

Petersen originally came to St. Thomas to work on a graduate degree in business communications. She took nine of the 14 required courses and then put the master's on hold while she mastered motherhood.

In addition to writing and editing the 70,000-circulation magazine, she's editor of a daily Web site for faculty, staff and students that publishes 50 stories a week. The Web news site is exciting, she says, because it's able to handle late-breaking news that alerts faculty and staff to situations before they read about them in the newspapers, she says.

She's been on the MMPA board about a year. Her original reason for joining the association was because her job is insular. Now she can get input from others in the magazine field. And she “can bring the university piece” to the board and help strengthen MMPA's ties to the university community and potential intern programs.

In her spare time (“Does anyone really have spare time, anymore?” she asks) she likes creating art with her daughter, who is now a fifth-grader. And she loves traveling, even if the excuse to jump on a plane is work-related.

Continued from page 1

You've hit on a very key aspect of our magazine. Our ads are in sync with the editorial and our readers' interests. We get comments from readers that they enjoy seeing the ads as well as reading the editorial content. I think that's because the ads are very reader oriented, and our readers view them as part of the value of the magazine. In terms of a balance, we're close to a 50/50 editorial/advertising ratio.

? You're well into your editorial year. What new and exciting features or topics are in store for readers that you can share with us?

Well, we do have some surprises planned, but I can't tell you – that would ruin the surprise. I'm not ducking the question, it's just that we want readers to open the magazine and say, “Wow, that's something I didn't expect from them.”

Vonille Meyer is principal of Capstone Marketing Group, Inc. (CMGI), which specializes in marketing communication that connects emotionally with readers. CMGI is a new member of MMPA.

Publishers Roundtable Discusses Reprint Rights Conundrum

by **Bill Monn** | president, MMPA

Once upon a time, if someone liked a story in your magazine and wanted a reprint they'd call you up and make arrangements. You would assemble the pieces – which usually meant re-keylining – and make sure it looked great. The buyer, often an advertiser, was happy and you made a nice little profit on the transaction.

Fast-forward to today's publishing world of electronic typesetting, digital photos and computer assembly stations. Now you might get a call, often from an advertiser, who may say: "Hey I really liked that story about us in your last issue. Shoot me over a PDF so I can put it on my website."

The argument on one end of the spectrum is that it costs you virtually nothing to e-mail a page that already exists – there's no incremental cost. At the other end of the spectrum is the argument that it certainly

cost you the time and expense to develop and produce the story.

Most of the 30 attendees at the MMPA Publishers Roundtable on March 9 agreed this was a growing problem at their companies. The first inclination by most publishers was to stand firm and make the case that it needs to be paid for reprints. Many agreed that it can get cloudy when the request comes from a major advertiser. Do you risk angering a major revenue source over reprinting a story?

One attendee argued: "If someone is using it (a reprint) or wanting to use it then that means there is value and where there is value, there's money. So if an advertiser wants to use it, work with them so they don't just scan it and use it anyway. Talk to them about insuring high quality."

Another attendee offered: "There is value to you in getting your name out. If they're publicizing it in a positive way it can be a good for you and your magazine."

And a third contributor: "Big advertisers feel they have some rights, or at least more rights. But there is value in working with them. If it's not an advertiser, then that's a different story."

Also a topic of considerable discussion was the rights of freelancers when they write a story that someone wants to reprint or post on their website. The consensus appeared to be that it is best if freelance contracts are for all rights in all formats even if that means paying more upfront. Purchasing one-time rights could be a problem later if a publisher ever wants to use that material in another medium, such as on a website.

Circulation Roundtable: Fulfillment

by **Jack Schabel** | circulation director, McGraw-Hill Healthcare Information

Circulation fulfillment – an essential publishing function. How do our members achieve it? Our March 16 Roundtable addressed this very issue.

Hervey Evans, circulation consultant, Erasmus, Inc., gave the group some insights into the process he uses when helping a client search for fulfillment options. This process examines how the fulfillment relationship should be designed, to clearly separate the outside and inside duties. Consideration of outside fulfillment vendors requires detailed work to create a contract and close examination of pricing and service. His advice remained: Get outside fulfillment now.

Aileen Hough, circulation manager, CSC Publications, described her company's ful-

fillment solution: custom software run in-house with all data entry done by full- and part-time employees and home workers. The software was written especially for CSC's needs and has evolved over the years to allow for CSC-specific information needs in its markets and for its publications. Additional outside vendors provide "commodity" services, such as postal presortation.

According to Joe Benson, Scout Information Services, making the decision to outsource, provide in-house fulfillment, or use a combination, is key. Since not all service bureaus fit all publications and publishing needs, open communication and establishing parameters and expectations will go a long way toward creating a good relationship. Using outside fulfill-

ment services does not automatically replace inside staff, as outside vendors are not a substitute for a publisher's own circulation management team, he reminded.

Ryan Pownell, fulfillment manager, MSP Communications, said *Mpls.St. Paul Magazine* is fulfilled by a major commercial service bureau. Maintaining good subscriber relations is key in this situation, as is a close monitoring of the invoice and renewal notice mailings.

In addition to these examples, questions and discussion kept the group engaged – and realizing that while there are many options for publication fulfillment, the primary responsibility we all share is the constant relationship with our readers.

MMPA Roundtables are designed to encourage discussion and sharing of best practices on topics in the magazine publishing industry.

There is no charge for MMPA members to attend and non-members are charged \$15.

If you would like to offer a topic or are interested in facilitating a Roundtable, please e-mail Mary Vang at maryv@ewald.com

Dining at the Bistro

by Christopher Kelsey | editor, GFR

MediaBistro.com is an online source for news, community and professional development in print and broadcast media – a site more MPPA members should track. Media Bistro's content is generally dominated by print media information, thanks in part to its founder Laurel Touby's professional background. Touby's writing and editing credits range from *Business Week* to *Working Mother* to a workplace issues column in *Glamour*. Many of her support staff come directly from book and magazine publishing, such as publisher/CFO Kyle Crafton, who formerly captained the much-loved but unsustainable magazine *Double Take*.



The website is divided into free content (daily news, MB party photos, specialist directories) and pay-access or pay-to-post content (supported by annual or monthly dues). The free content alone can seem overwhelming, but it certainly illuminates how active our larger media industry is, how many concerns and interests are shared. The daily news includes much from newspapers (particularly news media's obsession with analyzing news media's relationship to the news being covered), and many of the development courses and industry interviews focus on magazine publishing and freelance writing. Take, for example, the Cheshire-named "Stiletto Boot Camp," an e-course about writing for women's magazines, or *Variety* editor Gary North's three-hour seminar on "Copyediting 101," which will be held soon in Los Angeles.

A Thing to Envy

The founders of Media Bistro cast the net wide, and they make it work. The basic mission statement reads: "*Mediabistro.com is dedicated to anyone who creates or works with content, or who is a non-creative professional working in a content/creative industry.*" When Media Bistro hosts a networking party (and it hosts many), photos are posted on the website. In their captions you can see how well this blanket approach is working. You'll find trade agriculture editors schmoozing with CNN producers in Atlanta, or a freelance science writer talking with graphic designers in Chicago.

8 Things to Pilfer

Numbers and lists play well in many magazines, or at least in discussion about magazine publishing. As such, here are eight things to learn or outright steal from MediaBistro.com:

- Ideas for educational events
- Offering e-sessions and live seminars
- Access to freelance and/or various resume files

- Balance of open-access, free services/information with necessary paid-support zones
- An insurance/dental plan
- Networking events
- "How to Pitch" articles that profile what magazines are looking for
- Transcripts of interviews with publishing pros

In Short

Media Bistro is as much about community relationship building as it is about professional development. Most Media Bistro events are city-based. Currently, it does not have a chapter in the Twin Cities, which seems like quite an oversight. It isn't that we don't have the professional resources in Minnesota. Indeed, one of the hallmarks of Media Bistro is how it utilizes the expertise of its members to help connect or train others. In Minnesota, we have a large magazine, newspaper and book publishing/arts field; and we have plenty of broadcasting professionals in radio and television; but we seldom agree that we might have anything to discuss or cooperate on, any goals that may be commonly worked towards.

The ideas are out there, though. You don't need to tune in and drop out, man, but you do have to log on.

USPS Seeks Approval for Rate Increase

If the USPS gets what it is asking for, next year's postal rate hike would likely average no more than 6% – far smaller than had earlier been speculated. First-class stamps, which have risen 12% since 2001, will likely increase to 39 or 40 cents. The last price increase was in 2002. If things go as expected, the higher rates will take effect in early 2006. Rates are expected to go up in all categories.

Just a couple months ago, throughout the industry, a double-digit increase was being discussed as a very real possibility. A rate increase could have been avoided altogether if not for Public Law 108-18 which mandates the establishment of an escrow account that produced a deficit of \$3.1 billion – none of which may be used to offset postal operating expense. The USPS and the mailing industry will continue to do battle with Congress over this and other issues as we strive to get Congress to let the Postal Service run like a business.

– Story from *Impact Mailing*

Thank you, Midland Paper!

MMPA's *FinePrint* thanks Midland Paper for generously donating the paper for this month's newsletter!

John Olson, 612-623-2406
jolson@midlandpaper.com

Make a Contribution

FinePrint welcomes your submissions on all publishing subjects and all journalistic styles. The deadline for each issue is the 14th of the prior month (April 13 for the May/June issue). Send all submissions to lauriep@ewald.com.

Rebecca Sterner Magazine Publishing Consultant

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