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PRINT

THE NEWSLETTER OF THE MINNESOTA MAGAZINE & PUBLICATIONS ASSOCIATION
MARCH/APRIL 2006 VOLUME 6, ISSUE 2

MMPA Launches Summit & Expo for Midwest Magazine Publishing Industry

MARK YOUR CALENDAR

March 8

Publishers Roundtable
MMPA Office, St. Paul

March 15

Circulation Roundtable
MMPA Office, St. Paul

April 19

Editors Roundtable
MMPA Office, St. Paul

May 17

Production Roundtable
MMPA Office, St. Paul

May 17

Production Roundtable
MMPA Office, St. Paul

June 6-7

Midwest Magazine Summit & Expo
RiverCentre, St. Paul

June 14

Publishers Roundtable
MMPA Office, St. Paul

July 19

Editors Roundtable
MMPA Office, St. Paul

The Minnesota Magazine and Publications Association (MMPA) announces the debut of an annual two-day conference and exhibition for magazine publishing professionals from Minnesota and surrounding states to be held June 6 and 7, 2006, at the St. Paul RiverCentre. The combined event, produced in cooperation with Publishing Advisers International Inc., is titled: MMPA Presents the Midwest Magazine Summit & Expo.

The Summit will feature nationally renowned speakers and breakout sessions of immediate and practical value to magazine publishers and their staffs. The Expo will spotlight the products and services of more than 30 businesses allied to the magazine publishing industry.

Each day, four concurrent tracks address timely issues related to publishing management, editorial and design, advertising sales and marketing, circulation, production, Internet applications, and magazine start-ups.



GREG PAUL, WITH CO-PRESENTER JOHN BRADY, WILL SPEAK AT THE SUMMIT & EXPO JUNE 6-7, 2006

Highlights include:

- “Magazine Doctors” John Brady and Greg Paul will present a full-day seminar titled “Why the Cover Is Not an Editorial Page,” never before offered anywhere.
- Jenaé Rubin, a magazine sales trainer in demand nationwide, will give a full-day seminar on “Stress-Free Selling,” plus a half-day session geared toward publishers.
- The conference opens Tuesday, June 6, with a guest speaker and concludes Wednesday, June 7, with a keynote luncheon.





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To submit articles, photographs, ads or calendar items, contact: MMPA, Attn: Laurie Pumper, Editor, 1000 Westgate Drive, Suite 252, St. Paul, MN 55114, E-mail lauriep@ewald.com, Phone 651-290-6273, Fax 651-290-2266. For change of address or membership info, contact the MMPA, Phone 651-290-6281, or write mmpa@ewald.com.

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MMPA AD RATES

One-ninth page 2.25"w x 3.25"h
Single issue \$95 3 issues \$258 6 issues \$456

One-sixth page 2.25"w x 4.5"h
Single issue \$195 3 issues \$528 6 issues \$936

One-third page 2.25"w x 9.75"h
Single issue \$295 3 issues \$798 6 issues \$1,416

Half page 7.5"w x 4.5"h
Single issue \$395 3 issues \$1,068 6 issues \$1,896

BECOME A MEMBER OF MMPA YOU'LL SEE REWARDS

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

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Volunteers Needed

The MMPA is actively recruiting volunteers for several key committees: The Excellence Awards, Education & Events, Communications (newsletter and website). Share your talents with peers and your magazine association.

If you are interested in joining a committee, please e-mail your contact information and preferences, if any, to Bill Monn at billm@ewald.com.

Poster Contest

Gain recognition among your peers by showing off your talent in the MMPA poster design contest. The 10th Annual Excellence Awards are coming up in November, 2006 and MMPA is, once again, searching for the perfect promotional poster. Visit the MMPA Web site for details and guidelines.



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The Expo will run from 4 to 7 p.m. on Tuesday and feature vendors ranging from printers to software developers to publishing consultants. The Expo includes a buffet dinner and cash bar, entertainment, and opportunities to win exciting door prizes.

The Midwest Magazine Summit & Expo is supported by MMPA 2006 Gold Leader Sponsors Brown Printing Company and Quebecor World. Online registration begins in March. For more information on registration, exhibition, and sponsorship rates, see www.mmpa.net or call 651-290-6281. A complete list of events, speakers' bios, and exhibitors will be available online; check back often for new details.

Founded in 1995, the Minnesota Magazine and Publications Association is a non-profit professional association that serves as a resource and a voice for magazine publishing in Minnesota, enhancing the professional development, visibility, and financial performance of its members. Publishing Advisers International, started in 1987 and based in Minneapolis, is an alliance of publishing consultants who bring their combined experiences and talents to bear on the challenges and opportunities that face today's publishers. The St. Paul RiverCentre, adjacent to the Xcel Energy Center and numerous hotels in historic downtown St. Paul, offers first-class accommodations for educational programming and exhibit space. For directions and parking information, see www.rivercentre.org or call 651-265-4800. ■

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Quebecor World

Our Sales are Red Hot; Our Team, It Sells A Lot



"If sales people come to this feeling like they don't know everything, they'll learn something. There's lots of substance in what she's teaching."

~Rick Schumacher

Sales training sometimes can be synonymous with cheerleading. So when Rick Schumacher, publisher of Custom Built Publishing, looked into training for his two salespeople, he knew he didn't want a trainer who would just get them all fired up, only to have them forget it all once they were on their own.

"I need tangibles, things that can be measured," he says, "not rah-rah."

After hearing Jenaé Rubin speak at a Folio: conference last spring, Schumacher decided to invest the time and money into hiring her as a consultant. She revamped their media kit and then taught them how to sell the magazine.

Because the experience "fundamentally changed the way I approached sales," Schumacher, an MMPA board member, recommended Rubin as a headline speaker for MMPA Presents the Midwest Magazine Summit & Expo, the first-ever regional magazine conference scheduled for June 6-7 at the St. Paul RiverCentre.

A full-day sales seminar on June 6 is geared to help sales teams master the skills of stress-free selling. On June 7, a half-day seminar for publishers and

advertising managers will offer tactics for creating rate cards that sell.

While she's motivating, she also delivers practical tips on how to translate an intangible, like magazine advertising, into a tangible. Will experienced salespeople get something out of Rubin's presentation?

"If sales people come to this feeling like they don't know everything, they'll learn something," Schumacher promises. "There's lots of substance in what she's teaching."

You can never know too much about your craft, after all, whether it's sales, marketing or writing. And just because you've had sales training once – "Well, I've showered once," he retorts – doesn't mean you shouldn't do it again...regularly.

A considerable number of publishers across the country agree with Schumacher – and echo his comments on Rubin's ability to rev up sales. Check out www.salespowerhouse.com/clientsrave.html to learn more about the value of attending Rubin's seminars. Thanks to Schumacher, all MMPA members will have that opportunity – and at a far more attractive cost than attending Folio:!

Game Informer: A Serious Magazine about Game Playing

By Nancy Weingartner, Managing Editor, Franchise Times

It didn't take the MMPA to point out the obvious: *Game Informer* magazine is innovative. While the publication received the association's coveted Innovator Award for 2005 at the annual Excellence Awards in November, an equally impressive endorsement for the publication came from Jennifer Lathrop, a senior designer at Franchise Times, when she spotted a print-out of *Game Informer's* media kit on my desk.

Jennifer received a free subscription to the magazine when she and her husband purchased a PlayStation 2 "for their kids." Based on Jennifer's enthusiastic comments about the magazine and its subject matter, it's questionable who's really playing games at her house.

What impressed her about the magazine was its sense of humor coupled with serious game reviews and articles. "They talk about game designers like *Time* would talk about CEOs," she said.

"And, the ads are cool, too," she gushed.

Jennifer isn't alone in her enthusiasm for the Minneapolis-based publication. It is the back-to-back winner of Spike TV Video Game Awards' "Best Gaming Publication" for 2004 and 2005 and the fan favorite.

While fans like it, it's also well respected in the computer/game community. Longtime editor Andy McNamara was one of just five people invited to go behind closed doors at Microsoft to view the Xbox 360, more than six months before its worldwide launch, Rob Borm, director of marketing, said.

Game Informer has more than 2 million paid subscribers, making it the largest video game magazine and one of the most widely circulated consumer magazines in the U.S., ahead, surprisingly, of *Rolling Stone*, according to its media kit.

The magazine caters to the casual gamer, as well as the die-hard fan. Interestingly, the median age of readers is 22, higher than most people would guess, Borm said. Editorial sections include: game reviews; photos of industry notables out and about; letters from readers; technology updates and

news; interviews with industry innovators; the latest, greatest gadgets, opinions and reviews; and a calendar of when to expect new games. A standing feature is called "Classic GI – reliving gaming's greatest moments."

The editors have the daunting task of reviewing eagerly anticipated games; and every 20 days or so they have to receive the game, play it, conquer it and write about it in a fresh, meaningful way. I know, I know, it's a tough job, but somebody's...

Actually, it is a tough job, Borm said: "They're putting in a lot of hours." What helps curb burnout are retreats and the fact that there's "always something next – something new coming down the pipeline," he pointed out.



The magazine has a staff of four ad reps, which includes Borm; three designers in production, responsible for 170 to 200 pages an issue; and nine editorial staff members.

One of their innovations was to partner with national retailer, GameStop. The year's subscription to the magazine is one

of the perks offered by the retailer to its customers, which in turn gets it into the hands of the very people its advertisers want to reach. Borm compares it to "selling candy in a candy store."

And, if all this isn't proof that they deserve our Innovator Award, how's this: On *Game Informer's* jam-packed Web site is a countdown ticker telling readers how many days left until the new issue is out.

"We get all the world's exclusives first," Borm says. No wonder their readers are waiting for their next issue with bated thumbs. ■

Publishers roundtable

It is the complaint dreaded by every ad salesperson in history, starting with the guy who sold that first quarter-page on the cave wall: "I didn't get any leads."

You can sell the concept of "branding" to your advertiser, but how do you do that effectively? About 25 people came together January 19 at the New Year's first MMPA Publishers Roundtable to discuss the topic.

One participant suggested looking at the advertiser's history with the publication: Are they in just sporadically or are they committed to a full schedule?

And if the phone still doesn't ring off the hook, one attendee suggested using research to back up your branding claim. One publication has bi-monthly e-newsletters designed strictly for their advertisers with articles about marketing and branding – their value and how to more effectively execute a strategy.

One publisher has slashed the 1x rate from his media kit. In doing so, his stance has been that an advertiser needs to be in the publication as a part of a long-term marketing strategy, not just to come in one time to "try it out." It's a chance for him to have a conversation with his clients about their individual company, their goals and how his magazine can be part of the plan.

There was more discussion on the topic, but conversation veered into other territories as well, such as giving clients more added value, discounting and extended training for salespeople.

The next Publishers Roundtable will be held March 8, from 8:30 to 10:00 a.m. at the MMPA office. For more information, contact Rick Schumacher, publisher, *LBM Journal* at rick@lbmjournals.com, or Mary Jo Larson, publisher, *Franchise Times* magazine, at mlarson@franchisetimes.com. ■

Editors roundtable Driving Readership with Web content

by Stacy Freeborg, editor, *Franchise Times*

Web content – who writes it, manages it and pays for it – sparked a lively discussion at the Editors Roundtable in January. In short, editors said, e-zines, message boards and Weblogs continue to gain steam. The downside: Few editors have staff dedicated to handling Web content, making it yet another task they juggle.

Examples of ways Minnesota-based publications increase readership and manage content with their Web site include:

- Women's Press hosts online book club discussion groups, where readers post comments on a columnist's recommended books. The biweekly newspaper will also implement RSS technology, which updates readers when new content is added to the site.
- Home-Smart, a Web site for the Minnesota Building Industry Foundation, supplements online content with short videos that provide instructions on house maintenance.
- Several publications may soon electronically deliver their magazines. One service under consideration is Zinio, which transforms print magazines into a digital format that can be delivered over the Internet and downloaded to the reader's desktop.
- The National Home Gardening Club's Web site offers message boards, where members swap tips and personal stories. Since they were created, the boards have spawned their own sense of community among readers. On one board, a member collects seeds from other participants and sends a package of these seeds to new members when they join.
- To ensure the content on message boards is "community-friendly," one editor spends about 10 minutes a day editing the postings. Another editor uses "reader ambassadors" who willingly take over policing duty on discussion board content. The editor then rewards the ambassadors with free products.
- *Good Old Boat* plans to offer podcasts that feature a staff member reading content. These podcasts will then be e-mailed to members along with a newsletter. The editors hope the format catches on so they can later sell audio books.
- *Boating Industry* launched an online subscription service for monthly and yearly "passes," which give access to content. During the past year, the service generated more than \$20,000.
- *Mpls/St. Paul* magazine will soon have its editors post Weblogs relative to their beats. Most Weblogs will be updated daily.

While none of the attendees said they format content to be downloaded to PDAs and other portable devices, many agreed it's likely only a matter of time before this task is added to their list of things to do. ■

Circulation Roundtable

Electronic Subscription Sources

Twelve intrepid circulators, ignoring difficult weather and driving conditions, gathered at MMPA headquarters on January 17 to discuss uses of electronic sources for circulation development.

The group discussed the many electronic sources being used, included fax, telemarketing, email, e-magazines and e-newsletters, and Web. Here are some of the highlights.

■ Fax

Due to privacy laws, diminished use for consumer titles, but still cost-effective source for B-2-B. Tip: have server set up to receive fax responses. Reduces paper needs and busy signals.

■ Telemarketing

As with faxes, privacy/do-not-call lists are having an impact on effectiveness for consumer titles, but still being used. While available, callable numbers are reduced, and produce good renewal responses as a final effort. This is a strong source for B-2-B and very cost-effective.

■ E-mail

Many attendees expressed frustration with the increasing number of hard bounces associated with e-mail campaigns. But, because the cost is so low, and speed so fast, circulators continue to use e-mail for both B-2-B and consumer circulation. We're using e-mail for both renewals/requalifications and new acquisition, although new acquisition gets more difficult due to privacy issues.

■ E-zines/E-newsletters

There were few examples or experience with electronically published products. But, like a printed product, many opportunities exist to include subscription messages in this electronic source, such as banners and click-through links. Creating unique landing pages for links will allow thorough results tracking.

■ CD Rom

Using a CD to demonstrate an editorial-type feature and then including that CD with newsstand copies or sending it as a direct mail offer can show your magazine content in a new way. The inclusion of a subscription offer, both within the context of the presentation and as a package insert, could be used to drive sub sales.

■ Web

Many opportunities are available to use the Web as a subscription-building source. Certainly we would want to include subscription offers and easy-to-order links on our own publication sites. Embedded forms with the subscription offer appearing on each page the site visitor views can be used to maintain a constant presence.

Circulators can look into getting banners and buttons, offering their own publication, onto other sites, such as those of advertisers. Again, unique landing pages will allow us to track these efforts.

The next Circulation Roundtable is scheduled for March 15, 2006, at MMPA headquarters. A subject for our discussion has not been chosen, so if there's a circulation topic that you'd like to see covered, send an e-mail to Bill Monn, MMPA executive director (billm@ewald.com). ■

Roundtables are FREE for MMPA members and \$49 for non-members. Registration for roundtables is available online at www.mmpa.net.

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An E-mail Example to Emulate

by Melinda Krueger

The following was presented to the circulation roundtable:

How do you organically grow a list to more than 1 million subscribers? Daily Candy did it by delivering an exceptional e-mail user experience, staying 100 percent true to the brand and ignoring standard success metrics. There's a lesson here for your e-mail program, regardless of your audience or product.

I first learned about Daily Candy (www.dailycandy.com) as most do: from a friend. I was traveling to New York and wanted to know where to find those hidden treasures only insiders know about. My friend introduced me to the brainchild of Dany Levy, who began by sharing tips with her friends via personal e-mail. Daily Candy now has publications in eight cities, as well as national, kids, travel and deals editions.

I continue to subscribe to Daily Candy, even though there is no Milwaukee edition (imagine!), because it is such a good example of effective e-mail marketing. What do they do right?

Copy: Each Daily Candy has a distinctive voice that is witty, entertaining and irreverent. CEO Pete Sheinbaum explains how the company achieves this goal with so many editions and writers in the mix: "We invest the time and effort to train people in the Daily Candy way. Maintaining a consistent voice is a corporate mandate."

It's a team effort. Each article is touched by three to five staffers to ensure consistency and fidelity to the Daily Candy voice, while recognizing that "we can't please everyone."

Creative: Each e-mail contains original watercolor art – no stock or "make it work" photos. The same artist has been creating the Daily Candy look for over six years, so the look and feel is consistent, even though the visual elements are new for each e-mail. Visuals support the brand and reflect the audience. Characters are stylish and interesting, but accessible. The candy elements are never too sweet.

Content: Daily Candy principals consider themselves publishers, not marketers, so the focus is on providing quality content in an entertaining way. They know that to serve their audience, they have to uncover information that can't be

found elsewhere. This is achieved by developing a pool of freelance resources in each market. A strict policy against paid inclusion ensures that the focus is on the reader, not the advertiser.

“Visuals support the brand and reflect the audience. Characters are stylish and interesting, but accessible. The candy elements are never too sweet.”

Editorial and sales departments are integrated at Daily Candy. Editors work with advertisers to develop messages the Daily Candy team knows will resonate with their audience, rather than filling in blanks on the media buyer's spreadsheet. While demand for Daily Candy ads exceeds supply, it is limited in order to be "careful with the user experience."

While enjoying response in "multiples of industry standards," the focus is on the brand, not on the numbers. Delivery is monitored by subscribers who complain if they don't get their Daily Candy. One million loyal subscribers, built through word of mouth and a single-minded devotion to the brand. Now there's an e-mail program to emulate.

Melinda Krueger of Krueger Direct/Interactive can be reached at mkrueger@kd-i.com. ■

Winners Announced in 11th Annual Lake Superior Photo Contest

The stunning photo of Bond Falls in Paulding, Michigan, elicits a wonder that the colors are real. They are. For Colleen Kumrow of Milwaukee, Wisconsin, it was a magical time to capture the autumn colors. She won the Grand Prize in *Lake Superior Magazine's* 11th annual Lake Superior Photo Contest.

Her photography is combined with technical skills that enrich viewers with the emotion that attracted the photographer. Colleen receives this year's top award of a \$250 prize that includes a regional travel package.

The more than 150 photographers who sent more than 1,000 images to the Lake Superior Photo Contest revealed other dramatic and whimsical moments around the Big Lake.

Photographer Margaret Arko traveled to the Gunflint Trail in Minnesota to cap-

ture her First Place winning entry, "Chipmunk Bond Falls by Colleen Kumrow Feeding at a Bear Bait." Margaret, a previous honorable mention winner in the contest from New Prague, Minnesota, receives a \$100 package including a Lake Superior Collection gift



GRAND PRIZE WINNER, COLLEEN KUMROW OF MILWAUKEE, WISCONSIN

certificate. It was more than a flair for the dramatic that stole the Second Place prize. David Kohne, Cloquet, Minnesota, caught the perfect moment as lightning strikes near Duluth,

Minnesota. This Second Place winner earns a \$50 prize package that includes a year's subscription and a Lake Superior calendar.

There were six Honorable Mention awards, given to Amy Hafeman, Glenwood City, Wisconsin; Tari L. Jones, Rock City, Illinois; Tyler Kimber, Washburn, Wisconsin; Cynthia Lowell, Duluth, Minnesota; Mike Mikulich, Superior, Wisconsin, and Walter J. Tatulinski, Bay Village, Ohio.

The deadline for the 12th Lake Superior Photo Contest is October 23, 2006. Details and an entry form can be found at the magazine's Web site.

Lake Superior Magazine, a full-color consumer publication, is printed six times a year in Duluth, Minnesota. For more information, call 888-BIG LAKE (888-244-5253) or log onto www.lakesuperior.com.

Freelance Company Launched

Sherry Collins has launched her own freelance company. She was formerly an associate editor for two agricultural titles at Primedia Business Magazines and Media (now Prism Business Media). Prior to that, Collins was creative services director at Ogden Newspapers for a family of newspapers, magazines and special projects in Fort Dodge, Iowa. She specializes in agricultural and business reporting and is also a trained graphic designer. Collins can be contacted via e-mail at collins360@yahoo.com.

Readex Research Hires Cline

Readex Research has hired Joe Cline as Senior Network Administrator. For the past eight years, Joe has run Minnesota MicroNet, a Twin Cities Internet provider. Readex looks forward to adding his arsenal of increasingly essential systems ability to their offerings.

“Joe’s vast experience will provide Readex with important new enhancements in systems security, privacy, fault tolerance, disaster recovery, monitoring, and performance. These certifications are now becoming necessary requirements from our larger corporate customers and prospects,” said Jack Semler, Readex President.

Minnesota Women’s Press Names Changemakers

From the stage to the protest line to the state Capitol, the Minnesota Women’s Press annual Changemakers issue celebrates individuals and organizations in Minnesota whose actions in 2005 promoted greater equality, justice and self-determination for women and girls at home in their community, in our state, in our nation or around the globe.

The Changemakers are:

- Ann Lynch, Rochester School Board member
- Farheen Hakeen and Elizabeth Dickinson, Green Party mayoral candidates in Minneapolis and St. Paul, respectively
- Erin Matson, Minnesota NOW chapter president
- B-Girl Be, first international women’s hip-hop summit
- Ananya Chatterjea, Ananya Dance Theatre
- TVbyGIRLS
- Cheryl Thomas, Minnesota Advocates for Human Rights
- Regina Nicolosi, ordained Catholic deacon
- Joy Anderson, who worked for an increase in Minnesota’s minimum wage
- Doroth Mayer, who created the East African Women’s Center in the Cedar-Riverside community

The Changemakers issue was published Dec. 28, 2005 and is available at www.womenspress.com. The Minnesota Women’s Press is an independently owned newspaper published every two weeks and distributed to more than 500 locations in the Twin Cities and 60 locations around the state.

New Hire at the Corn and Soybean Digest

Kate Royer, a Duluth, Minn., native, is the new assistant editor at *The Corn And Soybean Digest*. She graduated in May 2005 from The College of St. Scholastica in Duluth with a Bachelor of Arts in communication and English. At St. Scholastica she worked as news editor of the campus newspaper, the *Cable*.

Farm Journal Hires Editor from Twin Cities

Wayne Wenzel has been named seeds and technology editor of *Farm Journal* magazine. In this position, he will report about the dramatic developments unfolding in seed, machinery and other agricultural production technologies. Wenzel moves from a previous position as a writer for Minneapolis-based *Farm Industry News*.

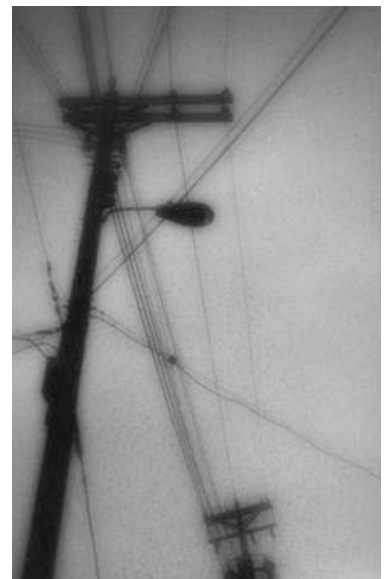
New Image Company Develops

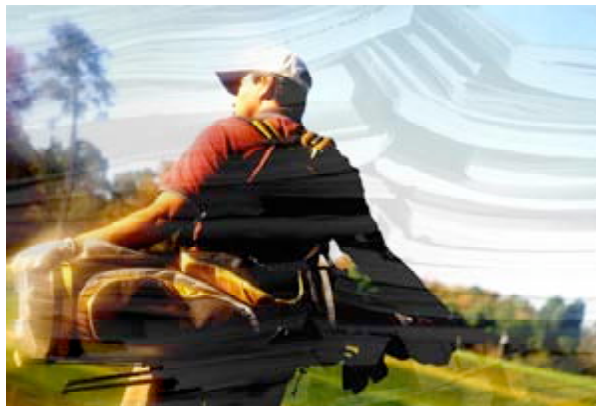
Dennis Wolf has formed his own company. Nokomis Images will provide photography, illustration, cartooning and design services to editorial and advertising clients. A segment of the business will be dedicated to wedding photography featuring Wolf and his wife, Nancy.

Wolf previously was an art director at Prism Business Media (formerly Primedia). He began at Webb

Publishing in 1986. Prior

to that he worked as a cartoonist and illustrator. Nancy has worked as photographer for more than 35 years. Their work is featured on their Web site, www.nokomisimages.com and they can be reached via e-mail at dnwolf@mac.com.





PGA TOUR Partners Magazine Completes Redesign

*Coming off a banner year for
ad and circulation growth,
magazine to reinvest in
improved look and feel*

The PGA TOUR and North American Media Group, the industry leader in publishing and affinity marketing, are pleased to complete a new look for *PGA TOUR Partners* magazine effective with the March/April 2006 issue.

The redesign is part of a continuing effort to improve *PGA TOUR Partners* magazine for readers and advertisers alike.

The magazine is coming off its best ad year ever due to prior investments including a move to perfect binding and an increase in circulation. In fact, with a circulation growth of 23 percent since 2001, *PGA TOUR Partners* is one of the fastest growing golf titles.

Additionally, *PGA TOUR Partners'* circulation is anticipated to grow another 5 percent in 2006 to a rate base of 525,000.

The "new" *PGA TOUR Partners* features:

- A cleaner, more contemporary look, which better reflects the magazine's audience – the youngest audience of the MRI-measured golf titles

- and better integrates the magazine into the PGA TOUR brand family by using components of the PGA TOUR style book and color palette.

- A continued investment in editorial in 2006 including more instruction, equipment, travel/resort and apparel content plus more PGA TOUR coverage and more pages devoted to member-reader interaction.

- A bolder cover package with added benefits for members.

"Although the golf category is highly competitive, we've identified a growing niche of core golfers that *Partners* serves," said Seth Hoyt, publisher of *PGA TOUR Partners*. "The decision to enhance the magazine will increase our edge, making *Partners* more distinctive for advertisers, a better experience for our loyal member-readers and more profitable for all of us."

"*PGA TOUR Partners* has been a strong asset of the TOUR for almost a decade," said Bob Combs, senior vice president of public relations and communications. ■

Welcome to a fresh era!

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We deliver top quality products and services using the latest printing technologies. We also deliver digital printing with variable data capability, web-to-print capabilities, direct mail production, and fulfillment and distribution services.

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Call (612) 331-1111 or 1-800-233-7454 and ask for Patrice Popke [ppopke@dgi.net] www.dgi.net

Would You Date a Question Mark?

By Nancy Weingartner,
managing editor, *Franchise Times*

When editors and writers go to networking events, they never ask the people they meet, “What’s your sign?” Instead, they ask, “What’s your punctuation mark?”

As any wordsmith – or professionals with a major jones for words – knows, the rules of engagement are exempted by the rules of punctuation.

Here’s a cheat sheet for your next networking event – or the next time you need to hire someone – so you’ll know with whom you’re serving your sentence in life.

Here are the rules of punctuation as applied to our personalities:

■ Period

You have a way of ending things abruptly. But on a positive note, no one ever questions when you’re at the end of your complete thought.

! Exclamation mark

You’re a little too perky for the news side; better look into a career in sales or marketing.

“ Quotation marks

You tend to be literal, need closure and feel incomplete without a partner.

▮ Comma

You enjoy separating things, but at times you also can be a joiner. While you do clarify matters, you sometimes insert yourself unnecessarily.

⋮ Colon

You are the one everyone looks to for introductions. Alas, you also have a weakness for bathroom humor.

⋮ Semi-colon

No ands, ifs or buts about it: You like to bring independent groups together for a much stronger statement. When too many commas gather, you step in to organize what could be chaos.

▮ Apostrophe

You can be possessive, often crossing over to stalking, as your exes have noted in court documents. And, you often take it upon yourself to point out others’ omissions.

⋯ Ellipsis

You know more than you’re willing to share. With you, one always wonders if what you leave out is more interesting than what you put in.

— Dash

You like to interrupt not only other people, but also yourself. With you, everything in life needs clarifying.

(Parentheses

You like to have the last word. Nothing is finite; you always have something more to add, something cleverer than the original.

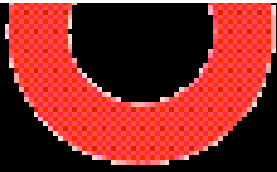
? Question mark

Everything is a query with you, plus your voice always rises to that whiny pitch after everything you say.

Now go out and network with confidence that you’re going to leave your mark on the world. Just remember: Sometimes you have to take the exclamation marks with the dashes. We never promised you a colon. ■

What’s
YOUR
punctuation
mark?

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