



fine PRINT *online*

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In this issue:

- [Summit & Expo to offer high-impact solutions for magazine professionals](#)
- [The 'twitter' on social networking](#)
- [It /S all a popularity contest!](#)
- [Magazine advertising 'undervalued' says researcher](#)
- [InDesign tip](#)
- [Adds on the cover = not a good idea](#)

FinePrint is a bi-monthly newsletter produced by MMPA as a benefit to its members. If you have news of interest to the MMPA membership suitable for print in *FinePrint*, please submit it to: office@mmpa.net.

Summit & Expo to offer high-impact solutions for magazine professionals

» [back to top](#)

National speakers for ad sales and editorial/design give their best tips on how to win in this economy

The theme for the fourth annual MMPA Summit and Expo is "How to be Up in a Down Economy," and the topic couldn't be more timely. Hold Thursday, May 21 at the Marriott Southwest for a full day of educational, inspirational and economical ideas and strategies that will provide solutions to all of us traversing a tough publishing landscape. To make the Summit as affordable as possible, the registration fee is the same as last year – \$215 for members and \$315 for non-members. Top magazine consultants and professionals in our industry will lead the educational sessions, and attendees can network with top vendors and fellow magazine professionals for a fraction of what it costs to attend other industry conferences.



National ad sales expert to give revenue generating ideas

MMPA has lined up national speakers for two of the four tracks of the day. Leslie Laredo, of the Fort Lauderdale-based Laredo Group, will present a full day of training for the Ad Sales track, including how to integrate and package print and web platforms to increase ROI. Leslie will help advertising sales professionals talk intelligently and confidently about what they have to offer advertisers. It's a brave new advertising world—join it!

Leslie Laredo

Editorial and design pull together

The Editorial/Design track will feature Boston-based 2Communique specialists Kelly McMurray and Chris St. Cyr. Their full day of sessions will cover both writing and design challenges, including web strategies and troubleshooting tips. And, for an additional nominal fee, McMurray will critique your magazine and spend 20 minutes giving invaluable advice on how you can update and streamline your publication for today's sophisticated reader. [Click here](#) to register.



Kelly McMurray

Circulation track tackles day-to-day challenges

Circulation professionals have a full day of sessions designed to address their needs as well. Adding behavioral data into your fulfillment model, getting ready for FSS and IMB, and playing a bigger role in your company's success are just some of the topics that will be covered.

New “leadership track” to help magazine decision makers excel



New for this year is a “Leadership” track designed to address the concerns of the publisher and top managers in your magazine. Sessions on how to transition your staff from print to web, new ideas to drive revenue, smart responses to an economic downturn and staying on top of intellectual property law will target the decision makers in the company.

As in previous years, the Summit and Expo will feature a variety of vendors from the magazine and related industries. The closing cocktail reception will include drawings for door prizes and an opportunity to catch up with colleagues and friends.

Chris St. Cyr

This is a professional development opportunity you cannot afford to miss. Go to the [online registration site](#) for more information and to register. You can find it all at www.mmpa.net.

Don't miss out on this event packed with info to help your magazine thrive!

For more information and to register, [click here](#).

The ‘twitter’ on social networking

[» back to top](#)

by Sherry Collins, *owner of Swirlwind Media, a content strategy company*

The April 15 editorial roundtable was on the ever-popular topic of social networking sites and how they are used by publications to enhance reader experience. While the group touched on blogs, [LinkedIn](#) and [Facebook](#), much of the discussion was centered around [Twitter](#). Twitter allows members to broadcast 140-character “tweets” (individual posts) on their Twitter channel. Those tweets are broadcast to your followers as soon as a tweet is entered. (See the end of this post for a two-minute video lesson on Twitter if you don't know how it works.)

Matt Becker, content coordinator for *Woodworker's Journal* and a self-proclaimed Twitter junkie (*Woodworker's Journal's* Twitter handle is @woodworkersjrn), said posts can cover “anything from the utterly ridiculous to the very, very useful.” Becker, who follows many different Twitter channels indicated that the immediacy is one of the things that interests people in this medium. An example from Becker was when Lance Armstrong broke his collarbone at a race in Spain he tweeted the news...from the ambulance. Yes, Twitter can be that immediate. In fact, mention was made of an article touting the 10 most powerful tweets, and making the list were the terrorist attacks in Mumbai and the plane crash in the Hudson River in New York. Both stories broke on Twitter first. You can get scooped in seconds these days. Another group member pointed out that the 35W bridge collapse ranks as one of the largest traffic days on Twitter.



Twitter has experienced grotesque exponential growth. Its own blog says that it's grown 900% in a year and that's with just 29 employees (Feb 13, 2009, post). However, even Twitter pointed out that they will start “building revenue-generating products.” So no, Twitter doesn't really make money just yet, (other than the roughly \$55 million it's raised in venture capital) and companies haven't all figured out how to generate money from it either.

But the genius of social networking isn't necessarily that you're getting money from it. Twitter has to figure out a revenue model to stay solvent, but you're getting something far more important from it — access to your reader. As Becker pointed out, “Right now Twitter is new enough that it's an unfiltered means of communication to that reader. [If someone is following your tweets,] you're basically saying ‘market to me. I like your stuff. Send me whatever you want.’”

Other roundtable attendees pointed out that just haphazardly creating a Twitter account for a brand and sending messages is a bad idea. “If you're thinking about how to use Twitter, or any social networking site, having a plan is the single thing that will save you the most time,” said Anne Lies, a freelance editor and writer. Becker added

that setting appropriate expectations for your reader right out of the gate also is a good idea. If the site is just for coupons or to tell you about sales (Punch pizza and Best Buy were two examples mentioned by attendees) then that's not a problem if your followers know that up front. However, most of the approximately 20 attendees pointed out that a hard sell would almost certainly turn off readers. And Tricia Cornell, editor of *Minnesota Parent*, pointed out that Twitter doesn't pay our salaries, our web pages pay our salaries. So for now, one of the most effective ways to monetize social networking sites isn't that different than what you already do for your magazine. It's about content. It's about building a relationship with your readers and it's about steering them to your content on- and off-line. After all, your advertisers are paying for eyeballs, and you've just figured out another possible way to engage with your reader.

Don't really know what Twitter is? View this video from [Common Craft](#) for the two-minute answer:



[Twitter in Plain English](#) from [leelefever](#) on [Vimeo](#).

Want some more background on Twitter? [Check out this post on the New York Times on How to put Twitter's world to use](#).

» [10 most powerful tweets according to mashable](#)

And YES! MMPA is on both LinkedIn and on Facebook (we're not tweeting just yet) but friend us on Facebook or Link to us on LinkedIn. Search for "Friends of the MMPA"

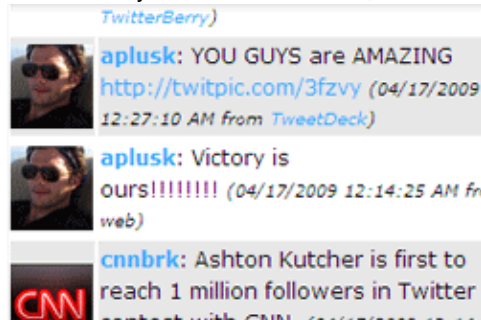
Join the next editorial roundtable on Wednesday, July 15 . Possible topics are How to monetize social networking sites, and using Digg and Delicious. Editorial roundtables are held once each quarter at Nonprofit Solutions at the corner of Fairview and University in St. Paul.

It /S all a popularity contest!

» [back to top](#)

by Sherry Collins, owner of *Swirlwind Media*, a content strategy company

For those of you who haven't heard, Ashton Kutcher called out CNN and said that he would "ding-dong ditch"



media mogul Ted Turner's house if he got a million followers on Twitter before CNN did. As of April 16, they were in a dead heat, each just a few hundred thousand subscribers below the 1 million mark. As of April 17 it was official; Kutcher won. His millionth follower reportedly will be featured in the next Sims game, and will receive a copy of every game Electronic Arts makes in 2009 as well as a copy of Guitar Hero from Kutcher. Kutcher also will



donate 10,000 mosquito nets to fight malaria in third-world countries.

For those of you who are wondering what Twitter is, see the other articles in this media thread for more detail. It's basically a social networking site that allows users to "tweet" 140-character status updates as often as they wish to type them. If you follow someone's Twitter channel, you're "subscribed" to their updates and you'll find out what's going on as soon as they tweet an update.

Kutcher commented on how he finds it crazy that one single person can have as much of a voice as a large media company

with the advent of tools like Twitter. And it is kind of crazy, but media is definitely changing.

Even crazier? Until this week, CNN wasn't even the "owner" of the CNN breaking news Twitter account titled @cnnbrk.

It just begs the question; do you have a Twitter account for your publication? If not, you might want to set one up at www.twitter.com. Just don't tweet until you have a plan.

Related Links:

- » [Ashton Kutcher Hits 1 Million Twitter Followers](#)
- » [CNN Acquires CNNbrk Twitter Account With Nearly 1 Million Followers](#)
- » [Ashton Kutcher challenges CNN to Twitter popularity contest](#)

Magazine advertising 'undervalued' says researcher

» [back to top](#)

A recent article on [MediaPost](#) shows the results of a study conducted by McPheters & Company using TV ads, magazine ads and internet banner ads to determine the relative effectiveness of each.

Highlights from the article include:

- Within a half hour, magazines effectively delivered more than twice the number of ad impressions as TV and more than six times those delivered online.
- Magazines had ad recall almost three times that of Internet banner ads. (However, TV recall was nearly twice that of magazines.)

According to the article, study results combined with probability of exposure found that a full-page, four-color magazine ad had 83% of the value of a 30-second television commercial.

To read the full article [click here](#).

InDesign tip

» [back to top](#)

Straight from the folks at InDesign came a tip on how to remove those pesky hyperlinks that sometimes import into InDesign documents from Word files. If you've ever tried to select that weird box that appears around once hyperlinked text, you understand the frustration and the need for a fix. InDesign says that best way to get rid of them is to get them at the source. Kill them in Word by using Command/Control 6. Then all hyperlinks will return to regular text, and they'll import fine. Thanks for the tip InDesign.

Also, if you're a regular user of InDesign, and have considered subscribing to *InDesign Magazine* but the steep price (\$69 for two years) has held you back, InDesign is offering a special deal. Subscribers can now pay \$49 for a two-year subscription AND all of their back issues. Not a bad bargain considering just one of their tips may save you hours of work.

Visit [InDesign Magazine](#). The sale price won't show up until you start checking out. Choose the two-year subscription and type "TIPS5" at checkout in the coupon code to get the offer.

Ads on the cover = not a good idea

» [back to top](#)

When the economy tightens and times are tough sometimes the prime real estate of the front cover doesn't seem like sacred space any longer. A recent slap on the wrist by the American Society of Magazine Editors directed at *Us Weekly* is aimed at reminding magazines that the line between advertising and editorial matters. However, this criticism comes on the heels of the Magazine Publishers of America (MPA) reporting that ad revenue is down 20.2 percent in the first quarter of 2009 against 1Q 2008. Just last week, American Business Media reported revenues in the B2B market were down by 24.8 percent for January and February 2009 compared to a year ago.

Jeffrey L. Seglin, an ethics professor and *New York Times* ethics columnist, points out in a recent Folio: magazine editorial that magazines should still care about the lines because it just might impact their bottom line.

"...magazines should care about maintaining a clear distinction between editorial and advertising if they want to keep credibility with their readers. If readers, facing the same economic pinch as magazines, are seeking to shed some of their long-time subscriptions, then their loyalty is likely to fade first with those publications whose integrity they can no longer trust. Why pay good money to receive or read a publication where it's unclear if you're reading independent editorial or a message underwritten by an advertiser?"

[Click here](#) for Seglin's complete column.

Click here for the official numbers:

» [MPA](#)

» [ABM](#)

And for [Mediaweek's coverage of Us Weekly's ethical slip](#).