



fine PRINT *online*

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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.

MMPA Summit & Expo: Sneak Peeks at the Editorial and Circulation Tracks

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The annual [MMPA Summit & Expo](#), scheduled for May 20 at the Marriott Southwest, promises to deliver spot-on information and challenging discussion about the state of the publishing industry today. The day-long summit includes focused tracks for editorial, design/production, sales, and circulation. Watch for email updates about how to get significant early-bird registration and group discounts.

Editorial Track

This year, the editorial track is bringing in some big guns! Presenters include Jessica Coen, managing editor of *nymag.com*, who will field questions and share information on both the inner workings of *New York Magazine's* Web site, and how print editors of both consumer and B2B books can transition to the Web. Coen, who has also worked at *Vanity Fair* and *Gawker.com*, will lead an info-packed, two-part session.

Following Coen's Web sessions, *New York Times* media columnist David Carr will share his insights on the latest social media trends, and how editors can build successful social media strategies. Carr, who also writes about popular culture for the *Times*, has been covering media since the early '90s, and was a contributor to *Atlantic Monthly* and *New York Magazine* before joining the *Times* in 2002.

Circulation Track

The circulation track has four terrific sessions planned:

Data, Data and More Data

Paul Kolars, *Trimax Direct*

Has your customer base and database content changed in the last two years? Do you have more sources than ever on your data files? Do you feel like you have the data management process structured to meet the changing world of data? If not, this session is for you.

If you are now dealing with subscriber files, newsletter readers, web traffic, webinar or conference attendees, bookstore customers and more, how do you manage the various lists and keep the ability to monitor, analyze and segment the details? This session will help you build a road map to organize the data you have, clean old data and append/profile moving forward. It will teach you what you can do to build your database and set a plan going forward to maintain and monetize it.

Tips Session: 50 Ways to Cut Expenses and Increase Revenue in the Audience Development Arena

Liz Bredeson, Meredith and Aileen Hough, CSC Publishing

Whether consumer or B2B, everyone needs to cut expenses and increase revenue. This “no-bull” session will give you a comprehensive list of objectives, resources, ideas, and failures experienced by both of these veterans in the publishing environment. This fast-paced session will ensure you walk away with at least four or five ideas you haven’t tried before.

Marketing Session: Transforming Circulation Departments Into Audience Development Teams

Hervey Evans and Rebecca Sterner

Circulators are being asked to think beyond just print magazines. Whether or not your company has developed new revenue streams beyond a print magazine, the new economy is expanding our “publishing” world. Some of the first questions that come to mind in this transition are: Who owns the brand? How is data used? How is content driven?

MMPA favorites, Hervey and Rebecca will help you plot through the changing world of circulation and audiences to help lay the course you, your staff, and your department as a whole can take to handle the new pressures and demands. You have new powers – it’s time to step into the leadership void!

Going Social Media Kicking and Screaming

Joe Pulizzi, *Junta 42*

What does audience development have to do with social media? Well, too much to answer here! Here's the deal... social media needs to go from something you should be doing (or should be doing better), to something you just do. We'll tell you why, how, what's next, and why Twitter isn't really that stupid. You'll have some fun in this session with content marketing expert Joe Pulizzi, author of *Get Content Get Customers*.

Calling All Volunteers!

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Looking for an opportunity to network? Rub shoulders with industry professionals? Add to your resume? Volunteering with MMPA is just the ticket you’re looking for.

Volunteers are needed to register guests at topic-specific roundtables, industry events, and other MMPA-sponsored get-togethers, such as the annual Magazine Summit & Expo, Magazine Celebration, and Excellence Awards presentations. Another way to volunteer is to work on *FinePrint*, MMPA’s monthly newsletter that’s available both in print and online.

Whether you’re seeking a long-term commitment or just want to volunteer for a single event, we can use your help. Contact MMPA volunteer coordinator and board member Jim Tarbox at 952-988-7113 or jtarbox@namginc.com and he’ll get you in touch with the right people.

Mark Your Calendars for These 2010 Roundtables

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Save these dates and plan to drop by to learn more about specific topics of current interest. Remember, roundtables are free to MMPA members. More detailed info will be sent out in advance of each roundtable.

2010 Editorial Roundtables

February 25 – Webinar Primer

April 14 – How to Cultivate Community and Build a Strong Brand Online

July 14 – What Editors Need to Know about New Mobile Platforms

October 13 – The Latest Legal Issues for Editors & Writers

2010 Circulation Roundtables

March 24 – It's Not a Beta World Anymore

Roundtable Forum

Video is being used on websites for a variety of purposes. How could it help you accomplish your goals? Will embedding video links in my message increase my response and bottom line? How are people currently using video successfully and what tools are available to get me started without the risk of a huge investment?

June 3 – What Are the Differences Between E-Zines, Digital Editions, E-Publications and Interactive Media? Which of These Formats Could Help Me?

Presentation Format

If your company has engaged any form of electronic publishing, you know that the options continue to grow along with the market. Whether your readers like a print option, reading your magazine on a kindle, or browsing on their I-Phone, there appears to be something for every subscription model. Come learn about these new and exciting technologies and find something that will broaden your subscriber base.

September 22 – My Audit Bureau Understands Me

Roundtable Forum

Come participate in a Roundtable discussion including a variety of your peers talking about how ABC and BPA can strengthen your efforts. Review some of their new tools and discuss what might help or hinder your efforts. See what the hype is about and how your competitors might force your hand. We've also asked some non-audited publications to attend to discuss how they approach marketing their brands. What tools do they use? Certain to be a lively debate!

December 15 – Social Media 101: Part Deux

Presentation Forum

For those who attended last year's session, you know we barely touched the surface. So, we've decided to continue the conversion and education on Linked-In, Facebook, Twitter and all they have to offer. How many technologies and communication formats do we need to run our lives and do our jobs? Or are the old methods still the most productive and cost-effective.

Meet the MMPA Board!

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Steve Schiffman | President

Executive Committee

Affinity Media

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Steve has been a member of the MMPA Board of Directors since 2005, and became President in January 2010. "My focus has been on working to identify synergies and create partnerships with similar national and local associations," he said. "As well as helping to drive sponsorship sales to companies who want to reach our vibrant members."

Steve is currently the Senior Vice President of Corporate Sales at Affinity Media (formerly Ehlert Publishing Group). His responsibilities include managing and directing all aspects of Affinity's print, online and integrated advertising sales. He also has direct sales and management responsibility for a new division called Affinity Content Marketing Services, where they create and execute content-centric marketing programs for companies targeting the powersports and marine industries.

He has been with Affinity/Ehlert since 1994.

Mary Jo Larson | Past President

Executive Committee

Franchise Times

mlarson@franchisetimes.com

Franchise Times Publisher Mary Jo Larson is the past president of the MMPA board. She has served for 7 years as a board director, holding the positions of president and vice president as well. Over the years, she has served on various committees, including the MMPA Summit and Expo, the Magazine Celebration and sponsorship committees. Currently, she co-chairs the publisher's roundtables, and works on volunteer recruitment efforts for the organization.

Mary Jo has enjoyed her tenure with the organization, and credits MMPA with helping her company save time and money. "There are definitely instances where MMPA has helped me bring more money to our bottom line," she stated. "And my network of friends and acquaintances I've met through the organization are always one phone call away when I have a question about the business. It has been invaluable to me."

Kathryn Forss | Vice President
Executive Committee, Excellence Awards Chair
DaisyMaeDesign
kathryn@daisymaedesign.com

Kathy started her magazine career as the art director of *Presentations* magazine at Lakewood Publications. She art directed "Pre" from 1996 until 2005, when Lakewood's parent company rolled up the carpets and took the book to NYC.

Suddenly an art director without a country, she decided to give self-employment a try in early 2006. She started DaisyMaeDesign, where she multitasks to fill the roles of chief designer, lead accountant, IT pro and lax-but-not-negligent housekeeper to this day.

She joined the Excellence Awards planning committee, which she now co-chairs, in 2007, and was asked to join the board in 2008. You can find a longer bio, contact information and work samples at DaisyMaeDesign.com

Hervey Evans | Secretary
Executive Committee, Communications Chair
Erasmus Inc.
hervey@erasmus.com

Hervey Evans is president of Erasmus, Inc., publishing consultants. For the past twelve years has worked with individuals and businesses interested in starting magazines, and with established magazines that are looking to grow and become more profitable. His firm's services include business planning, strategic circulation planning, and outsourced circulation management.

Hervey is also head of the MMPA communications committee, publishers of FinePrint and FinePrint Online. He also is working with a larger group to develop a more vigorous Web presence for the MMPA. Hervey was awarded the Greg Carey Leadership Award in November, 2009.

Hervey is a patron of the arts and commissioned a poem for his wife's birthday last year. You can read about it here: www.toddbosspoet.com/Hire.html. He also is active on the board of Outward Bound, both locally and nationally, and is an enthusiastic canoeist and Boundary Waters fanatic. Originally from North Carolina (where he got his BA at Duke and his MBA at UNC-Chapel Hill), Hervey is an enthusiastic transplant and has set his roots deeply.

Bryan Powell | Treasurer
Executive Committee
Mach1 Business Media, LLC
bryan@salesforcexp.com

Marti Buscaglia | Board Member
Engagement
Duluth~Superior Magazine
martib@duluthsuperiormagazine.com

Marti Buscaglia is the publisher of *Duluth~Superior Magazine*, the Lifestyle, Lakestyle, Citystyle™ magazine of the Twin Ports. She launched the magazine and corresponding Website in February of 2008, recognizing an unserved niche in the market. She holds a BA in Marketing and in Management from The College of St.

Scholastica. Prior to the magazine, Marti was the publisher of the *Duluth News Tribune* and director of Twin Ports Media, managing two dailies, three weekly newspapers and an advertising shopper.

Marti has a 25-plus-year background in publishing that includes newspapers, magazines and online media. Prior to that she owned her own advertising agency in Newport Beach, California.

She is active in the community, serving as the chair of the governance committee for the Duluth Superior Symphony Orchestra, and as president of the newly formed Duluth-Superior Eco Rotary club. She is also on the board of directors of Northland Country Club. She also serves as chair of the Duluth-Superior American Heart Association Go Red for Women campaign and is active on committees at the Duluth Woman's Club. She lives in Duluth with her mother and their two dogs.

Kevin Dunn | Board Member

Communications

MSP Communications

kdunn@mspmag.com

Kathleen Hansen | Board Member

Summit Chair

University of Minnesota School of Journalism

k-hans@umn.edu

Kathleen A. Hansen is a Professor in the School of Journalism and Mass Communication at the University of Minnesota and Director of the Minnesota Journalism Center. She is co-author (with Nora Paul) of *Information for Mass Communication* (an online-only text updated continuously by Great River Technologies), *Computer-Assisted Research: Information Strategies and Tools for Journalists* (IRE Beat Book Series, No. 8, 2007), and *Behind the Message: Information Strategies for Communicators* (Allyn & Bacon, 2004), and of *Newspapers of Record in a Digital Age* with Shannon E. Martin (Praeger, 1998); dozens of scholarly articles and numerous pieces in journalism trade publications. She and Paul are recipients of a 2007 Knight Challenge Grant of \$250,000 to study the use of digital games to deliver news content. She and Paul are also the recipients of a 2009 grant from the Minnesota Job Skills Partnership program to do training for the news and advertising staff at the *St. Paul Pioneer Press*. As Director of the Minnesota Journalism Center since 1997, Hansen has organized numerous professional-development workshops for journalists and news librarians in the U.S. and internationally.

Aileen Hough | Board Member

Circulation Roundtable, Summit, Sponsorship

CSC Publishing, Inc.

ahough@cscpub.com

For 20 years, Aileen Hough has been a circulation manager for CSC Publishing, a trade magazine publisher, but her 28-year career encompasses many aspects of publishing. From a working in a trade magazine production department, developing and publishing promotional materials, to being a magazine sales and marketing department associate, she has been connected to the industry in many capacities. Currently, she enjoys the challenges within circulation, of being involved not only with traditional print, but also e-newsletters, digital editions, e-zines, Webinars and Web site branding and marketing programs.

In addition to being on the MMPA Board of Directors, she is a circulation roundtable facilitator and a member of the Summit & Expo committee helping to plan the audience development track. She is also helping the communications committee with the MMPA Web redesign and database project.

In her free time, books, gardening, and training her cocker spaniel Mandy to be a Good Canine Citizen top the list.

Barbara Knox | Board Member

Editorial Roundtable

Knox Communications

barbara@knoxmerrill.com

Barbara Knox, who got her start in magazine publishing in New York in the early '80s, is a newcomer to the MMPA board. Until this past fall, Knox worked as editorial director at Tiger Oak Publications, where she oversaw 20 consumer and B2B publications, including *Twin Cities METRO*. Prior to that she was an independent editorial

consultant/writer and over-extended PTA/soccer/volleyball mom (during which time she discovered the concession stand best-seller known as the “walking taco.” De-licious.). She lives in Northeast Minneapolis and enjoys watching the Pedal Pubs cruise drunkenly by while she gardens.

For MMPA, Barbara is focusing on bringing high-quality editorial education to local editors and writers via quarterly roundtables (free to MMPA members) and the annual conference – she’s happy to have convinced both David Carr of the *New York Times* and Jessica Coen from *New York Magazine* to lead sessions at the MMPA Summit coming up on May 20. She’s also working with other board members to initiate regular informal networking happy hours for editors, art directors and writers to connect with one another. Want to help her out with any of this? Learn how to make a walking taco? Email her!

Keith Oelke | Board Member
Membership Chair, Sponsorship
Worldcolor
keith.oelke@worldcolor.com

Keith Oelke is a founding vendor partner member of the MMPA and has been an active participant and supporter of MMPA since its inception.

A native of Roseville, MN, Keith holds a degree in Graphic Arts Management from the University of Wisconsin – Stout, where he gained early publishing experience as the photo editor of the Stoutonia, the campus weekly newspaper.

He began his graphic arts career in Chicago, where he worked for a package printing company. From there he went to The Webb Company in St. Paul, then the largest magazine publisher and printer in the upper Midwest. He held positions in customer service, supporting major magazine accounts such as *The Family Handyman*, *The Farmer*, *VFW Magazine*, *The Lutheran* and others.

Keith became a sales representative specializing in magazine sales and customer support for clients in the upper Midwest. He has continued in that capacity as the company has grown through several mergers and acquisitions to become Worldcolor, the second largest printer of magazines in North America. He is based in the company’s Bloomington, MN sales and customer service office.

Keith manages a portfolio of magazine accounts, including the print production and planning for more than 120 magazine titles. He has won numerous sales and service awards in his 20-year career. Keith and his wife Carol and their two children reside in Eagan, MN.

Doug Solinger | Board Member
Membership
Midwest Litho Publication Printing
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Travis Stanton | Board Member
Summit, Excellence Awards
Exhibitor Media Group
tstanton@exhibitor magazine.com

Travis Stanton is the editor of Rochester-based *Corporate EVENT Magazine* and *EXHIBITOR Magazine*, which was recently named a finalist for the American Society of Business Publication Editors’ (ASBPE) annual Magazine of the Year Award. In 2007, he received the Young Leader Award from ASBPE, and took top international honors in the 2009 Tabbies competition with the Gold Award for Best Editorial. Prior to joining the editorial team at Exhibitor Media Group, Travis held the position of managing editor for Minneapolis-based *Lavender Magazine*.

Aside from serving on the board of directors, Travis is a member of both the Excellence Awards committee and the Magazine Summit committee. Being one of the few board members not based in the Twin Cities area, Travis is often the disembodied voice on the phone during MMPA board meetings and committee conference calls.

James Tarbox | Board Member
Volunteer Coordinator
North American Media Group

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After nearly 30 years in the newspaper business – as both a reporter and copy editor at the *St. Paul Pioneer Press* – I accepted a buyout offer just as the tsunami now decimating that industry was merely lapping at the front door. In the interim, I freelanced (landing exactly one story in a trade publication, or so I've heard; I've never actually seen the story in print), taught introductory reporting and editing at MSU-Moorhead, and being in the right place at the right time, landed my current position of editor of *The History Channel Magazine*, one of the titles put out by North American Media Group of Minnetonka in partnership with A&E Television Networks. I hold bachelor's and master's degrees in journalism from Iowa State University in Ames.

As a relatively new member of the MMPA board, I serve as volunteer coordinator. If you're interested in volunteering in any capacity, I'm the guy with whom to be in touch. I will steer you to the people who will best put your eagerly sought efforts to work. Whether you're seeking a long-term volunteer opportunity or a "one-off," let me know. I'll also be reaching out to potential volunteers as various needs arise.

December Circulation Roundtable Recap: Be Ready to Work with the USPS in 2010 and Beyond

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by Kathryn Knudson

With all the changes the publishing and media world saw in 2009, it's no surprise that a number of new initiatives are occurring in the postal realm. These important changes will affect everyone's business in the year ahead, and Joe Schick, the Director of Postal Affairs at Quad Graphics, led the group of audience developers through what we can expect.

In the past, magazines were considered a preferred class of mail, seen as serving the public good. This is not longer the case. The United States Postal Service (USPS) considers periodicals' cost coverage should be 100%, while in reality it stands at about 84%. The economy had a huge impact in fiscal year 2009, which ended September 30th. From 2005-2009, the USPS has seen a decline in mail volume of 26%, with a loss of over 13% in 2009 alone. Looking ahead to FY2010, the USPS expects further volume and revenue declines and continued cost-cutting measures, with labor negotiations on the horizon in 2011.

While there is some good news – no price increase in 2010 or tinkering with prices within classes, for example – the modifications and new products such as Intelligent Mail Barcode (IMB) in essence do raise costs. For now, these costs may be increased for the service provider/mailler rather than the publisher.

So what's happening in 2010?

Rolling out Flats Sequencing System (FSS) – Flats sequencing is being done to reduce delivery costs. The most efficient (and cheapest) model will be everything from one scheme on a pallet. Unfortunately, it's very hard to do – it's comparable to a 5-digit pallet today, which is very rare. There will be other FSS plans offering less discounts based on current SCF and current BMC that most publishers will be able to utilize.

Flats Deflection Testing – The deflection, or droop, test shows the USPS if your publication can work with their machines. Depending on size of piece, the publication can't "droop" more than 2" or 3" from the midway point when placed lengthwise off the edge of a table.

A testing process was originally proposed in March 2009, but the implementation has been delayed three times and will now occur June 7, 2010. In inexplicable USPS fashion, you can't pre-test your pieces based on number of pages and paper stock, etc., so you have to produce the piece before you find out if it passes. It certainly would be wise to test your current issues to see if your common formats would pass the test.

Intelligent Mail Barcode (IMB) – has been gradually

By June, you'll need to have an answer to this question:

Q: How do I check to see if my publication passes the deflection test?

A: For a piece 10" or longer, place it on a table with half of it hanging off the edge. If the piece "droops" less than 3" at either end, it passes the test. For a piece shorter than 10", also place it on a table with half of it hanging off the edge. If the piece "droops" less than 2" at either end, it passes the test.

rolling out since July. There are a number of problems at this point – ACS is not so free, publishers are seeing duplicate hits (the “big” publishers are working on that), PostalOne can’t handle all the data so many mail statements for co-mail are being created rather than one, and IMB doesn’t support multi-class co-mail or co-palletization right now. The discount is there, but you must use full service IMB to receive it.

Miscellaneous items – as time ran short, Joe briefly addressed a few additional postal initiatives planned for the near future, including continued closing or consolidating of facilities, improvement to the dropship process, compliance with Sarbanes/Oxley, and the planning for 5-day delivery.

Looking ahead to 2011, these items will have big impacts on publishers, especially if the 5-day delivery plan becomes a reality or the USPS moves the Critical Entry Times (the latest time mail can be entered at a postal facility) to earlier in the day.

Joe’s presentation included a number a very helpful slides including those showing pricing on non-compliance with Flats Detection Testing and proposed service standards, among others. To request a copy of his presentation or ask him any questions about items he covered, please contact him at joe.schick@qg.com.

Call for Entries: Excellence Awards Design Contest

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Entry Deadline is March 26!

Excellence Awards 14th Anniversary

Gain the admiration of your peers by designing the theme of the 14th Annual Minnesota Publishing Excellence Awards. Your design will be featured on marketing materials sent to nearly 2,000 professionals in the publishing industry and on the MMPA Excellence Awards website. You will receive personal and company recognition on all promotional materials, and you will be publicly recognized at the 14th Annual Minnesota Publishing Excellence Awards Gala.

Take advantage of this opportunity to showcase your talent and to volunteer for MMPA!

Contest Guidelines

The design should have an 8.5" x 11" proportion. Design entries are due by 5:00pm on **Friday, March 26**. The winner will be notified by April 1.

Submissions

Please submit an 8.5"x11" PDF of your design to the MMPA office at office@mmpa.net. Transmission by e-mail preferred. Please contact the office for alternative transmission methods for files greater than 5 MB in size.



2009 winning design by Kathryn Forss, [DaisyMaeDesign](#).