



Case Study

Digital Editions Make Trial Marketing More Cost-Effective

Digital Publishing from A to Zinio

Institutional Investor.com

- ☑ **The Company**
New York City
212-224-3300
www.institutionalinvestor.com

Circulation: 100,817

Digital Circulation (estimated): 3500

- ▶ The largest digital circulation among financial titles

Institutional Investor magazine has been the flagship publication of II for nearly 40 years and has continuously provided ground-breaking detailed coverage of the events, issues and people who impact the world of business and finance. With industry recognized research and ratings, award-winning editorial and exclusive interviews Institutional Investor magazine is the publication more C-level executives turn to for industry trends and analysis. Institutional Investors magazine is published 12 times a year. International and Chinese editions of the magazine are also published. In addition, II offers more than 30 niche newsletter and journal titles.

☑ CHALLENGE

Trial marketing can be labor-intensive and costly. Testing messages, different offers and various techniques such as cover wraps and tip-in cards is a necessary component to circulation management: acquiring new paid and controlled subscribers, renewing existing subscribers, requalifying the status of controlled subscribers, etc. Digital editions promised significant print and distribution cost savings so Institutional Investor experimented with in-house PDF versions. They struggled, however, with CRM and encryption processes and maintaining the required log files for BPA audits.

☑ SOLUTION

An Institutional Investor team led by Group Marketing Director Nick Ferris spent about a year investigating digital publishing vendors. They were particularly interested in outsourcing the production, delivery and fulfillment services they had found so time-consuming to handle internally. Zinio is the only digital publishing provider offering a full suite of turn-key services. With a roster of small, niche publications Institutional Investor found very few vendors capable of handling the job. Zinio was also chosen, says Ferris, because "...to be in the digital environment, we should offer all the bells and whistles so that we could get a better adoption rate."

Institutional Investor has been aggressively testing and marketing digital editions from the very beginning. Results have been so strong that the publisher is planning on expanding its digital offerings to include many of its 30+ titles.

- ☑ Future plans also include offering digital archives of issues – free to subscribers and \$50 per article to non-subscribers. "We expect archives to be a big business," says Nick Ferris.



Case Study

Digital Editions Make Trial Marketing More Cost-Effective

Another “painless” source of new subscribers for Institutional Investor is the Zinio newsstand at www.zinio.com. As the only digital publishing provider to have an active online newsstand, Zinio has been able to offer Institutional Investor unique benefits from the relationship. Visitors can sample the publication on the site, and 3% of those choosing to sample have opted to buy it. And that’s all with no marketing effort on the part of the publisher.

RESULTS

- ▶ II launched with an offer of a digital edition to its controlled circulation readers. 12% of new readers and 5% of the “requals” opted for the digital edition.
- ▶ A renewal test to paid magazine and newsletter subscribers is planned, with the goal of enrolling 5,000 digital readers.
- ▶ Email campaigns to acquire new subscribers are being tested. Trial issues of newsletters and the magazine are easy to send and follow-up conversion sales calls are expected to be more productive because interested prospects can be identified – they have opened or browsed through an issue.
- ▶ Free digital trials are offered on the II Web site and CD-ROMs are also being test mailed with digital samples

“Tying a digital edition to an email marketing campaign takes much of the cost and pain out trial marketing.”

Nick Ferris
Group Marketing Director
Institutional Investor

ABOUT ZINIO

Zinio is the dominant provider of complete digital publishing solutions. Leading publishers such as Editorial Televisa, Hachette Filipacchi, Hearst, McGraw-Hill, Time Inc., VNU, Ziff Davis and 70 other publishers chose Zinio for easy, turnkey solutions and complete production, circulation and fulfillment services. Two million subscribers worldwide enjoy the highest-quality reading experience both online and off. Zinio has offices in San Francisco, New York and London. The company is privately held and investors include Apax Partners, Intel Capital, New Enterprise Associates, Odyssey Capital, Palisades Ventures and StarVest Partners. www.zinio.com