

# Great Magazine Marketing

## How to Boost Revenues & Grow Profits

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SUCCESSFUL MAGAZINE MARKETING IS A COMPLEX AND EVOLVING SKILL. THIS COURSE OFFERS A UNIQUE INSIGHT INTO THE ESSENTIAL MARKETING TACTICS FOR 21<sup>ST</sup> CENTURY MEDIA COMPANIES, WHILST ALSO UNIQUELY OUTLINING FUNDAMENTAL STRATEGIES FOR LONG TERM GROWTH.

### Content and Key Learning

Part One is an overview of current marketing and business thinking. Through the analysis of relevant case studies it equips candidates with the understanding and skills to perform both a market analysis and a “health check” of their products. Topics include:

- The importance of brands
- The new “loyalty”
- The nature of competitive advantage
- What makes great magazines “great”

Part Two looks at each individual element of the “marketing mix”. Key areas covered are:

- Effective reader research
- Branding strategies
- Tactics to drive copy sales
- Tactics to drive advertising sales
- Subscriptions marketing
- Tactics for retention
- Maximising PR
- Strategic Planning

### Outcomes

Each stage of the course builds towards a framework for delegates to create structured and professional marketing plans including tactics, forecast outcomes, timing and budget recommendations.



### Style

The presentation merges classical modern marketing thinking with real life practical examples from publishing and the world of business in Australia and abroad. Candidates will be able to apply the learning directly to the challenges faced in their own markets.

### Duration

“Great Magazine Marketing” is a comprehensive one day workshop. Content can be tailored as required.

### About the Presenter

Alun Probert is an award-winning magazine marketer with more than 20 years experience spanning magazine research & development, strategic planning, marketing and new launches. Alun is the Managing Consultant of international publishing consultancy, Robertson Shine, with offices in Australia and the UK.

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