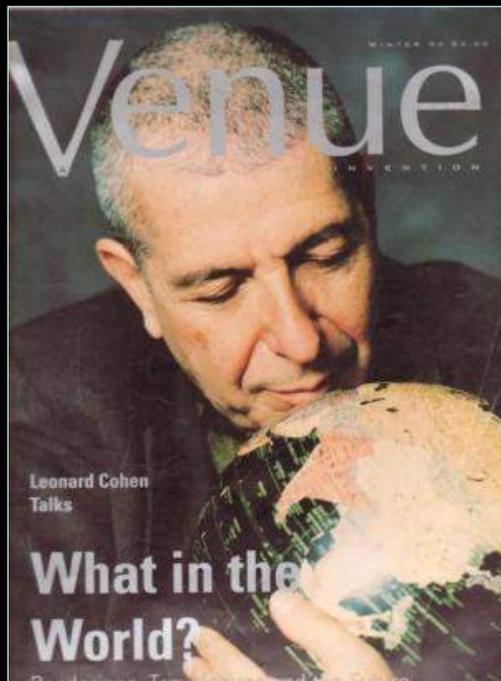
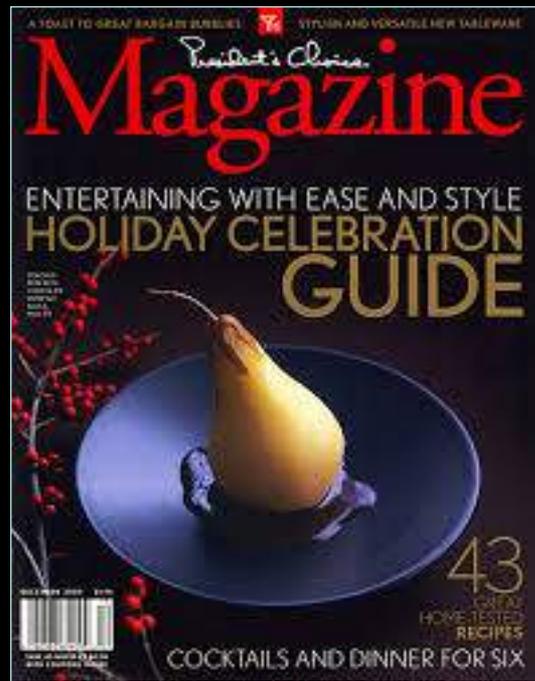


Invention + Reinvention

The Ongoing Evolution of Magazines



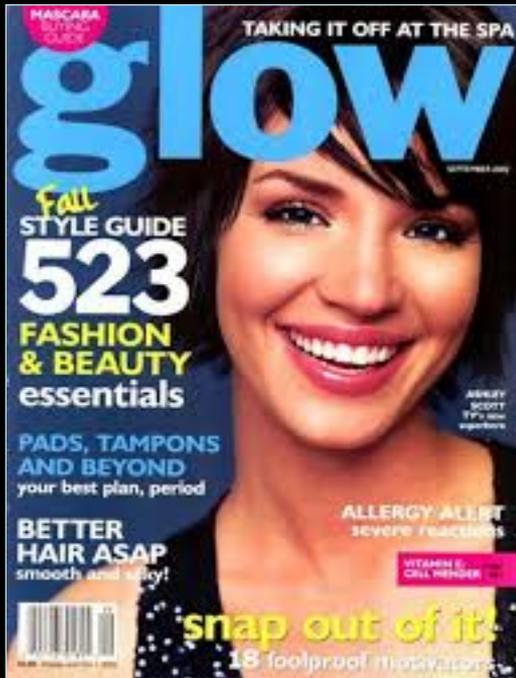
Venue, Founding EIC/
Publisher 1992-1997



Zaxis, Editorial Director
1998-1999



Fashion, Marketing
Director 2000-2001



glow, Launch EIC
2001-2004



wish, Launch EIC
2004-2008



Style at Home, EIC
2009

Iconic Multi-Generational Brands



Chatelaine, EIC 2009-2013

Iconic Multi-Generational Brands



Good Housekeeping, EIC 2013-Present

Logo + Cover Evolution



Challenges

1. Brand inertia
2. Mass-audience trap
3. Power of existing customer base

Challenge #1 | **Brand Inertia**

Along with the obvious benefits of an **established brand** come the downside:

- › Too many in target thought the brand was lackluster and dated, believing it's of and for an older generation.
- › Prospective readers believed they already knew the brand (not bothering to pick it up).

Objective | Stimulate Trial

Motivate a group that has previously rejected,
given up on — or simply passed us over — to pick
up the magazine.

Challenge #2 | Mass-Audience Trap

With the proliferation of specialized pubs and niche websites, the traditional woman's magazine offering seems bland...

...the magazine is perceived to cover too much ground to deliver a high standard of editorial in any given category.

Objective | **Set the Bar High**

Create a product that is highly anticipated and cherished, and displays deep understanding of our target's life and needs.

Challenge #3 | Power of Existing Base

How Not to Scare Off Millions of Current Readers

Magazine still depends on the loyal readers built up over the years — and we had a lot.

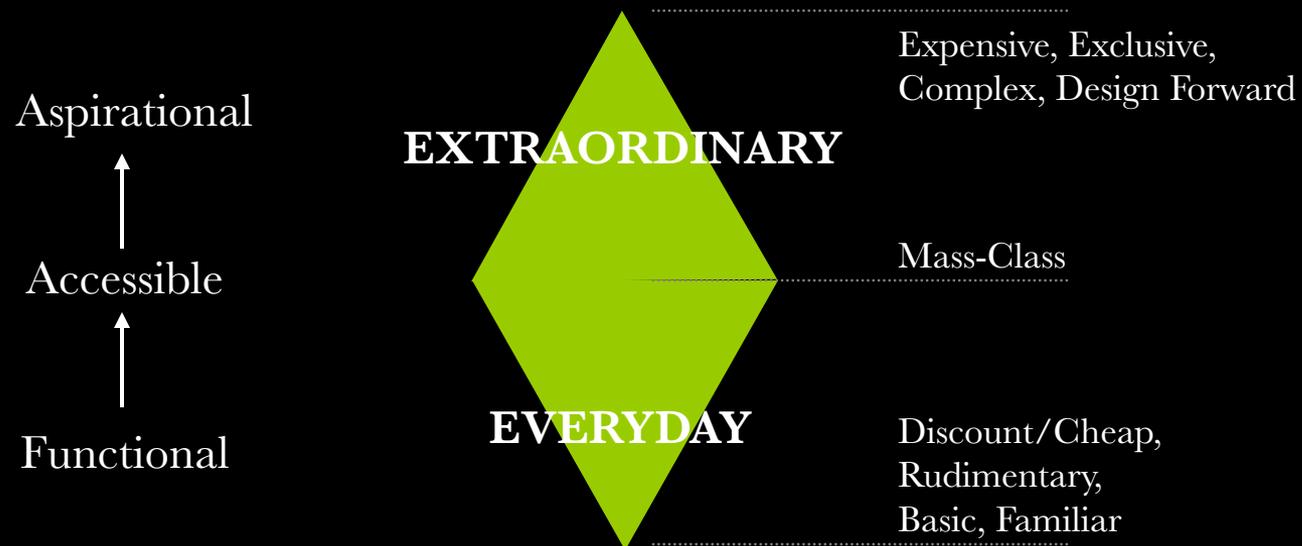
Objective: To find the glue that holds this target together.

Broad Audience = Diverse Needs

“The food section needs to be more adventurous and introduce us to more different ingredients and cooking techniques.”

“I would prefer to see food articles that relate to real people. Not exotic recipes. Real food for real people with ingredients people have in their cupboard.”

Mass Lifestyle Brand Strategic Positioning



Tactic 1 | Upgrade the Offering

Create a dynamic, compelling product that has an obvious sense of energy, excitement and fun in its voice and design.

Tactic 2 | Redesign Cover

- › Cover is the main marketing material for magazine.
- › Utilize every element of the cover to signal change and overtly communicate our new changes at the newsstand.

Tactic 3 | Test Sampling

Create opportunities to get new product into hands of prospective readers.

Sampling Campaigns | Pre-Redesign Results



Jan 2009

40K

11% Lift

2.04% response



May 2009

75K

19% Lift

3.30% response

Sampling Campaigns | Post-Redesign Results



June 2010

50K

56.5% Lift

4.25% response

Note: 83% lift on outside list



July 2010

50K

91% Lift

4.65% response

Note: 110% lift on outside list

Sampling Campaigns | Post-Redesign Results



October 2010

50K **83.5% Lift** 4.65% response

Note: 100% lift on outside list



November 2010

50K **98% Lift** 5.10% response

Note: 114% lift on lapsed (5.60%)

HEALTH AND FOOD COVERLINES COVER APPEAL TO NEWSSTAND BUYERS, BUT IMAGE FAILS TO DO SO.

Q: *You selected this cover as the one you preferred over all the others. Please select the top three aspects of the cover that made you chose it as your personal favorite?*



Most interesting coverlines:

- Beat Stress Now
- Lose Two Belt Sizes
- Refresh your kitchen
- Fabulous at Every Age

(Base: Newsstand buyers who chose October 2010 as their favorite, N= 247)

NEWSSTAND

ONLY 1 IN 3 WHO CHOSE THE OCTOBER COVER AS THEIR FAVOURITE DID SO BECAUSE OF THE CELEBRITY FEATURED.

Q: *Why did you like this cover the best?*

Coverlines 60%

Colours 50%

Image 32%

Liked Celebrity 18%

NEWSSTAND 55K

Between the two celebrity covers, the appeal of Kristen Bell was significantly less than that of Kim Raver.



COVERLINES ON THE NOVEMBER ISSUE APPEAL TO NEWSSTAND BUYERS.

Q: *You selected this cover as the one you preferred over all the others. Please select the top three aspects of the cover that made you chose it as your personal favorite?*



Most interesting coverlines:

- 53 effortless party recipes
- Stylish storage
- Olympic Darling Jamie Sale
- Grey's Anatomy's Kim Raver

(Base: Newsstand buyers who chose November 2010 as their favorite, N= 200)

NEWSSTAND

UNLIKE THE KRISTEN BELL COVER, HALF OF THOSE WHO CHOSE THE NOVEMBER COVER DID SO FOR THE CELEBRITY ON IT.

Q: *Why did you like this cover the best?*

Liked Celebrity 54%

Colours 39%

Coverlines 38%

Image 36%

NEWSSTAND 45K

Between the two celebrity covers, the appeal of Kristen Bell was significantly less than that of Kim Raver.





Coverlines (usually) most important factor in driving purchase.

Logo + Cover Evolution Personality



Logo + Cover Evolution Seasonal

