

Digital Magazine Marketing

Creating Awesome Digital
Magazine Marketing Campaigns

The 4 Ps of Digital Magazine Marketing



Product



Type	Replica	Replica+	Reflow+
Readability	LOW	LOW	HIGH
Bonus Content	NO	YES	YES
Production Cost	\$	\$\$	\$\$
Usability	MODERATE	LOW	HIGH
Example	TIME	FORBES	ECONOMIST

Single Copy Pricing






- **Parity**
- **Parity Plus**
- **Parity Minus**

40-50% of all transactions are single copy

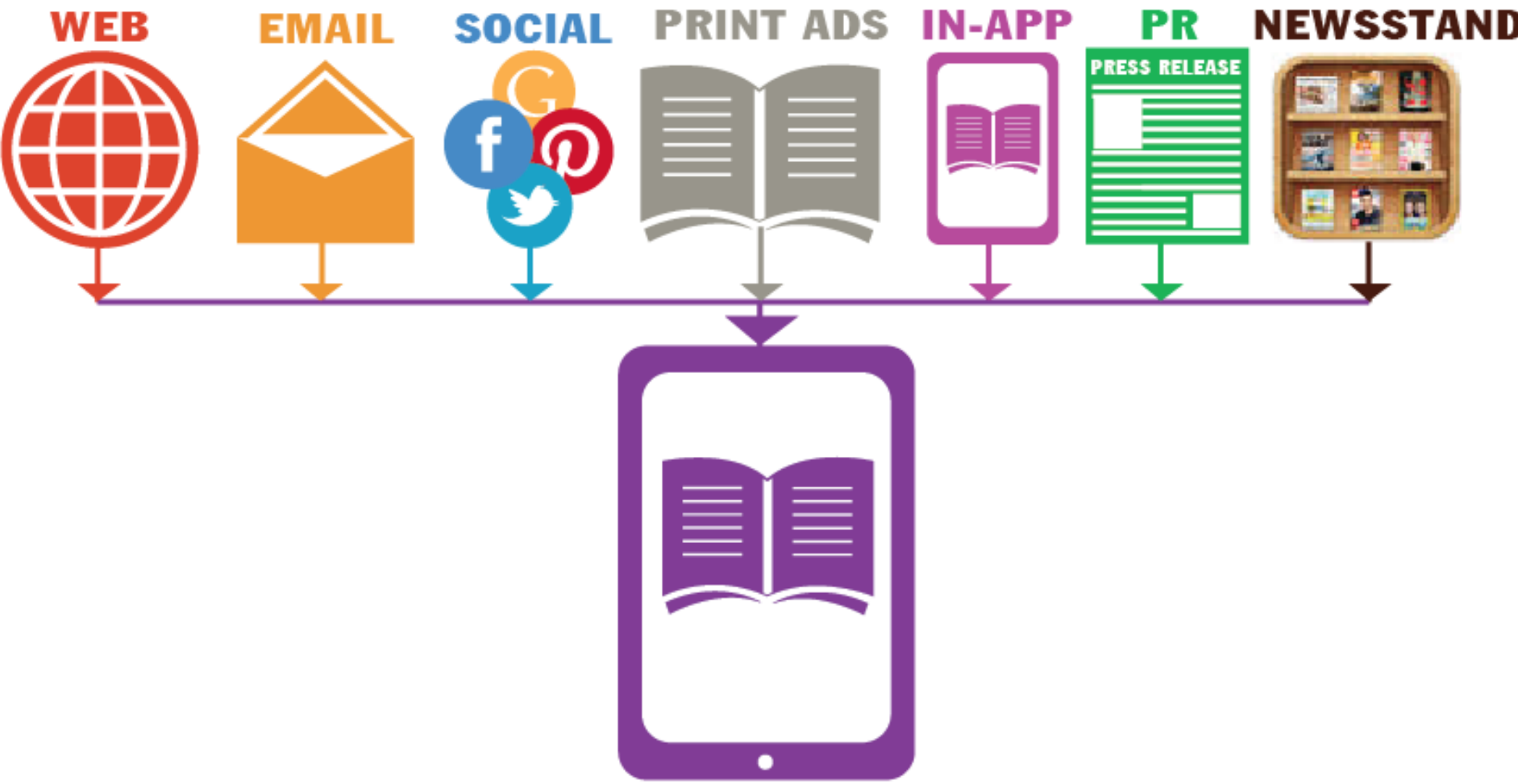
Subscription Pricing

- **Universal:** All access, all formats (except Barnes & Noble and Zinio)
- **Discrete:** Each format separately – Print, Apple, Google, Amazon, B&N, Zinio, Web
- **Bundled:** Combinations of formats. Most commonly print+web and tablet+web.
 - Decoy pricing

Place (Remit Rates by Place)

	Partner	Remit Rate
	Apple	70%
	Amazon	60%
	Barnes & Noble	50%
	Google	60%
	Zinio	25-85%

Promotion



Thank You