

MPA/IMAG Conference  
Learning from the big guys  
Marta Wohrle

May 16th, 2008

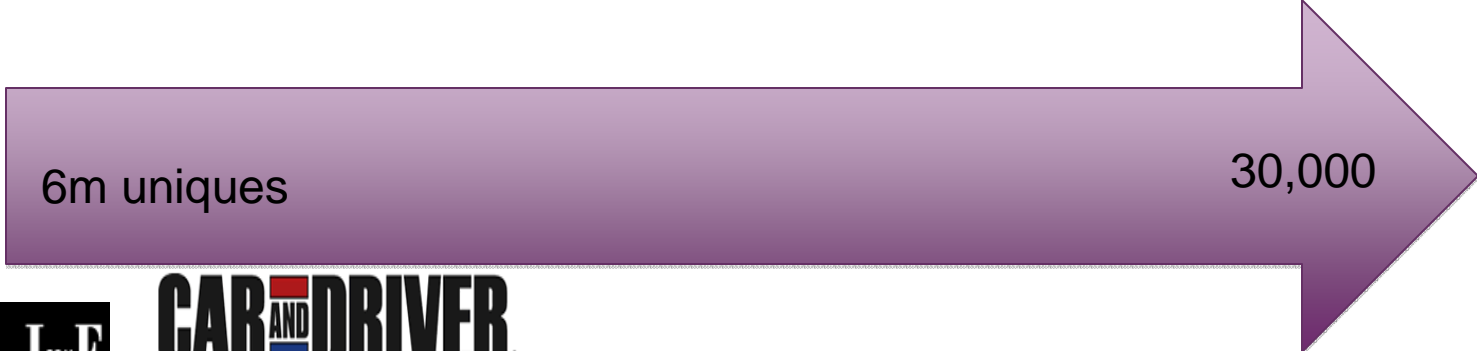
truth  
in  
aging  
.com

Is there really hope in that jar (or knife or needle)?

# Digital now makes a significant contribution to HFM's business

SVP Digital Media  
Hachette Filipacchi  
2005

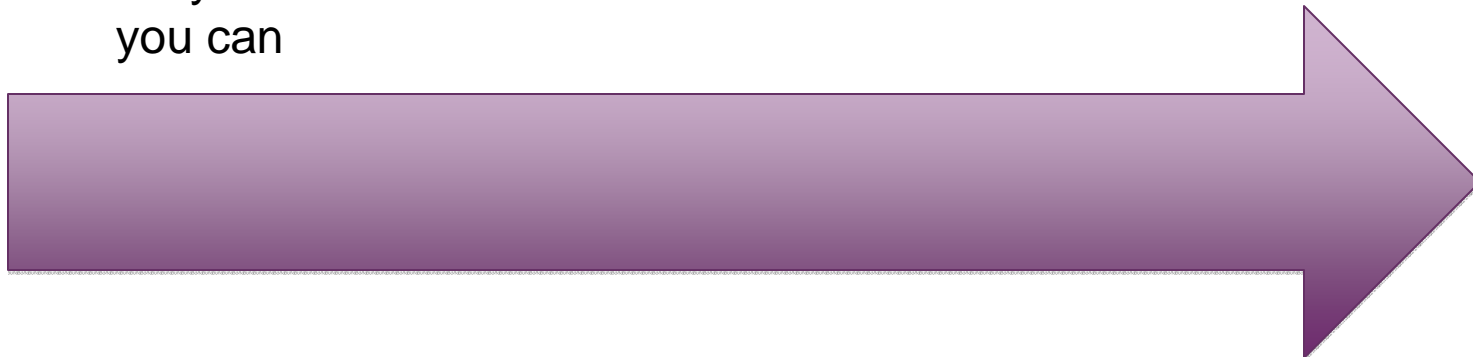
President  
Accord Media  
2008



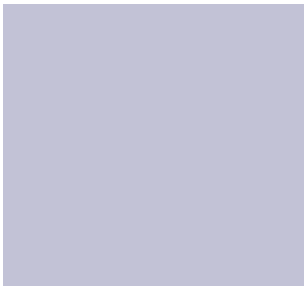
# Lesson one: how much does scale matter?

Scale is vital  
Make it once, the best possible product, sell it as many times as you can

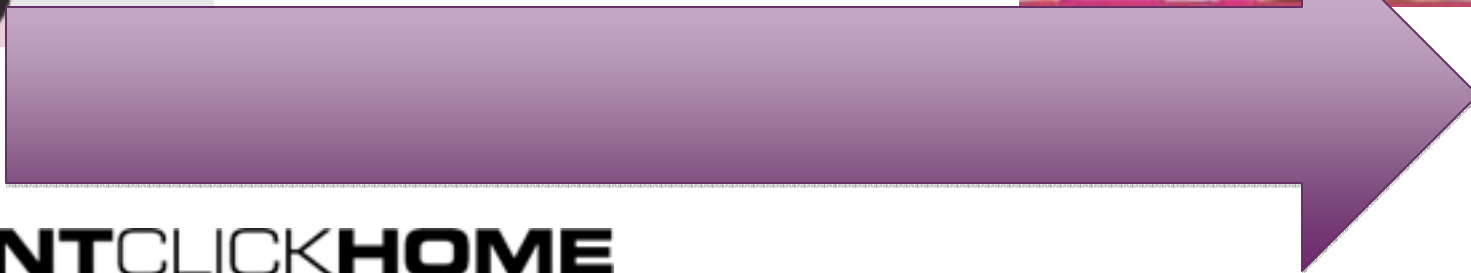
First name terms with your audience



**POINTCLICKHOME**  
Featuring Home, Metropolitan Home, ELLE DECOR and more

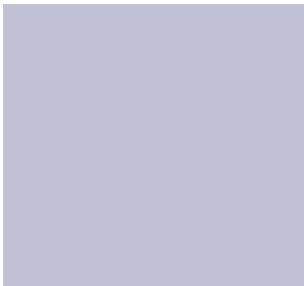


# Lesson two: competitors are nimble



**POINTCLICKHOME**  
Featuring Home, Metropolitan Home, ELLE DECOR and more

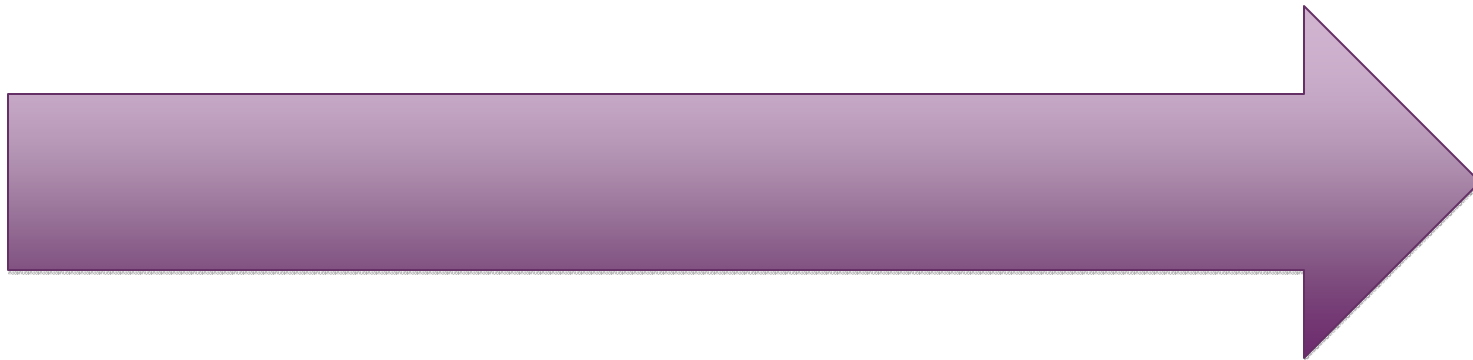
 apartment therapy



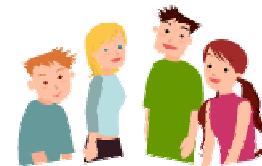
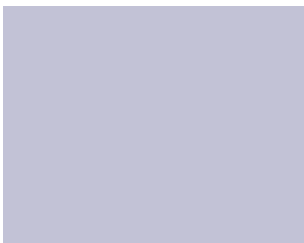
# Lesson three: the platform is critical

Content management system

Content publishing systems (note: plural)



Proprietary:  
Hearst, Time Inc



N  
:



May 09, 2008

## What is it: Pro-NAD niacin delivery system (and the new Canyon Ranch skin care range)



Canyon Ranch is generally described as an upmarket (or celebrity) spa. In fact, the health and medical treatments are as much of a draw. There are some 260 medical practitioners, nutritionists and other experts. So when I met the medical director, Mark Liponis, a few months ago and he told me that Canyon

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### Advertisement 1

#### Anti Aging Skin Care

Which Products Really Work? Find Out Before

Aging Products Work

[www.BestAntiWrinkleCreamReviews.com](http://www.BestAntiWrinkleCreamReviews.com)

#### Natural Skin Care

Non-toxic, active skin care with guaranteed results

[www.MyChellaUSA.com](http://www.MyChellaUSA.com)

AV

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ABOUT

CATEGORIES

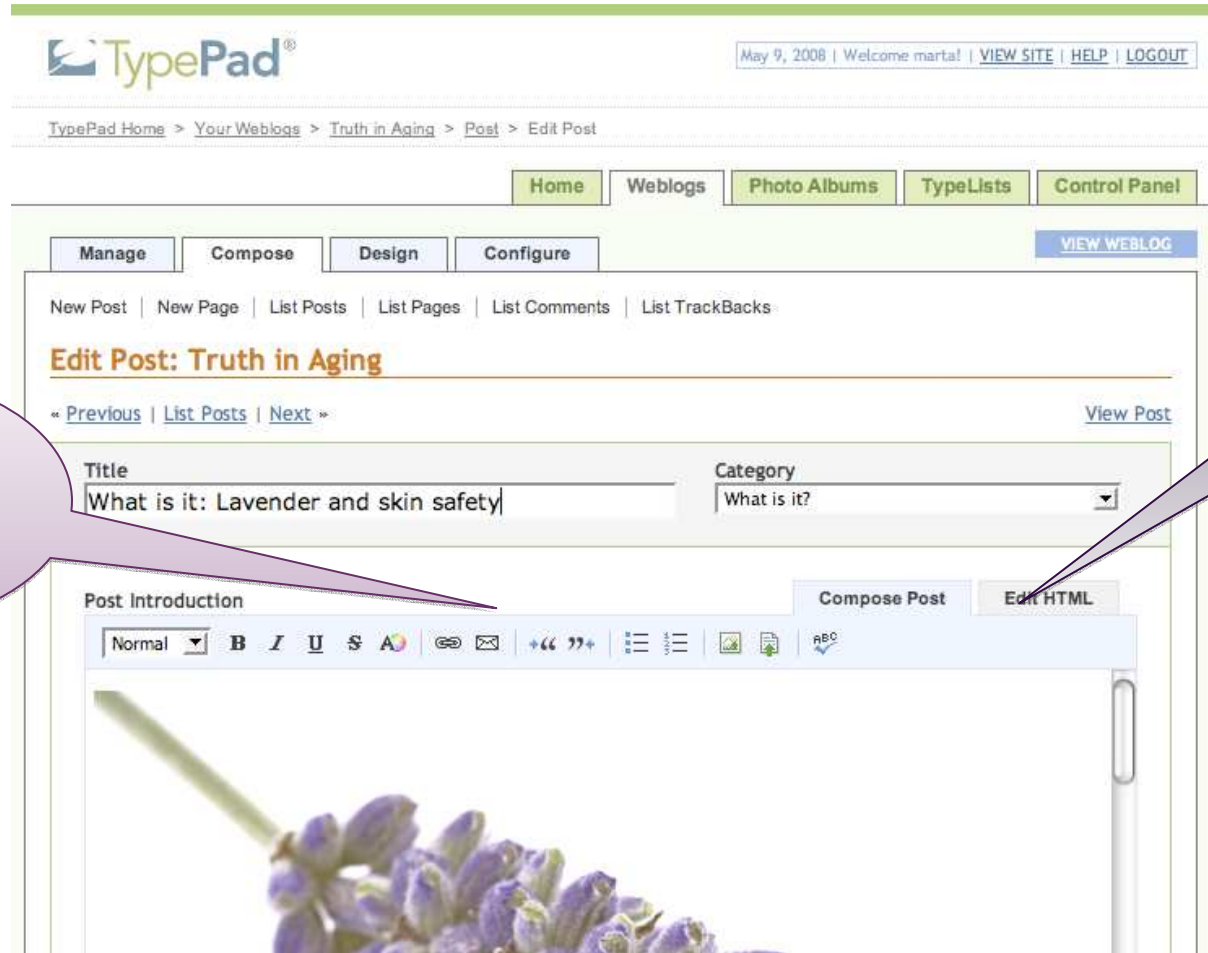
Age spots

Books

Cellulite

Dare to try it

# Simple - and limited -publishing interface




Easily change fonts and color

HTML tab

# Blogs rank highly in natural search

Live Search | MSN | Windows Live Options | Sign in

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Live Search  

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Web 1-10 of 11,200,000 results · [Advanced](#)  
See also: [Images](#), [Video](#), [News](#), [Maps](#), [More](#) ▾

**Best Body Moisturizer** - [www.LauraMercier.com](http://www.LauraMercier.com) Sponsored sites  
Revitalize & Protect your Skin with Laura Mercier Moisturizer Cream.

**Dove® Go Fresh (Official)** - [www.Dove.com](http://www.Dove.com)  
You Have Every Reason To Feel Beautiful - Dove® Go Fresh!

**The Body Shop** - [www.thebodyshop.com](http://www.thebodyshop.com)  
Find natural aromatherapy lotions. Free shipping on orders over \$60.

**BEST LOTION DRY SKIN | NATURAL BODY LOTION**  
**Best Lotion** for Dry Skin - Blackberry Creek Natural **Body Lotion** is fantastic for dry skin and more.  
[www.handmade-natural-soap.net/Natural\\_Body\\_Lotion/natural\\_body\\_lotion\\_dry\\_skin.html](http://www.handmade-natural-soap.net/Natural_Body_Lotion/natural_body_lotion_dry_skin.html)  
 [Cached page](#)

**Truth in Aging: Five Best body lotions**  
Is there really hope in that jar (or knife, or needle)? ... I am still enjoying my Ischia Thermae **body lotion** and will soon need to invest in second tube (the **best** indication of a ...  
[www.truthinaging.com/2008/04/five-best-body.html](http://www.truthinaging.com/2008/04/five-best-body.html)  [Cached page](#)

**Best Skin Care Hand & Body Lotions**  
The **best** and top rated hand and **body lotions**. ... Many people focus so much of their time treating the skin of their face that they end up neglecting the skin on their **body**.  
[skincarerex.com/hand-lotions.html](http://skincarerex.com/hand-lotions.html)  [Cached page](#)

**Related searches**  
[Best Perfume](#)  
[The Best Body Firming Lotion](#)  
[Natural Body Lotion](#)  
[Pure Body Lotion](#)  
[Best Lotion](#)  
[Best Products](#)

**Hand and Body Lotions**  
Moisturizing Formula from Curél® Brand - Softer Skin in Just Days!  
[www.curel.com](http://www.curel.com)

**body lotion**  
Discounted skincare and cosmetics. Free Shipping Worldwide.  
[www.strawberrynet.com](http://www.strawberrynet.com)

[Body Lotion at Folica.com](#)

No 2 out of a possible 11.2m results

# Blogs rank highly in natural search

- The cost of Truth In Aging so far = \$400
- Proof of concept has been low risk
- But to be a business, it needs some scale
- Scale can be achieved in several ways
  - ✓ Become part of a network
  - ✓ Upgrade my site
    - ✓ Deeper community
    - ✓ Video
  - ✓ Get PR
  - ✓ Diversify revenue streams