

The Membership Strategy |



The Role of Membership

Why Is This a Solution?

Global Entertainment and Media Outlook 2017 – 2021

- CAGR for magazine circulation and advertising revenue over the next **5 years is 0.19%**

PricewaterhouseCoopers Predicts:

- Consumer magazine advertising to drop from **\$13.5B in '17 to \$6.7B in '21**
- Circulation revenue to decline at **-0.061% CAGR**

2017 IMAG Benchmarking Study

- 75% of revenue still comes from print products
- No plans to increase subscription/newsstand prices

The Role of Membership

REVENUE

NEW, ORGANIC, RECURRING REVENUE

- An enhanced subscription offering allows for the bundling of print, digital, video, social and experiential assets into a new subscription program
- Leverages all of your business assets to create new types of value beyond “business as usual”
- Develops path to potential paywall strategy for content and services

MIND & WALLET SHARE



STRENGTHEN RELATIONSHIPS

- Strengthening relationships with core customers deepens engagement and creates longer retention
- Increases wallet-share of the category
- Build an Amazon-like environment – 100% credit-card-on-file
- Supports improved direct-to-publisher circulation sources

The Value Proposition

THE FOUNDATION IS THE VALUE PROPOSITION



Multiple Strategies to Capture Reader Revenue

- Bundle multiple brand assets to increase value
- Enhance single asset(s) to an audience segment

The Value Proposition

- BRING THE **BRAND** TO LIFE
- **ENGAGE** THE MEMBER
- SUPPORT **RENEWALS**

DEALS
EVENTS
LIVE-STREAMING
CONTENT
CUSTOMER-SERVICE
LEARNING
GIVE-AWAYS
WEBCAMS
NEWSLETTERS
EDITORS
VIDEO
NEWSMEN