

DIGITAL PUBLISHING & MARKETING INTENSIVE

MAY 6-8, 2014 ♦ AUG. 5-7, 2014 ♦ NOV. 4-6, 2014

University of Massachusetts Club
Boston, MA

MEQUODA'S EXPERTS WILL TRANSFORM YOUR PUBLISHING ORGANIZATION.



Don Nicholas

Don Nicholas has guided the development of more than 110 successful niche media websites. He specializes in new business development, digital publishing and Internet marketing.



Ed Coburn

Ed Coburn is a veteran operator in specialized information services and niche media, with extensive experience in B2B and B2C markets and deep, first-hand knowledge of product development, marketing, editorial and more.



Laura Pittman

Laura Pittman's ironclad business models and revenue plans have helped clients earn millions in profits on the Internet. She is an expert in computer modeling, budgeting, and business analysis.



Norann Oleson

Norann Oleson is a master of data and analytics, and their use in driving revenues for dozens of business and consumer publishers. She has an understanding of more comparable data than any single-company analyst.

Dig into these business-critical skills at the Digital Publishing and Marketing Intensive:

- Planning your Multiplatform Future
- Multiplatform Publishing Strategy
- Selling Multiplatform Sponsorships
- Audience Development Research
- Multiplatform Organizational Strategy
- Building Subscription Websites
- Audience Development Management
- Integrated Campaign Management
- Strategic Analytics & Modeling
- Business Plan Development

Details inside!

Register today at

MequodaIntensive.com

Presented by:

 **MEQUODA** | Intensive
Helping Publishers Create Profitable Websites

Make Millions with a Content-Driven Website

Now with NEW strategies and secrets!

Dear Publishing Executive,

I'm going to make you a promise:

You could become the Steve Jobs of your niche in the next few years.

That's right. I said you could be as wildly, stunningly successful in your field as Jobs was in his.

Don't believe me? Consider these publishers who have turned themselves into superstars, and their companies into niche publishing empires, in just a few years, **all using the revolutionary publishing system that some people call the Mequoda Method:**

- Clay Hall, Aspire Media
- Chris Kimball, America's Test Kitchen
- Stuart Hochwert, Prime Publishing
- Susan Laden, Biblical Archaeology Society
- Bryan Welch, Mother Earth News
- Charlie Spahr, American Ceramics Society
- Bill Bonner, Agora Publishing
- Bob Brady, Business & Legal Resources

They're just like you. They don't have unlimited resources, or household names as their brands, or a direct line to a higher power. Instead, they all leveraged their niche expertise and the method we teach in the Mequoda *Digital Publishing and Marketing Intensive* to become the publishing rock stars they are today.

They mastered the 7 components of a multiplatform business plan:

1. Content • 2. Audience • 3. Revenue • 4. Organization • 5. Technology • 6. Measurement • 7. Exit

They learned the core concepts of the Mequoda Method to leverage these components:

Attract > Convert > Engage > Monetize

Yes, it's that simple ... yet so complex that we teach mastery of these components and the Mequoda Method process around the world by popular demand – in New York, London, Sydney, Berlin and more. And now it's available four times every year in Boston.

You, too, can start your journey to join the ranks of millionaire publishers. After all, the *Intensive* isn't just another conference where you sit in a huge hotel ballroom and take notes. The *Intensive* is an intimate, hands-on event, where the attendee-instructor ratio is strictly limited to 8:1, and where you roll up your sleeves to practice what you're learning, spend time with your instructors, and network with your peers. All in just 2 ½ days, and all for less than the cost of that impersonal mega-conference I just mentioned.

Don't wait. Turn to Page 3 of this brochure and get a feel for the method. Read the testimonials from your fellow publishers. Check your calendar. When you're through, I'm confident you'll be ready to register, and to **start learning this efficient, profitable method for becoming a millionaire publisher at the next Intensive.**

Yours for astonishing publishing success,



Don Nicholas
Chief Executive Officer & Lead Instructor
Mequoda Group

P.S. A value-added proposition: When you register for the *Intensive*, you also get 30 minutes of follow-up consultation time with me – and that's a \$300 value. No other learning event can top that!

GOLD MEMBER ORGANIZATIONS

Bayou City Network
Biblical Archaeology Society
Black Belt Magazine
Business & Legal Resources
Center for Science in the Public Interest
Ebner Publishing International
Farm Progress Companies
Hoffman Media
National Association of Plan Advisors
Natural Health Advisory Institute
Program on Negotiation at Harvard Law School
Prime Publishing
Psychotherapy Networker
Remonsy Investment Network
Revolution Golf
Sovereign Media
The Successful Investor
Vida y Salud Media Group
Wealthpire



Day One

8:30 AM	Welcome & Introduction
9:00 AM	Planning your Multiplatform Future
10:30 AM	Break
11:00 AM	Multiplatform Publishing Strategy: Bundling Print, Web and Tablet Content for Big Profits
12:30 PM	Lunch
1:30 PM	Selling Multiplatform Sponsorships: Leveraging Native Advertising to Boost Sponsor Revenue
3:00 PM	Break
3:30 PM	Audience Development Research: Mastering the Power of Search Engine Visibility
5:00 PM	Day One Concludes
5:30 PM	Networking Reception

Day Two

8:30 AM	Burning Questions Roundtable
9:00 AM	Multiplatform Organizational Strategy: Developing the Right Team for Multiplatform Success
10:30 AM	Break
11:00 AM	Building Subscription Websites: The 9 Most Profitable Subscription Website Business Models
12:30 PM	Lunch
1:30 PM	Audience Development Management: Building a Solid Foundation for Your Business
3:00 PM	Break
3:30 PM	Integrated Campaign Management: 5 Steps for Making Millions with Free Content Downloads
5:00 PM	Day Two Concludes

Day Three

8:30 AM	Burning Questions Roundtable
9:00 AM	Strategic Analytics & Modeling: Learn Which Metrics Really Drive your Financial Success
10:30 AM	Break
11:00 AM	Business Plan Development: Creating a Comprehensive Plan for Multiplatform Success
12:30 PM	Next Steps & Resources
1:00 PM	Intensive Concludes

“I’VE ATTENDED SEVERAL MEQUODA EVENTS, AND EACH ONE IS VERY RELEVANT TO MY BUSINESS MODEL AND INTERACTIVE ENVIRONMENT. FRANKLY, I THINK MEQUODA OFFERS THE MOST POWERFUL CONTENT AND CURRENT LEARNING OF ANY EVENT I COULD EVER ATTEND.”

Gary Ellis, CEO, Compass Media

9:00 AM • Planning your Multiplatform Future

Start your *Intensive* experience by discovering how a simple content-driven subscription website is the key to stunning multiplatform publishing success. You'll learn our seven-step method for creating a comprehensive plan for multiplatform success, and discover the four skills you need to master every facet of a multiplatform publishing business.

You'll "meet" 8 actual CEOs who are using the Mequoda Method to make millions online; the Mequoda Consulting Team; and your website publishing workshop partners – **and then discover together how to transform your content and audience into multiplatform millions.**

BONUS • Hands-on workshop: Publisher Roundtable 🖐️

The *Intensive* wastes no time in getting to what's most important to you: problems and solutions for your publishing organization. Before we go any further, we'll ask every attendee to not only introduce themselves, but to outline their challenges so we can focus the information we'll be sharing specifically on your needs.

11:00 AM • Multiplatform Publishing Strategy: Bundling Print, Web and Tablet Content for Big Profits

Secret: The best subscription pricing strategy

Welcome to success: This session delivers the strategies you need to make millions from all forms of digital content – and reveals the pricing strategy that can make a difference of hundreds of thousands of dollars. We'll walk you through the process of creating a detailed content plan – the same plan successful multiplatform publishers use to make efficient use of their editorial and marketing resources to attract, convert, engage, and monetize their audience.

We'll also take you through a complete composite case study of a niche publisher who's identified a host of new products to sell, so you can see the options available to you.

Plus you'll discover new ideas for marketing channels and website infrastructure that maximizes sales and revenues for anyone with content to sell. **You'll leave this session with the knowledge you need to turbocharge your existing operation or plan ahead for your new online business.**

1:30 PM • Selling Multiplatform Sponsorships: Leveraging Native Advertising to Boost Sponsor Revenue

Secret: The most effective "native advertising" program

Do you know the difference between sponsored content and native advertising? Or which publishing platform delivers the most effective, profitable opportunity you possess for either one? Are you aware of the new profits to be made thanks to the tablet? If not, this session is made for you! We've taken a deep dive into specific strategies starting with the interactive, personal email newsletter. We'll also compare the profitability

and cost effectiveness of Cost Per Action (CPA), Cost Per Click (CPC), Cost Per Thousand (CPM) and other options.

You'll take home innovative new ideas plus a specific, detailed case study for our favorite advertising model.

If you have a legacy print publication, you'll find out how to enhance profits with a digital publication. If you host live events, we'll show you how to maximize advertising revenues from that business. We even deliver some revenue channels you may never have heard of! **Traditional advertising in the digital age may be on the decline, but sponsorship is about to take off, and you'll be on that train after this session.**

BONUS • Hands-on workshop: Sponsored Content Roundtable 🖐️

How do you create sponsored content that satisfies both editorial standards and advertiser needs? What kind of content is most effective for this format? You'll have a chance to discuss and debate with your peers in detail the differences between native advertising and sponsored content, and experiment with content creation for our composite case study magazine.

3:30 PM • Audience Development Research: Mastering the Power of Search Engine Visibility

Secret: The simple tool for picking the best keyword phrases to target

Effective keyword research represents the core of all organic marketing activities. It's the fundamental skill every digital marketer and publisher must master in order to truly understand and capitalize on the search behaviors of their audience. Surprisingly, most publishers and their teams have no understanding of this skill whatsoever – thereby leaving tens of thousands of dollars lying on the table.

Learn the tips and tricks of the Google Keyword Planner, and how it's used to gauge your audience's information needs and map your website's navigational taxonomy. **Discover how to truly serve and build your audience, become a leader in your niche and generate more conversions through effective keyword research.**

BONUS • Hands-on workshop: Topic Analysis 🖐️

You'll be working in small groups with an entertaining composite case study to understand the data and criteria to identify topics and related keywords we should be including in the editorial calendar and keyword universe for our publishing company.

NETWORKING COCKTAIL RECEPTION

Enjoy cocktails and conversation as you connect with your instructors and professional peers in an informal, friendly setting. It's a great opportunity to network, so be sure to bring your business cards!

8:30 AM • Roundtable Q&A**9:00 AM • Multiplatform Organizational Strategy: Developing the Right Team for Multiplatform Success**

Secret: The personalities that succeed best for every member of your team

What's the one thing that terrifies a lot of publishers? Hiring. But successful multiplatform niche publishers depend on the strength of a core team – CEO, CFO, Chief Content Officer (CCO), Chief Marketing Officer (CMO), Chief Development Officer (CDO), Audience Development Director (ADD), and Online Editor (OE).

Have no fear: In this session, we'll teach you what we've learned in building teams for dozens of clients, and you'll learn the key attributes necessary for success, the Meyers-Briggs Type Indicator (MBTI) types that corresponds best for each position, how to compensate when key team members aren't a perfect match, and more. **After this session, recruitment, hiring and retention will no longer be mysteries, but will become one of your strengths!**

BONUS • Hands-on workshop: Executive Team-Building 🖐️

Working in small groups, you'll analyze random personalities in order to match exactly the right people to the positions you need to fill, gaining the experience and understanding you need to make the right staffing decisions, and the team you need to run a profitable business.

DOUBLE BONUS • As an attendee, you'll get your own MBTI profile to take home – a \$125 value.

11:00 AM • Building Subscription Websites: The 9 Most Profitable Subscription Website Business Models

Secret: The one website business model you must master

To grow and profit online, a multiplatform publisher must have a website that drives traffic, builds relationships, and sells subscription and information products. Achieving these goals is contingent on having a robust portal, an ecommerce store and a subscription website. In this session, you'll learn how to develop an efficient website strategy—one that enables you to build a better website in less time, and for less money.

Building a website is about more than just design, of course, and this session digs into the ways in which your entire infrastructure enhances whatever business model you've chosen, including driving traffic, converting visitors and selling products in multitudes.

Using a proven framework as the backbone for your website's architecture and the top content management functionality

Mequoda has implemented for respected publishers such as the American Ceramics Society, *Black Belt*, Biblical Archeology Society, Harvard University, *Sunset*, and *Vida y Salud*, **you'll take away tips for improving website usability and reducing time to market, and be ready to build your complete online world.**

1:30 PM • Audience Development Management: Building a Solid Foundation for Your Business

Secret: The most important page on your website

Driving website traffic remains fundamental to every publisher's success. Learn dozens of ways to drive traffic and leverage your website's architecture to capture and build relationships, using the fundamentals of strategy, copywriting, website architecture and analytics. Discover which page on your website is the most business-critical one of all, and learn how to maximize its efficiencies.

In addition, now that social media has redefined the way people read and distribute online content, this session will also examine best practice examples of publishers who effectively use Google, Twitter, Facebook, LinkedIn, YouTube, and other niche sources to drive traffic, build relationships, and influence sales. **You'll get proven strategies for building your email subscriber file and cultivating a profitable social media presence.**

3:30 PM • Integrated Campaign Management: 5 Steps for Making Millions with Free Content Downloads

Secret: How to attract the best new subscribers

So you want to gain thousands of new subscribers? Start by giving content away. That's right: Blog posts, email newsletters, and social media are the key to selling your magazines, books, videos and events. And we can prove it:

We deliver a real-world case study in which a small niche publisher used the Mequoda SEO Campaign Method to make millions of dollars from a single piece of free content.

You'll learn each step from identifying blockbuster keywords, to converting visitors to community members and buyers, and finally to analyzing your results. Along the way you'll even learn how to get your editorial team on board with your marketing efforts! All in all, **you'll take home a complete campaign blueprint you can implement to promote and sell your premium product in multitudes – starting immediately!**

BONUS • Hands-on workshop: Audience Development Planning: What Audience Development Directors Do 🖐️

Now that you've seen the revenue miracles that our integrated marketing campaign has wrought, learn how these efforts will drive profits when you execute your own campaign.

8:30 AM • Roundtable Q&A**9:00 AM • Strategic Analytics & Modeling: Learn Which Metrics Really Drive your Financial Success****Secret:** The 3 digital metrics you must master

Which three digital metrics are the keys to your success? Don't be distracted by the wrong ones. We'll review key metrics, learn the deeper meaning behind them, and examine how to use them to your advantage.

Our analytics expert will show you how to use key performance indicators (KPIs) to make better resource, staffing, and content performance decisions, and how to use Google Analytics as a way to monitor the performance of your web and email activity, ecommerce systems, and SEO and link-building efforts.

You'll also take home a simple yet comprehensive way to forecast the future of your business. Our model takes advantage of our years of experience with many clients, delivering bulletproof assumptions that you'd pay thousands for from any consultant.

This session eliminates guessing as you forge ahead with your expansion into the digital space. At the end of it all, **you'll take home a complete master business model, including revenues, expenses and profits, which you can use to build a complete digital publishing organization.**

BONUS • Hands-on workshop: Digital modeling: Identifying the assumptions that matter 🖱️

Now it's your turn: Manipulate a business model to see how to double, even quadruple a company's revenues. Of the many factors that go into your financial models, some have a great impact on the bottom line while others don't. At the end of this workshop, you'll know exactly how to translate our model into your company's actual business activities and how to focus your efforts for maximum results.

11:00 AM • Business Plan Development: Creating a Comprehensive Plan for Multiplatform Success**Secret:** The most important element of your strategic plan

In this session, we share a time-tested business plan that has been used to successfully raise millions of dollars. You can use this 7-slide business plan format to rally the troops,

gain executive support, and even raise capital for your digital publishing business.

We'll share our decades of data and assumptions so you can build your own bulletproof plan looking a full five years ahead, understand your risks, and even develop a profitable exit strategy. You'll also find out how to map out your new empire so everyone's on board, discover which data is most important in your business planning, and find the funding to make it all happen. **Ensure your understanding of the opportunity your business plan represents, and get everyone involved engaged, excited and on board.**

12:30 PM • Next Steps & Resources

We end the *Intensive* with a roundup of resources for charting your new path, including:

FREE

- Mequoda Daily blog
- Mequoda handbooks
 - ◆ *Multiplatform Publishing Strategy*
 - ◆ *Building Subscription Websites*
 - ◆ *Digital Magazine Publishing*
 - ◆ *Organic Audience Development Strategy*

PREMIUM

- Mequoda Pro on-demand video training
- Digital Publishing and Marketing Intensive
- Business Plan Development
 - ◆ Staffing plan
 - ◆ Market research
 - ◆ Product strategy
 - ◆ Technology plan
 - ◆ 5-year financial model and forecast
 - ◆ Exit strategy
- Website System Development
- Website System Management
- Analytics

“WE’VE REBUILT OUR ENTIRE ONLINE PRESENCE AROUND THE MEQUODA METHOD.”

Phil Ash, President, *Investing Daily*

Presented by Mequoda, the Digital Strategy Experts

In just two and a half days, you'll learn what your instructors have been documenting and testing for more than a decade—*proven* processes for successfully monetizing your digital content. The result? You'll return to your office with value-creating strategies that can be put into practice *right now*.

About Don Nicholas

Don Nicholas, CEO and lead instructor of Mequoda Group, has guided the development of more than 110 successful niche media websites including *Consumer Reports*, *Black Belt*, *HR Daily Advisor*, *Investing Daily*, *Johns Hopkins Health Alerts*, *Knitting Daily*, *Program on Negotiation at Harvard Law School*, *Vida Y Salud* and *Ceramic Arts Daily*. He specializes in new business development, digital publishing and Internet marketing. In addition, Don also leads dozens of workshops, seminars and webinars, and he is the author of hundreds of books and reports. His team's Mequoda Method books and reports were downloaded 21,000 times, and their posts were viewed more than 786,000 times in 2013. This year more than 100 publishing executives will complete his quarterly *Digital Publishing & Marketing Intensive*, where they will learn his comprehensive system for digital publishing and marketing. Don currently serves on the board of SIPA and maintains professional affiliations with FIPP, IAI, MPA, SEMPO, and SPJ.

About Ed Coburn

As Chief Content Officer and Lead Consultant for Mequoda, Ed is responsible for shaping and implementing Mequoda's corporate strategy as well as working with Mequoda clients, including Hoffman Media, Sovereign Media, Remonsy and Wealthpire, to develop and implement profitable business strategies. He is also responsible for all Mequoda content and Mequoda client content. Previously he was Publishing Director at Harvard Medical School's consumer health media group, co-founder and Managing Director of Circadian Information, Group Publisher at Cutter Information Corp., and a marketing manager at Cahners Publishing Company. Ed has consulted to many media organizations, including such organizations as the Program on Negotiation at Harvard Law School, Babson United Investment Advisors, PSMJ Resources, the Harvard Graduate School of Education Press, and to the Mequoda Group itself prior to joining the Mequoda team full time.

About Norann Oleson

As Mequoda's Analytics Manager, Norann is responsible for preparing and updating the Mequoda proprietary Audience Development Analytics Suite for Gold Member clients. In this capacity, she performs research, creates reports, analyzes results and helps drive traffic for clients including *Nutrition Action*, *Psychotherapy Networker*, *Mr. Food*, *Farm Progress*, *Vida y Salud* and *WatchTime*. This makes Norann a master of data, analytics and their use in driving revenues for dozens of business and consumer publishers, with an understanding of more comparable data than any single-company analyst. Norann holds a Google Analytics Individual Certification.

About Laura Pittman

Laura Pittman, COO and General Manager of Mequoda Group, leads Mequoda's business management team in helping Gold Member Clients, including Bayou City Network, Prime Publishing, EH Publishing, Active Interest Media, NAPA, NHAI, Meredith Corp., and *Vida y Salud*, understand the impact of the Mequoda System on their own businesses. She is an expert in computer modeling, budgeting, reporting and business analysis, as well as project management, fulfillment system reporting and direct marketing. Her ironclad business models and revenue plans have helped her clients earn millions in profits on the Internet.

“THE *INTENSIVE* HAS BEEN INCREDIBLY INSIGHTFUL FOR ME. THE STRATEGY BEHIND WHAT MEQUODA HAS PUT TOGETHER IN THE *INTENSIVE* FOR PUBLISHERS TO DEVELOP NEW REVENUE STREAMS AND PROFITABLE WEBSITES HAS BEEN INCREDIBLY WELL DOCUMENTED.”

Kevin McPherson, VP Corporate Development & Executive Publisher / Pro Audio & Consumer Divisions, EH Publishing

VENUE

University of Massachusetts Club Boston, MA

May 6-8, Aug. 5-7 and Nov. 4-6, 2014



In the heart of Boston's Financial District, The University of Massachusetts Club, Boston, is the premier spot for private events, social networking and fine dining. The Club fosters a culture of academic, business and social exchange.

Closest Airports:

Boston Logan International Airport (4 miles)

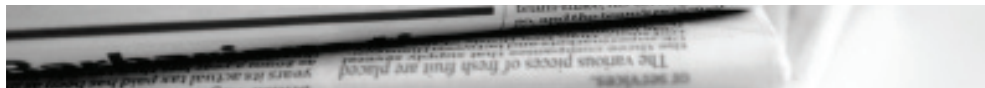
Manchester-Boston Regional Airport (53 miles)

Worcester Regional Airport (50 miles)

A FANTASTIC CITY for discovering FANTASTIC IDEAS.

Join fellow senior executives and entrepreneurs at the *Digital Publishing and Marketing Intensive*, May 6-8, Aug. 5-7, or Nov. 4-6, 2014 at the University of Massachusetts Club in beautiful and historic Boston! Learn more at <http://www.clubcorp.com/Clubs/University-of-Massachusetts-Club>.

REGISTRATION INFORMATION



Program fees

- \$1497 per person (includes conference materials, meals, and snacks)
- \$997 per person for two or more people

Three easy ways to register

- Register online at MequodaIntensive.com
- Call (855) 830-6006 from 9 a.m.–5 p.m. ET, any business day
- Complete and return the registration form on the next page

SOME OF THE MEDIA BRANDS WE'VE HELPED BUILD

All Free Christmas Crafts	ComputerWorld	Highlights for Children
All Free Crochet	ConsumerReports.org	HR Daily Advisor
All Free Crochet Afghan Patterns	CreativeIncomeBlog.com	In Style
All Free Holiday Crafts	Crochet Me	InsideARM
All Free Jewelry Making	Cut Rate Crafts	Interweave Store
All Free Kids Crafts	Daily Word	Investing Daily
All Free Knitting	DestinAsian	IT News
All Free Sewing	Eating Well	Jewelry Making Daily
All Season's Garden Guide	Entertainment Weekly	Johns Hopkins Health Alerts
American Quarter Horse Association	Faculty Focus	Knitting Daily
Artist Daily	Farm Collector	Locator Magazine
Asay Media Network	Farm Progress Daily	Men's Health
Beading Daily	Fave Crafts	Money
Better Homes & Gardens	Fave Crafts Radio	Morningstar
Bible History Daily	Fave Crafts: Blog	Mother Earth Living
Biblical Archaeology Review	Fave Quilts	Mother Earth News
Biblical Archaeology Society	Fine Cooking	Motorcycle Classics
Biblical Archaeology Society Library	Fine Gardening	Mr. Food Test Kitchen
Black Belt	Fine Homebuilding	My Horse Daily
Business Management Daily	Fine WoodWorking	Natural Health Advisory Institute
Business Valuation Resources	First Class Flyer	Old Farmer's Almanac
California Employer Resources	Fortune	Options House
Capper's	Gas Engine Magazine	People
Ceramic Arts Daily	Golf Odyssey	Personal Best
ChefsBest	Golf Vacation Insider	Pet Product Advisor
Children's Ministry	Grit	Picnic Media SRL
China Stock Digest	Group Magazine	Practical Reviews
Cloth Paper Scissors	Guideposts	Program on Negotiation at Harvard Law School
CMEInfo	Handwoven Weaving Today	Quilting Daily
Community Chickens	Herbs for Health	

“JAM-PACKED WITH ACTIONABLE RESULTS-BASED INFORMATION THAT WILL ENABLE US TO ACQUIRE MORE CUSTOMERS AND MAKE MORE MONEY SELLING OUR PRODUCTS. THIS EVENT IS A TERRIFIC VALUE FOR THE TIME AND MONEY SPENT.”

Bob Kaslik, Chief Marketing Officer, Remonsy Investment Network

DIGITAL PUBLISHING & MARKETING INTENSIVE

UNIVERSITY OF MASSACHUSETTS CLUB
BOSTON, MA

MAY 6-8, 2014 • AUG. 5-7, 2014 • NOV. 4-6, 2014

[1] Name _____

Title _____

Email Address _____ Phone _____

[2] Name _____

Title _____

Email Address _____ Phone _____

[3] Name _____

Title _____

Email Address _____ Phone _____

Company _____ Address _____

City/State/Zip _____

Payment information

Check enclosed (Please make check payable to Mequoda Group)

Bill me

Charge my credit card

Name _____ Credit card # _____

Expiration date _____ Security code (CCID) _____

Cancellation and refund policy

You may obtain a full refund if you cancel no later than 10 working days prior to the *Intensive*. If you cancel within 10 days of the program start date, we will be happy to apply your payment to a future program.

Have questions?

Call (617) 217-2559, 9 a.m.-5 p.m. ET, any business day, or email julie@mequoda.com

Mequoda Group • 225 Franklin St., 26th Floor • Boston, MA 02110 • Tel: (855) 830-6006 • Fax: (774) 759-3002

“WE USED THE MEQUODA METHOD TO DRAMATICALLY INCREASE WEBSITE TRAFFIC AND ADVERTISING REVENUE.”

Stuart Hochwert, President, Prime Publishing

WHO SHOULD ATTEND

- > CEOs
- > CMOs
- > CSOs
- > Publishers
- > Entrepreneurs, Owners & Media Executives
- PLUS, VPs and Directors in:*
- > Audience Development
- > Brand
- > Business Development
- > Circulation
- > Communications
- > Consumer Marketing
- > Digital Medias
- > eCommerce Marketing
- > Email Marketing
- > eMarketing
- > New Business Development
- > New Products
- > Online Marketing
- > Social Media
- > Strategy
- > Sales
- > Technology
- > Web Content

“A GOOD CONFERENCE FOR THOSE LOOKING FOR TACTICAL BEST PRACTICES USED BY OLD
AND NEW PUBLISHERS ACROSS A BROAD SPECTRUM OF FIELDS.”

Peter Gudmundsson, CEO, Beckett Media

TOP 10 REASONS TO ATTEND

- **Master** the seven components of a successful multiplatform publishing company.
- **Discover** the core concepts of the proven Mequoda Method.
- **Network** and forge connections with a senior-level group of peers.
- **Learn** the strategies and techniques that have helped your competitors build publishing empires.
- **Practice** the skills you're taught in hands-on workshops with your fellow attendees.
- **Acquire** industry best practices in organization building, content development, marketing and measurement.
- **Bring** your toughest challenges and have them addressed in an engaging, interactive forum.
- **Take home** comprehensive course materials that you can reference long after the program is over.
- **Reinvigorate** your views, get fresh ideas, and return to your workplace inspired!
- **Boston.** Need we say more?

DIGITAL PUBLISHING & MARKETING INTENSIVE

The only one-to-one, intimate learning event for niche and specialty publishers

May 6-8, 2014

Aug. 5-7, 2014

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University of Massachusetts Club
Boston, MA

Proud member of:    

“WE’VE USED THE MEQUODA METHOD TO BUILD THE WORLD’S LARGEST SPANISH-LANGUAGE HEALTH CARE WEBSITE.”

Carl Kravetz, Publisher & Executive Director, Vida Y Salud Media Group