

MEQUODA PRO LIVE

Content Licensing Opportunities

***How to Drive Website Traffic and
Increase Online Revenue with
Content Syndication***

BROUGHT TO YOU BY THE MEQUODA/SIPA ALLIANCE

Today's Host



Kim Mateus

Educational Services Director

Mequoda Group

Kim@Mequoda.com

Today's Speakers



Ed Coburn

Publishing Director

Harvard Health Publications/Harvard Medical School



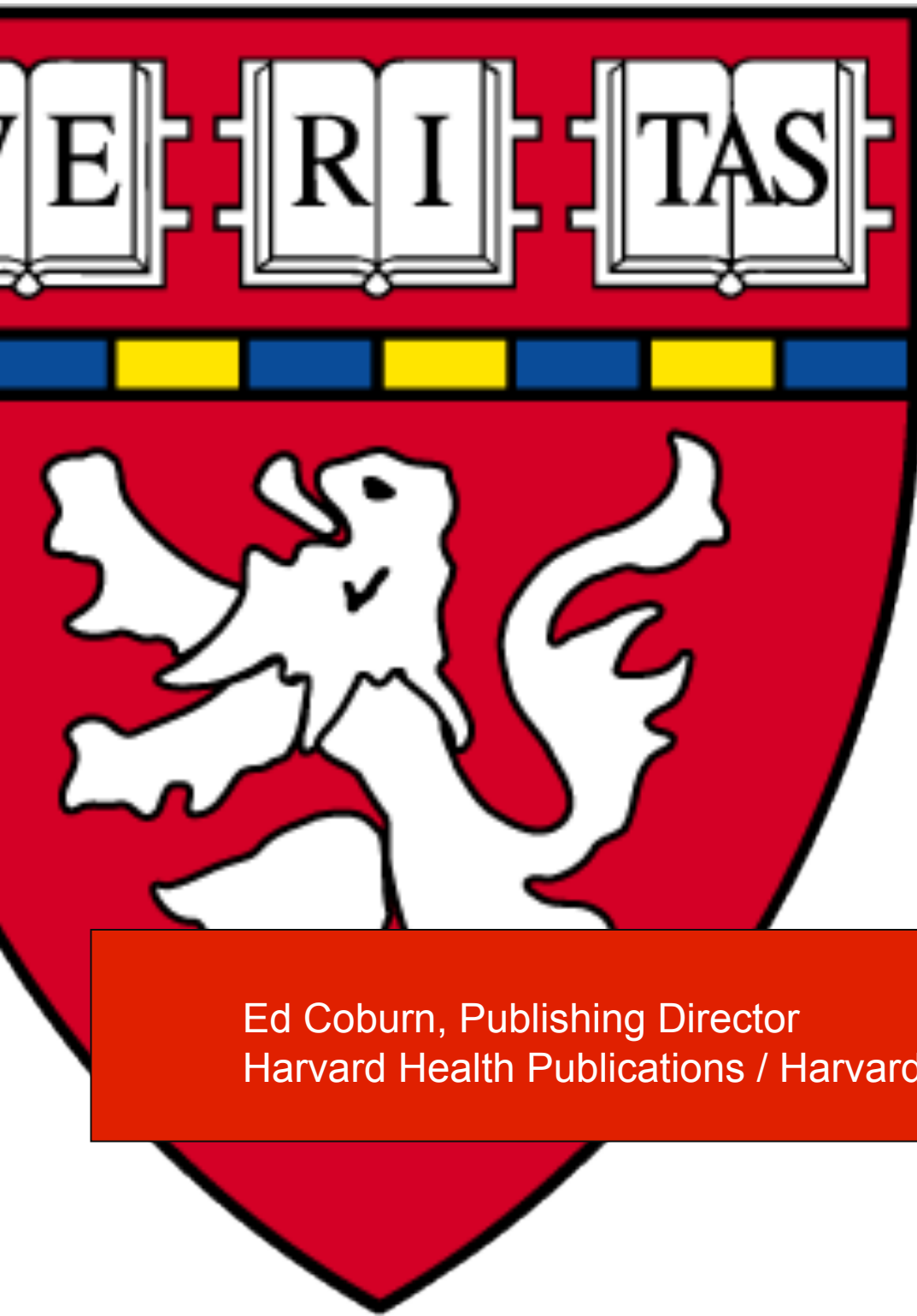
Laura Carlsmith

Web Marketing Director and Content/Custom Publishing
Partnerships

EatingWell Media Group



Ed Coburn, Publishing Director
Harvard Health Publications / Harvard Medical School



*Enhancing your brand
and your revenues with*

Content Licensing & Syndication

Ed Coburn, Publishing Director
Harvard Health Publications / Harvard Medical School

www.health.harvard.edu

Agenda

- About Harvard Health Publications
- The Goal
- The Product
- Marketing and Sales
- Pricing
- Legal
- Fulfillment
- Staffing



Harvard Health Publications
Trusted advice for a healthier life

A little about me

- At Harvard since 2001
- Co-founded Circadian Information
- Group Publisher, Cutter Information Corp.
- Past President, Specialized Information Publishers Association (SIPA)
- MBA, Olin Graduate School of Management at Babson College
- BA, Cornell University



Harvard Health Publications
Trusted advice for a healthier life

About Harvard Health Publications

- Launched Harvard Medical School Health Letter in 1975
 - First consumer health newsletter
 - Founded by Dr. Stephen Goldfinger and Dr. Timothy Johnson
- Part of Harvard Medical School, founded in 1782



Harvard Health Publications
Trusted advice for a healthier life

About HHP (continued)

- Staff of 28: writers, editors, artists, administrative support, faculty editors
- We work with several hundred faculty doctors from the 18 affiliated hospitals (9,000+ clinical faculty at HMS)
- Marketing and sales staff outside



About HHP (continued)

5 monthly newsletters
(available in print and electronic)

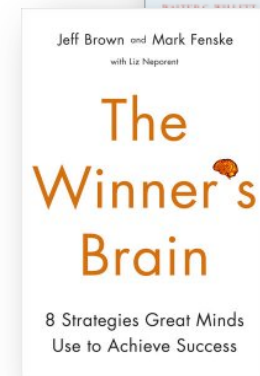
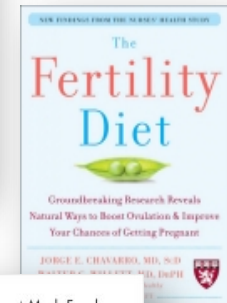
- Harvard Health Letter
- Harvard Women's Health Watch
- Harvard Men's Health Watch
- Harvard Heart Letter
- Harvard Mental Health Letter



Harvard Health Publications
Trusted advice for a healthier life

About HHP (continued)

- 50+ special reports, updated every 2 years (print and electronic)
- 48 books (published with Simon & Schuster, McGraw-Hill, Jossey-Bass, Perseus, etc.)
- Weekly newspaper column (distributed by United Features Syndicate)



Harvard Health Publications
Trusted advice for a healthier life

About HHP (continued)

- 3rd party licensing to a wide range of public and corporate websites
 - Text
 - Animations
 - Video
 - Interactive tools
 - Decision guides
- Mobile applications (1 live to date)



Harvard Health Publications
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The Goal

Building your traffic

vs.

Building your brand

vs.

Building your revenue
(licensing as a product line)



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The Product



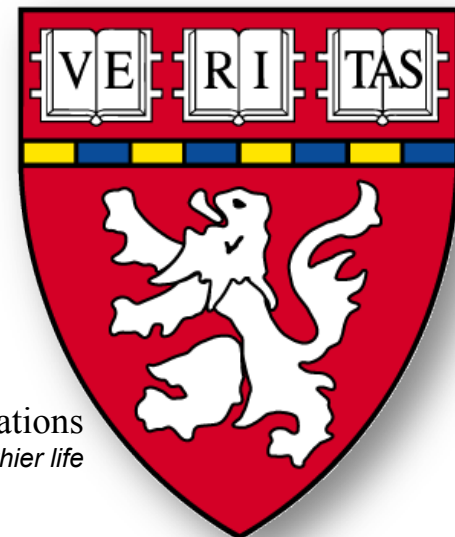
Off the shelf vs. custom content

The Publishing Continuum

Traditional
Publishing

Content
Licensing

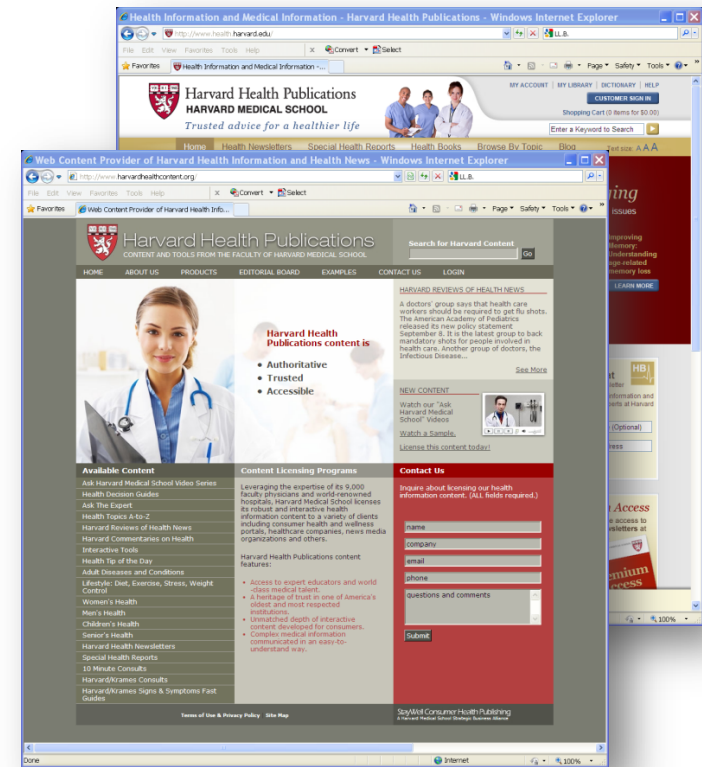
Custom
Publishing



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Marketing and Sales

- Opportunistic vs. proactive
- Your website(s) –
www.HarvardHealthContent.org
and www.health.harvard.edu
- Collateral materials
- Staffing: marketing, sales, account management
- Product “packaging”
- Trade shows/fairs, publications, etc.
- Social media



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Pricing

- Your goals and the extent of customization are important considerations.
- Brand position within market.
- What are the market conditions?
 - Competition
 - Alternatives
 - General economic conditions



Legal

- Creating contracts: templates (see *Independent Publishers Legal Handbook* under Management Reports at www.sipaonline.com)
- Payment terms
- Exclusivity
- Protecting your copyright
- Use of trade names and marks
- Term



Fulfillment

- Think about this before you start
 - How will you get the content to them?
- Manual vs. automated fulfillment
 - How many customers?
 - How much content?
 - What kinds of content? file sizes, formats
 - How frequently updated?
 - How customized?
 - Technical: XML provides great flexibility for broadest range of customers; Web services enables automated delivery



Staffing

- Editorial
 - Creating the products
 - Role in selling
- Sales
- Sales support
 - Marketing
 - Paperwork
- Account management (same as sales? sales support?)
- Fulfillment/technical





Ed Coburn

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Harvard Medical School

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LinkedIn: www.Linkedin.com/in/EdCoburn

www.health.harvard.edu

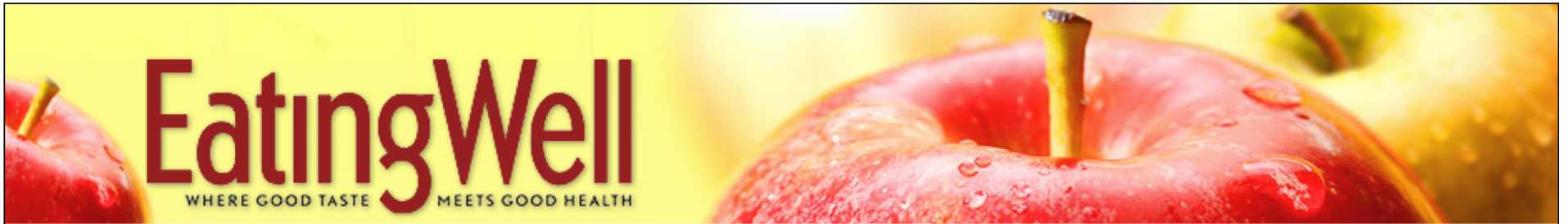


Harvard Health Publications
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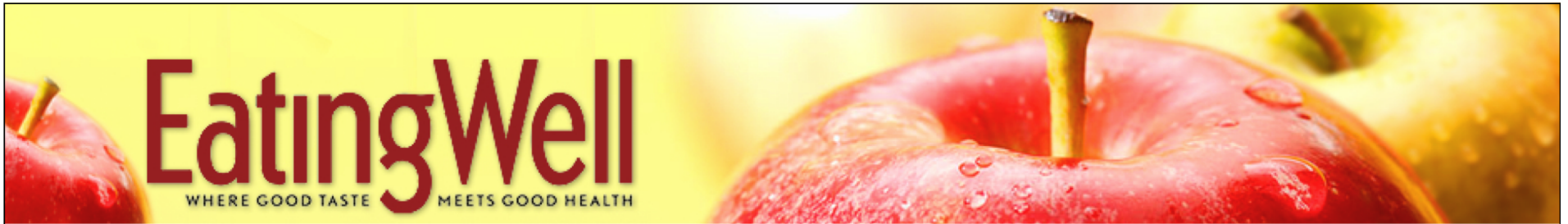
EatingWell Media Group





Outline

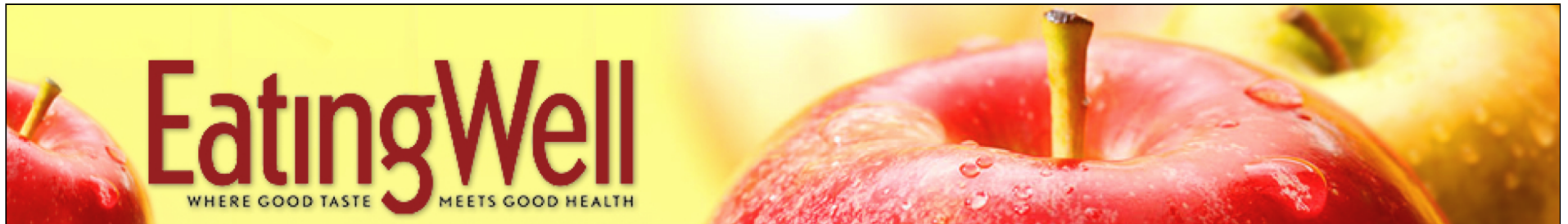
- Health and Wellness Trends
- About the EatingWell Media Group
- Licensing and Custom Publishing – Our Sectors
- EatingWell's approach: Direct to Partner (not syndication)
- EatingWell's approach: Custom
- What we provide
- Deals by Sector
- Strategic Goals and Benefits



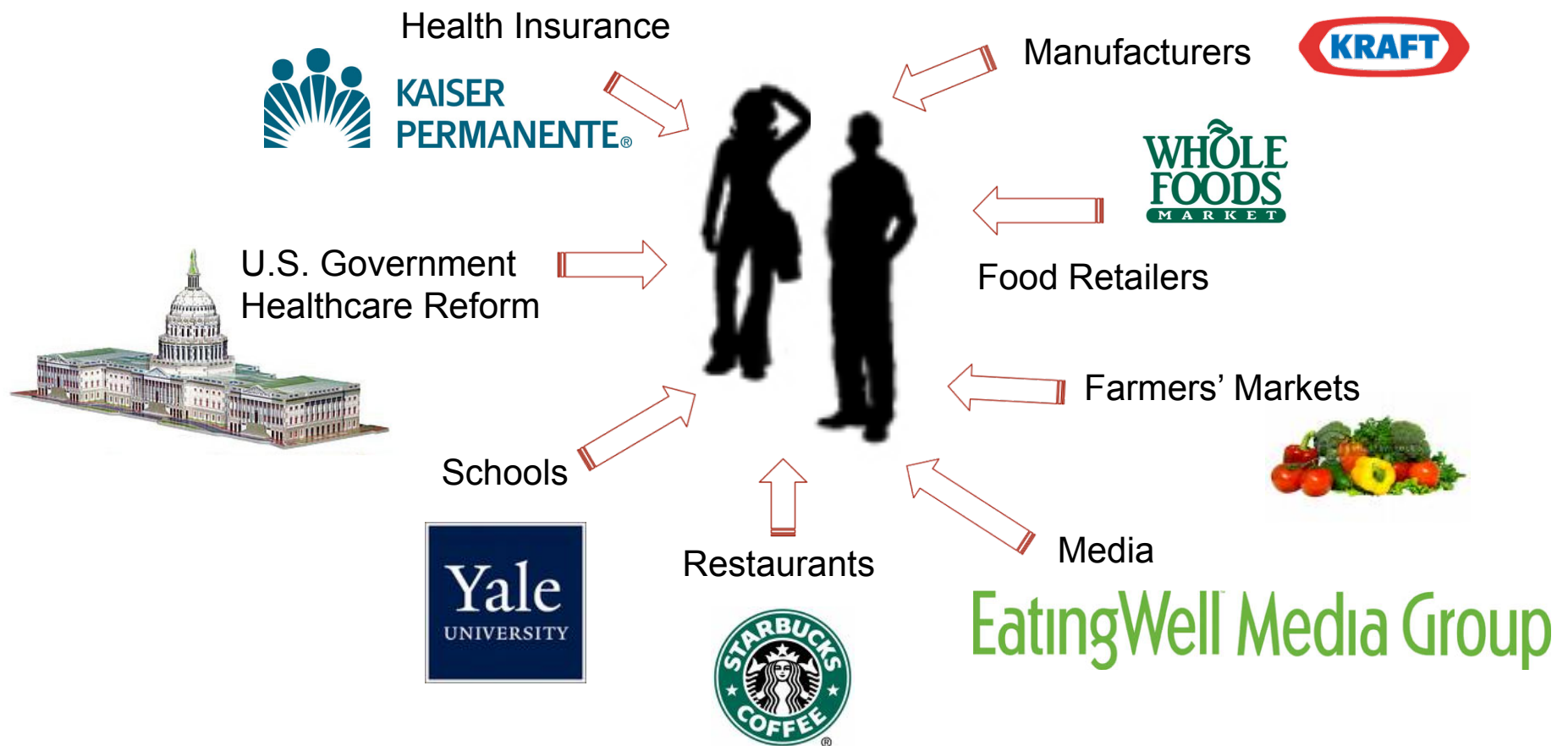
Healthy Eating Takes Hold

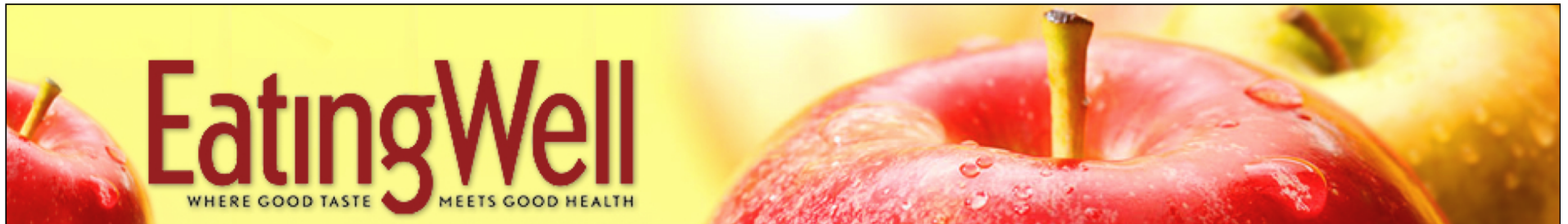
- Healthy eating on the rise, traditional dieting declining as consumers understand dieting is as much about adding as it is about subtracting
- 70% of Americans report they regularly consume reduced-fat foods
- 50% are eating reduced-calorie, whole grain or fortified foods
- Substantial increase in consumers adding whole grains, dietary fiber, omega-3 fatty acids, antioxidants and probiotics to their diets
- Almost 50% of households report that half of their purchases consist of healthy food; they are increasingly paying a premium for these products
- Natural and organic products is a \$68 billion industry growing 10% plus each year
- Restaurant chains with 20 or more locations are starting to list calorie counts and other nutritional information on menus



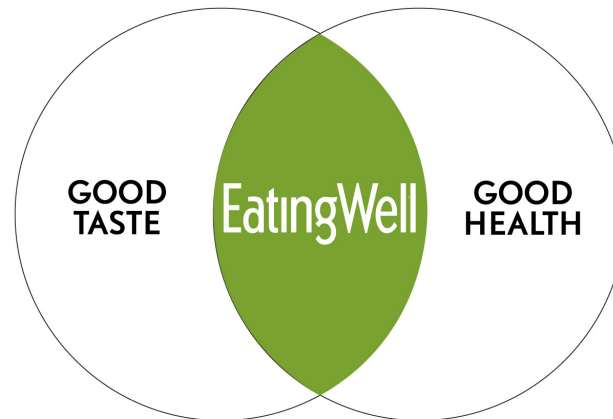


Influences on Healthy Eating

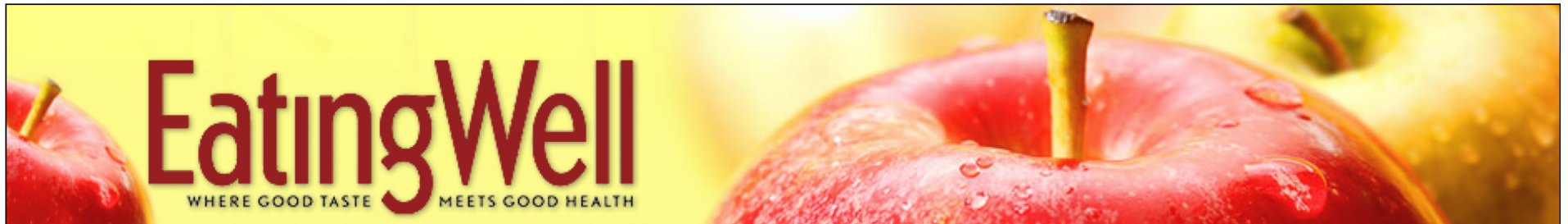




The Only Media Brand That Lives Here



[OUR MISSION](#) is to deliver the information and inspiration people need to make healthy eating a way of life.



Defining the Brand

ORIGINS

Seasonal
Organic
Sustainable
Local

Origins

Food

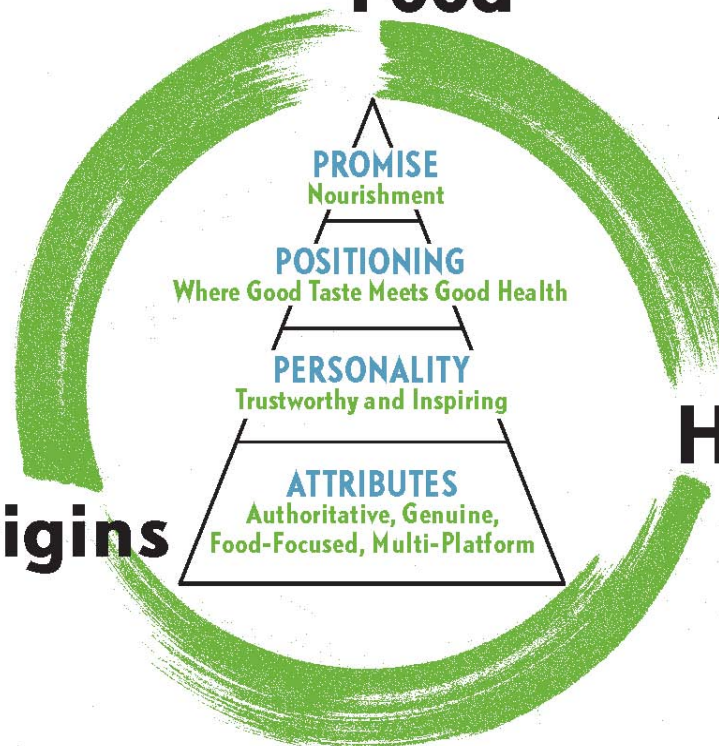
FOOD

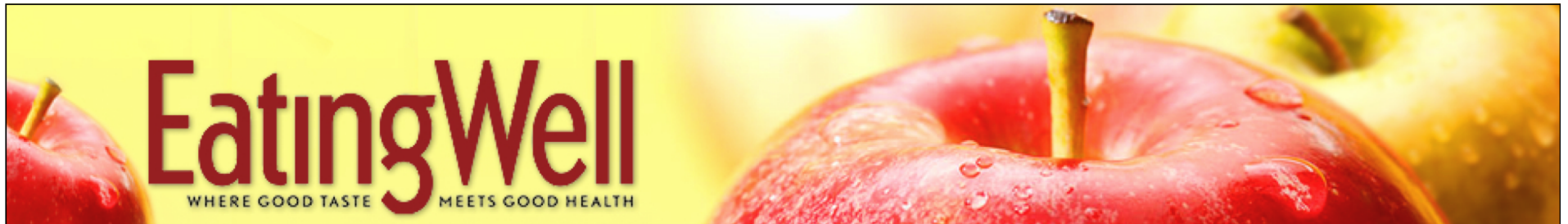
Delicious
Easy
Quick
Accessible

HEALTH

Nutritious
Low Fat/Cal
Heart Healthy
Safe

Health



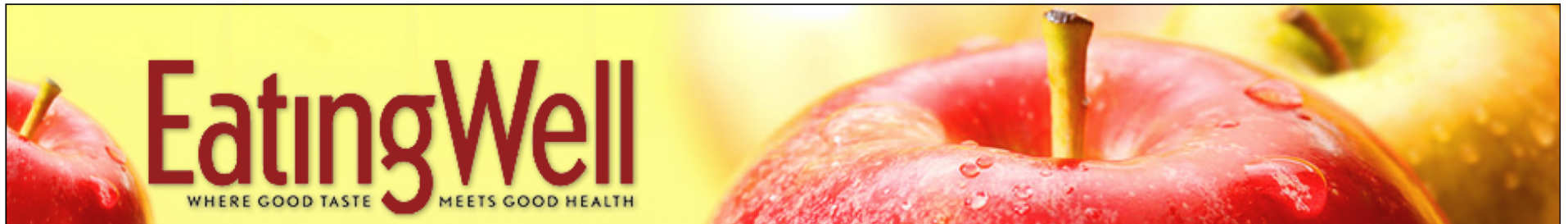


Editorial Awards, Publicity

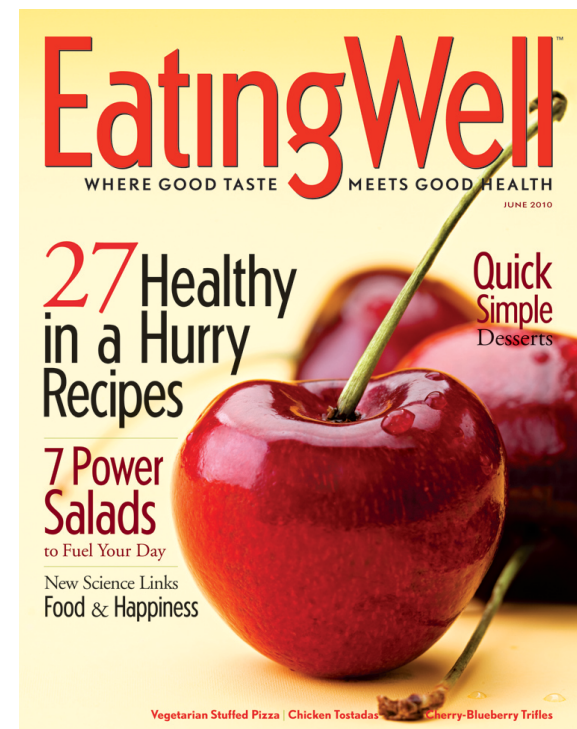


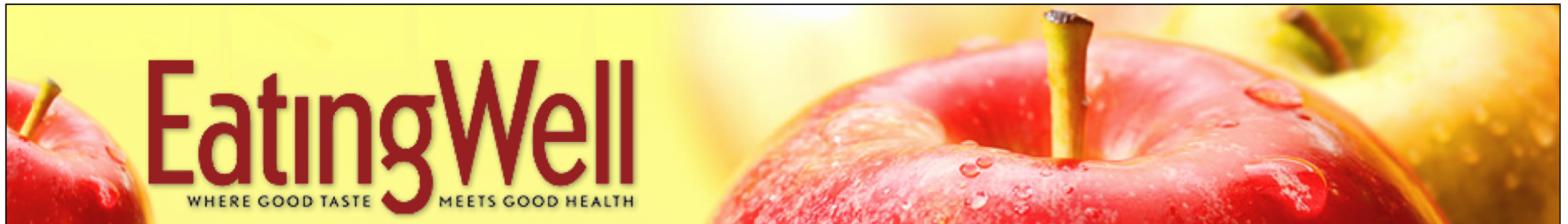
- 2010 IACP Bert Greene Award for Food Writing That Makes a Difference: "...or Not to Bee," by Rowan Jacobsen, March/April '09
- 2010 James Beard Award for Reporting on Health, Nutrition and the Environment: "...or Not to Bee," by Rowan Jacobsen, March/April '09
- 2009 Silver Folio Eddie Award, Best Epicurean Magazine, March/April '09
- 2010 Interactive Media Award: EatingWell.com
- Several dozen awards since 2002
- Numerous book tours
- National TV and radio





Magazine





EatingWell's B2C Products

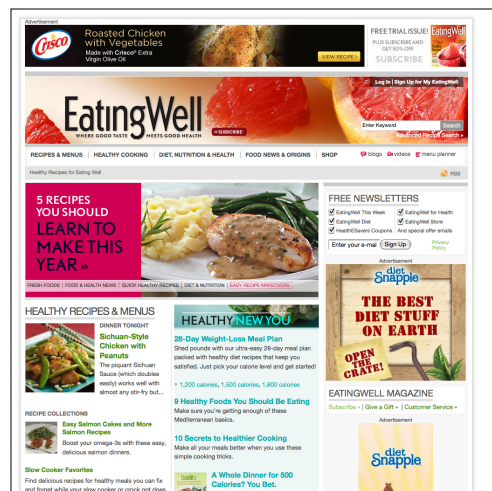
- EatingWell Magazine: Ratebase: 350,000, Audience 1,798,000
- Cookbooks: 12 so far, 2 per year, Health focused, Lifestyle focused
Publisher: W.W. Norton, NYC
- www.EatingWell.com 1.8 million uniques monthly, #21 epicurean (Comcast)
3 E-newsletters 2x/week
Advertising: iVillage Ad Network, inhouse team
- Mobile mobile.eatingwell.com; iPhone app series Testing digital magazine edition



PARTNER DISTRIBUTION



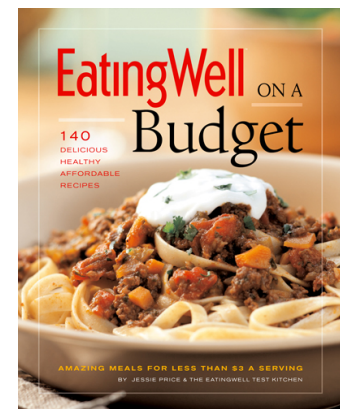
MAGAZINE



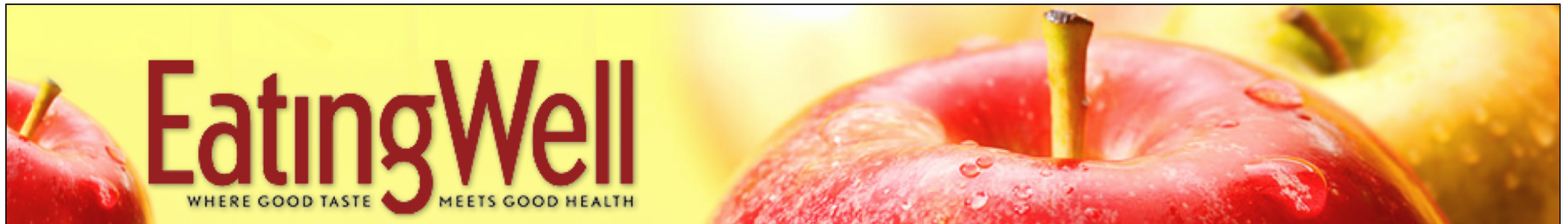
ONLINE



CUSTOM PUBLISHING & LICENSING



BOOKS



Custom Publishing & Licensing

MORE THAN \$20 IN FREE COUPONS

Eat Healthy WINTER 2010 FREE
— YOUR WAY —

16 QUICK & EASY RECIPES | 3 SIMPLE SWAPS TO SAVE YOUR HEART | **SUPER** GAME-DAY SNACKS

Comfort Foods
Made Healthy

Try our easy Mac & Cheese, p. 31

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EatingWell
WHERE GOOD TASTE MEETS GOOD HEALTH

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HEALTHY U **Price Chopper**

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call 1-800-666-7667 option 2.

— RECIPE FROM —
EatingWell

Paprika Shrimp & Green Bean Sauté

GLUTEN-FREE

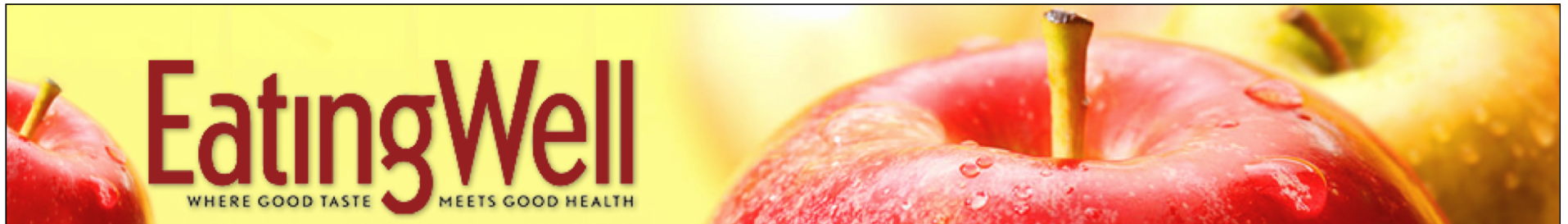
CUSTOMER BENEFIT #1
See it all in at
www.freshdirect.com

freshdirect
Our food is fresh. Our customers are spoiled.

EatingWell
WHERE GOOD TASTE MEETS GOOD HEALTH

Our 40,000+ fresh ingredients offer more than 50 delicious side dishes and meal options — see how ingredients from EatingWell Magazine™ reach you and your kitchen in heart.

100% OF OUR TRUCKS RUN ON BIODIESEL



Partner Distribution

MEDIA COMPANIES ASSOCIATIONS



HEALTH SITES/HEALTHCARE

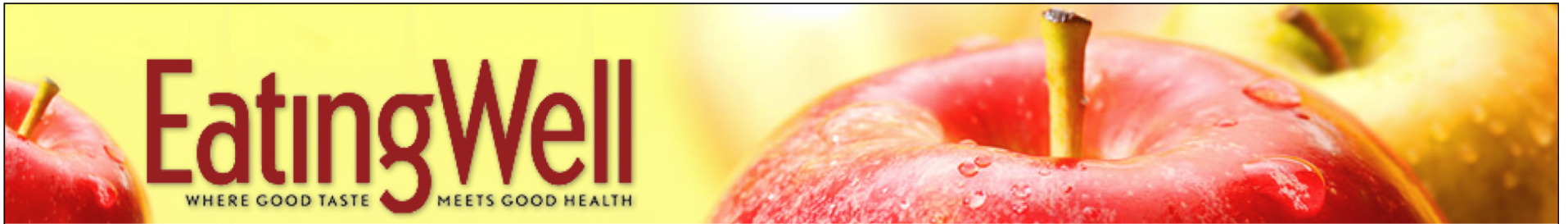


GROCERY/RETAIL



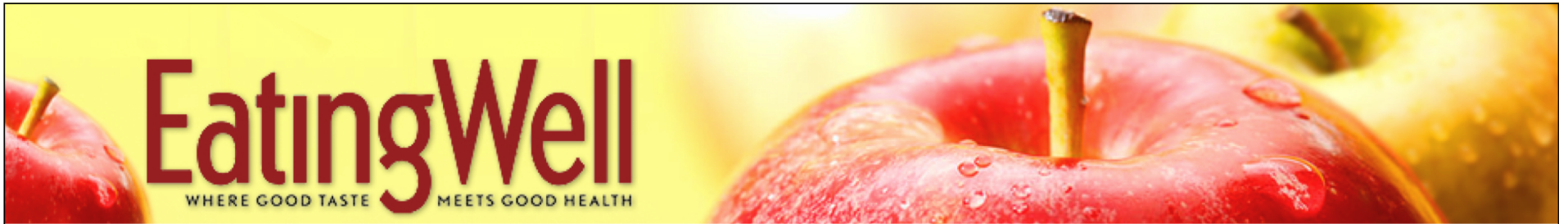
FOOD COMPANIES/





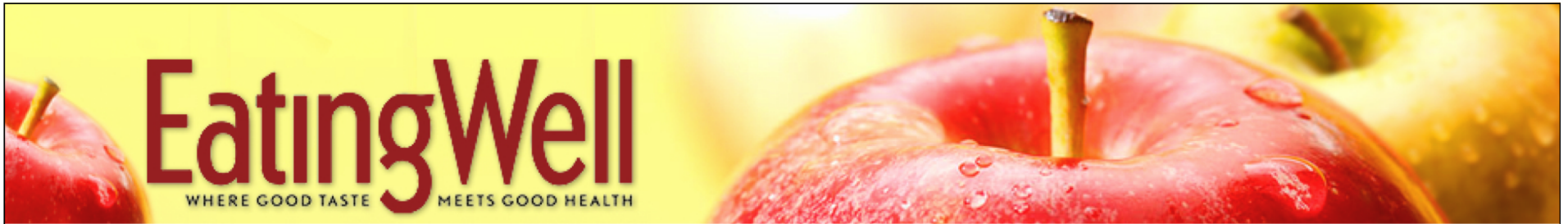
EatingWell's approach: Direct to Partner, not syndication

- Sales team of 4
- Editors, Registered Dietitians, Digital tech team, all participate
- Sectors – deeper understanding
- Avoids sales channel conflict
- Many sector solutions are technology-led, not sales driven
- Scale?



EatingWell's approach: custom

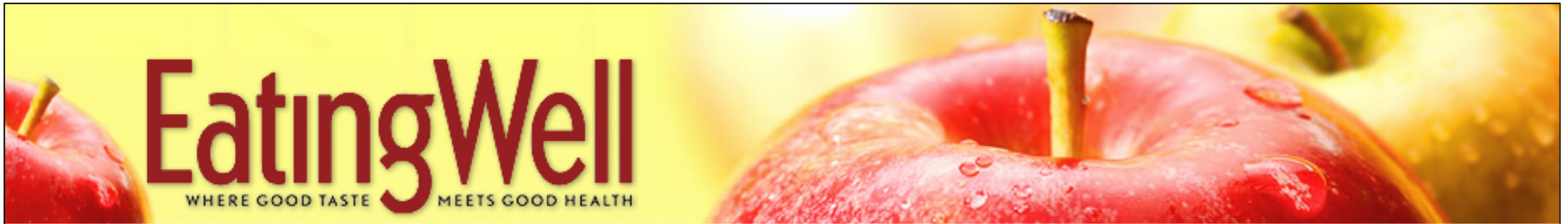
- What the marketplace wants – be unique, fill in holes of their offerings and marketing programs
- Unique packages and problem solving means premium pricing
- Competition isn't doing it
- Innovative
- Leverages our multi-media expertise



What We Provide

- High-quality, trustworthy content assets and packages
- Expertise in food, cooking, nutrition, healthy eating and cooking
- The brand
- Expertise in consumer engagement and multi-media
- We produce a variety of online food and wellness for media and health sectors
- We produce a wide variety of shopper marketing programs
- We produce scaled recipes for the manufacturing world





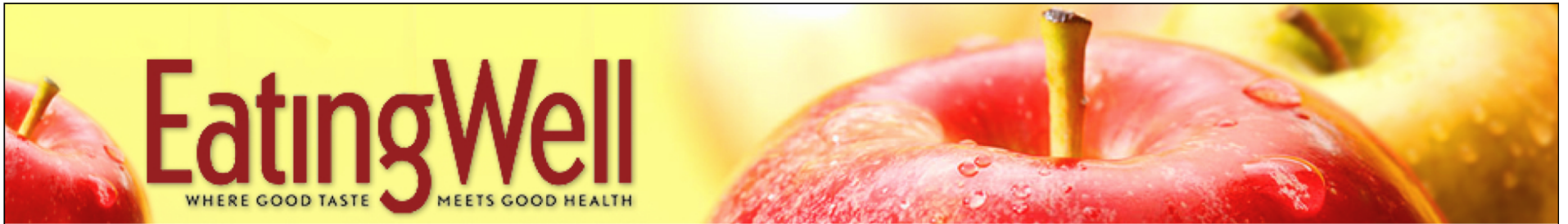
Deals by Sector

Cash vs Traffic

Brand Exposure, Magazine Bounty

- Media: Ad Model, so fees and selected traffic
- Health: B2B Subscription Model to closed audiences, so fees
- Retail: Marketing programs, so fees and customize for supporting brands
- Food Product: Product Revenue so Licensing Model
- CPGs: Marketing programs, fees

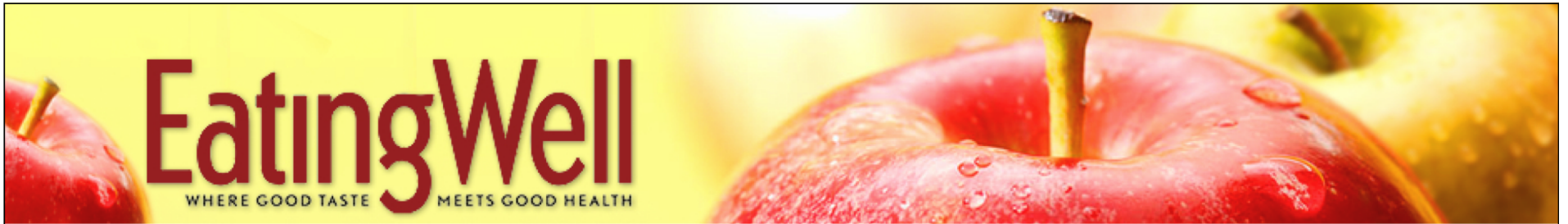




Pricing: “Is that price per year or per month?”

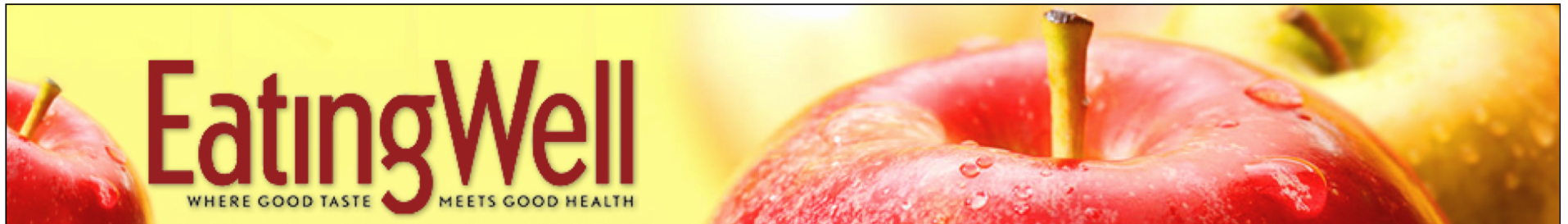
- Do what the sector is used to
- Integrated packages – there is still money in print *plus*





Operations

- So far, partner operations fully integrated across our editorial, print and digital, and administrative teams.
- Approximately 75 partners.
- To scale, exploring how to add industry expertise, find specialized sales partners, and add flexible staff resources.



Conclusion: Strategic Goals and Benefits

- Significant revenue driver
- Grows our business with growing business sectors
- Brings deeper marketplace knowledge back to our own products
- Examples: budget-friendly, food safety, prescriptive tools, ethnic
- New product development paid for upfront, integrate into our own offering
- Examples: meal plans, mobile apps
- Grows our website traffic





Where Good Taste Meets Good Health

EatingWell Media Group

Laura Carlsmith, Web Marketing Director, Partnerships
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laura@eatingwell.com
802.425.5700 x13 EST

Upcoming Events

Upcoming Webinar:

February 22nd

Blogging for Editors

Amanda MacArthur,
Social Media Specialist
Mequoda Group



Upcoming Seminar:

February 21st - 24th:

FIPP Digital Publishing Course: London,
UK

Upcoming Summit:

April 5th - 8th

Mequoda Summit West 2011

San Ramon, CA

