

MEQUODA SUMMIT BOSTON 2009

AN INTENSIVE INTERNET MARKETING SEMINAR PRESENTED BY DON NICHOLAS AND THE MEQUODA GROUP



How to Make Money Online in a Web 2.0 World

NEW SESSIONS!

NEW CASE STUDIES!

NEW RESEARCH!

NEW TOOLS!

OCTOBER 7-9, 2009
ROYAL SONESTA BOSTON
CAMBRIDGE, MA
SUMMIT LEADER:
DON NICHOLAS,
MANAGING PARTNER
MEQUODA GROUP, LLC

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8 Reasons to Attend *Mequoda Summit Boston 2009*

1 **Learn from a Top Marketing and Publishing Instructor**

Don Nicholas is fun, personable and welcomes questions. One of the most sought-after consultants, speakers and instructors in the industry, Don shares his unparalleled experience and extensive knowledge with you in a friendly yet professional manner—without a sales pitch. He will give you a solid, in-depth learning experience, and provide insights into how the lessons of our case studies and clients can be applied to your publication.

2 **Get Real-life Applications**

This is no blue-sky, theoretical course. Don uses actual case studies and interactive tools to demonstrate the ideas you're learning. The references to real-life publications and websites enable you to relate program concepts to your unique publishing challenges and put them to work immediately.

3 **Enjoy Limited Group Size**

We strictly limit attendance to ensure that you receive the one-on-one attention so essential to the learning process. Every attendee is encouraged to ask questions and pose problems, and they do. Even if you don't raise your hand, be assured that our Summit attendees are always active learners and usually ask great questions.

4 **Take Home Comprehensive Course Materials**

When you attend the Mequoda Summit, you'll receive a 1GB flash drive loaded with presentations, reference materials and many downloadable, interactive spreadsheets and tools. These materials not only enhance the Summit experience, they also provide a convenient reference long after the Summit has ended.

5 **Take Advantage of Networking Breaks**

The Mequoda Summit includes ample networking breaks during which refreshments are provided. This is your opportunity to meet with others, including Don and the Mequoda Team members in a relaxed, informal setting to share ideas and experiences.

6 **Make Valuable Contacts**

Mequoda Summits attract the most prestigious professionals in the publishing industry. During the Summit, you are sure to make contacts that you'll keep long after the program ends. You'll also receive a list of attendees to help you keep in touch with your colleagues, exchange ideas and brainstorm solutions to problems.

7 **Obtain Follow-up Assistance & Continuing Education**

Your educational experience doesn't stop when the Mequoda Summit ends. Once you become a Mequoda Summit alumnus, you're entitled to call or email Don for up to 30 days after the program to discuss further how the material applies to your business.

8 **Rest Confidently in our Money-back Guarantee**

We're so certain that the quality of the Mequoda Summit content will surpass your expectations, that we promise if you are not completely satisfied with your learning experience, we guarantee you a full refund. So you really have nothing to lose... and a great deal to gain.

Who should attend the Mequoda Summit?

CEOs, publishers, editors, journalists, copywriters, circulation directors, website architects, usability engineers, creative directors and others responsible for website design, website content, Internet strategy and online marketing will all benefit from participating in the *Mequoda Summit*.

Please join us at the *Mequoda Summit Boston 2009*. See page 14 for registration details.

DAY 1:
Session 1

Online Market Analysis

Getting to Know your Online Neighborhood

DETAILED AGENDA

"One of the best presenters I have seen. Excellent!"

Charles Kim, VP Global Digital Marketing, Reader's Digest

In traditional bricks and mortar businesses, there is a theory of management called MBWA. It stands for "management by walking around" and means experiencing your business first-hand, much like your customer would. Of equal importance for online businesses is "marketing by walking around" – doing a thorough exploration of the "neighborhood" in which you operate to determine competitors, potential marketing partners, and new business opportunities.

An online market audit reveals some not-so-obvious facts about the competitive landscape — exposing both weaknesses and undeveloped opportunities. Discover how to do an Online Market Audit so you can learn to answer the following questions:

How big is your market? How fast is your market growing? What is the seasonality in your market? What keywords does your market use? Who are your top competitors? Who are your potential content partners? Who are your potential marketing partners?

DAY 1:
Session 2

Search Engine Optimization

Mapping and Tracking your Keyword Universe

DETAILED AGENDA

"Jam-packed with actionable results-based information that will enable us to acquire more customers and make more money selling our products. A terrific value for the time and money spent that over-delivered on the promises made in the promotions."

Bob Kaslik, VP Consumer Marketing, Aspire Media

In the days of old, magazine editors had one primary responsibility: writing great content. Getting people to subscribe to, buy and read that content was someone else's job. In the online world, things are much different. If an editor wants their content to be found and read online, they must learn to partner with Google. They need to understand the terms people are searching for that is related to the content they offer, and must write and produce content specifically to those search terms. It's not easy, but it is necessary for online success.

But where to begin? What is the process for identifying, documenting and managing keywords and the editorial campaigns that should follow?

Learn how to research, analyze and monitor keywords. Understand how to identify the most attractive keyword phrases based on popularity and competition. Discover how to prioritize online content development around those keywords to ensure you attract the targeted website traffic you deserve.

DAY 1:
Session 3

Website Conversion Architecture

Converting Visitors into Email Subscribers

DETAILED AGENDA

"Great & diverse group... the techniques could be applied across industries—not just for magazine publishers, but any direct marketer looking to move to an online business model."

*Maureen Bevan, Director,
Professional Education Institute*

Any webpage on your site is a potential landing page, as most traffic arriving at your website, especially when coming from the search engines, will not enter through the homepage.

So how can you make sure your entire site is designed to attract, retain and monetize traffic? We've identified several webpage templates used by today's top publishers that are built to attract lots of traffic and convert the most visitors.

Understanding how to design and optimize each of those templates will increase the chances a visitor will take the action you desire and not click away.

Learn how to design and implement clean and intuitive website templates that are built to convert more visitors into subscribers, and more shoppers into buyers.

DAY 1:
Session 4

Online Content Management

Using Content to Sell Content

DETAILED AGENDA

"Good stuff. Always up to the minute information (literally). Good to spend time with like-minded, forward-looking publishers and info providers."

*Charlie Spahr, CEO
Ceramic Publications Company*

The Internet presents many opportunities to recycle, reuse and repurpose content. But when it comes to developing your own editorial policy guidelines, "one size fits all" is seldom true. No one policy on content disaggregation fits every publication.

But there are numerous questions to ask and answer, such as: What are the attributes of content that at some point should become free? What are the rules for disaggregating a newsletter or magazine into a series of posts? Which content, if any, should always be proprietary? When does it become free? Ninety days? Twelve months?

What dateline should recycled content carry? Should recycled content be posted to the home page, or to daughter pages? Should recycled content be identified as "previously published in..."? Should posts precede or be simultaneous with emails?

This session will uncover everything we've learned about setting up an optimal content release policy.

DAY 1:
Session 5

PR & Link Building

Marketing Free Reports to Build Links

DETAILED AGENDA

"It would be hard to imagine a better presentation of hands-on practical knowledge in this area. Don Nicholas serves up a clean and coherent approach to truly becoming an effective and successful online publisher."

William Stranger, Editor and CEO, Dharma Café

In the competition for Google page rankings, website popularity is paramount. The more incoming links you have, the more likely you are to get a high Google ranking. We've developed proven, step-by-step procedures for executing a highly effective PR & link building campaign. We will teach you an affordable link-building strategy that uses downloadable content to increase inbound links, drive website traffic and build online friendships.

You will learn how creating free reports, writing rapid conversion landing pages, making numerous website posts, sending email newsletters, writing press releases and participating in social networks will make you a star in your link-building efforts.

Understand how to apply numbers and statistics to your link building efforts to demonstrate the value of each incoming link.

DAY 1:
Session 6

Email Newsletter Marketing

Testing to Maximize Email Revenue and Profit

DETAILED AGENDA

"Don is not only knowledgeable, but he's entertaining. His staff is top notch and they all bring new discoveries to the forefront."

Shelby Kraus, Director of Marketing, Premier Guitar Magazine

The two drivers of email success are (1) the size of the database, and (2) revenue per thousand emails sent. The goal is more subscribers and higher revenues per campaign.

Online publishers who test and track their results over time all report that testing improves overall performance by 50 to 150 percent. But — stunningly — 95 percent of the publishers we talk to never do it!

Why? Is it because they don't ever measure how much revenue they're generating on each effort? Is it because their IT folks are in charge of email, and they don't understand direct marketing? Or because editors are in charge, and they are concerned only with the quality of the content?

It's for all of these reasons, and it's costing some online publishers a fortune. Discover how to launch a successful email newsletter publishing and marketing program and improve it incrementally over 12 months.

DAY 2: Session 1

Landing Page Optimization

Multivariate & A/B Testing for Higher Conversions

DETAILED AGENDA

"Useful, example-rich presentations to help take your online efforts to the next level."

Erin Hallstrom, Online Marketing Manager, Aspire/Interweave

While every direct marketer has heard the mantra, "test, test, test," many consider multivariate and A/B split testing to be tedious, time-consuming or expensive. The truth is, multivariate and A/B split testing of landing pages and order flows has never been easier or more affordable. With free, easy tools like the Google Website Optimizer, anyone with a desire to learn and a quest for testing and measuring results can learn the process.

If you suspect that your landing pages are underperforming, but you're not sure how to test and tweak them, this session will teach you where to start and what to test.

Learn all the best practices for testing and evaluation. Understand the ideal duration of an A/B test for reliable results. Learn how to use your web analytics data to uncover which high-impact pages and elements to test.

DAY 2: Session 2

Digital Product Development

Increasing Customer Lifetime Value

DETAILED AGENDA

"This is riveting information, the program itself is very well organized and I didn't have a moment where my attention faded. It's a terrific group of people.. I have two lists, 20 pages of notes, and an immediate list on my hotel stationary of things I must do next week."

Laura Carlsmith, Director of Web Marketing, EatingWell Media Group

Publishers now have tremendous opportunity to create and sell digital products, sometimes by repurposing and repackaging existing content, other times by creating brand new product that didn't exist prior to the Internet.

For users, this often means more choice and the option for immediate fulfillment, while for publishers, this often means much higher profit margins. But where to begin? How do you know which digital product is right for your content and your brand?

Ultimately, the challenge for print publishers is to become digital publishers — to transform existing hard copy content into new media that is digital and downloadable. Your focus shouldn't be on creating new content, but on developing new delivery platforms for your existing digital information.

Learn how publishers are selling digital books, white papers and reports, as well as creating high-profit webinars, audio-conferences and membership websites.

DAY 2:
Session 3

Social Media Marketing

Building Online Community and Engagement

DETAILED AGENDA

"Don's approach presents a business strategy that offers a whole new way of thinking about how to organize and run an online business."

*Stuart Jordan, Publisher
University Health Publishing*

Which social networks make sense for your online business? Should you use them for marketing? Customer service? Driving traffic? Market analysis?

There are thousands of networks you can join. We'll touch on the ones that work best for different niches, and how to manage your online reputation by becoming part of the conversation.

Case studies from this session will show how publishers have tried unique ways of incorporating social media into their overall brand strategy with profitable results.

Learn which metrics matter in social media and how to measure the ROI of "being social". Get trained on how to be the "social media expert" of your company and start delivering more traffic, viral marketing and profits back to your online business unit.

DAY 2:
Session 4

Structuring Online Jobs

Hiring and Training Online Editors

DETAILED AGENDA

"The Mequoda Summit is the single best event I have attended in publishing."

*Jim Trippon, Publisher
China Stock Digest*

Job descriptions and organizational structures are changing as rapidly as our industry.

Over the past 18 months we've conducted many interviews with CEOs of successful media companies in an attempt to keep up with the shift and to document a best practice organizational structure.

While we've found no single media company to be organized alike, the one factor of success we have seen lies in having a rockstar online editor and an online audience development manager.

Discover who these people are, what they do, whom they report to and how to hire the best of the best.

Learn how to implement a writing test we use with our clients to vet the best possible candidates for online editors and understand the core qualities of an effective audience development manager.

DAY 2: Session 5

Web Analytics for Publishers

Managing Online Metrics by Exception

DETAILED AGENDA

"The information and tools I gained at this conference will shape our online strategy, website architecture and email campaigns."

– Stacey Fish, Circulation & Marketing Director, Missouri Lawyers Group

Key metrics are numbers that, when multiplied together, determine costs or revenues generated and their respective effect on profit and loss.

For websites, some metrics are more important than others, depending on the site's business model.

Knowing which key metrics to follow can be confusing—many site owners find themselves paying attention to the wrong ones.

Learn the how, why and what to measure for direct-response websites. Understand the metrics and ratios you should be watching every day.

Learn how to build a key metrics dashboard that everyone in your organization can use and comprehend.

DAY 2: Session 6

Business Plan Development

Creating a 5-Year Plan

DETAILED AGENDA

"This is riveting information, the program itself is very well organized and I didn't have a moment where my attention faded. It's a terrific group of people.. I have two lists, 20 pages of notes, and an immediate list on my hotel stationary of things I must do next week."

*Laura Carlsmith,
Director of Web Marketing,
EatingWell Media Group*

Every website publisher recognizes the need to have strategic control over items that impact their revenue. One way a publisher can do this is by looking at how their website has performed historically and forecasting its future performance.

By inputting various data points into an excel-based publishing model, a publisher can closely analyze the past and forecast what the next 5 years might look like financially.

The publishing model we will teach with will illustrate the importance of key metrics and how manipulating them can affect a publisher's bottom line.

Attendees will receive a blank model and will learn how to populate it for their own business. Attendees will understand how all of their metrics drive revenue, costs, cash flow and overall profitability.

Google Visibility Management

The Ultimate Step-by-Step SEO Marketing Program

Bonus Workshop on October 9th

WHAT YOU WILL LEARN

- The step-by-step requirements for getting your content found.
- How to analyze and determine potential keywords, keyword popularity, and keyword competition.
- How to optimize headlines, subheads and article summaries.
- Which tools are available to help make keyword research easy and effective.
- How to measure keyword density.
- How to use meta pages to maximize website traffic and help users find your content more easily.
- How to optimize title tags, description tags and URL tags.
- How to maximize internal and external linking on your websites.
- How to document all the various components for conducting keyword research.
- How primary keywords should define a website's core architecture to increase overall usability and findability of the website.
- How to combine keyword phrases and power words to create winning headlines and subheads.
- How to effectively use keywords in Google text ads, conversion architecture, including OFIEs, OFINs and floaters and email newsletters and promotions.
- How secondary keywords should drive meta tag pages to increase search engine traffic.

DETAILED AGENDA

Stay an extra half-day for the bonus SEO workshop and get trained in-depth on how to research your own keywords and related keyword universe. You will learn how to quantify volume and competition using the free Google Keyword Tool and the Google search engine. You will understand how to precisely target potential keyword phrases that could be used to increase the amount of traffic you get from Google.

The training will cover two primary areas of SEO: research and analytics and copywriting and campaign management.

You will end the training with a thorough understanding of how to write SEO-friendly headlines, subheads and body copy. You will learn how to use a freemium-based SEO strategy to both attract traffic and to convert that traffic into email subscribers. You will walk away with a list of keyword phrases that could be used to launch your first freemium-based SEO campaign.

Research and Analytics:

Most so-called SEO experts are just plain wrong about their keyword strategy. Sure, they may have some elementary training, but they do not have the precise methodology or the discipline that we have perfected in our Google Visibility Management program.

Learn how to build your own Google Visibility Report (GVR), which is our exclusive Excel spreadsheet template for operating and monitoring your SEO keywords program.

This spreadsheet tracks the volume and competition of each keyword phrase, and monitors your website's rank on each. It enables you to target, track and manage your SEO efforts and results with precision and accuracy.

Over time, your GVR will reveal whether you have correctly evaluated the risk of every SEO keyword target. Most important, your GVR will enable you and your online publishing team to discover the best SEO keyword phrases to target for attracting the most high quality organic traffic to your website.

Copywriting and Campaign Management:

The power of effective copywriting cannot be overstated. Without it, information products don't get sold. Now imagine coupling the power of effective copywriting with keyword research and you're left with a winning copy combination that can't be beat.

Testing has shown that users are much more likely to respond to an offer online if their search inquiries are echoed in the copy they find.

Learn how to combine the power of effective copywriting with keyword research to build email circulation and sell more products online. Discover how to conduct editorial/acquisition campaigns around the most valuable keyword terms.

For an extra \$497 per person, publishers and editors can be trained in-depth on how to research their own keywords and related keyword universe. Attendees will learn how to SEO online articles, create new products and product campaigns using niche keyword phrases, and build email circulation. They will walk away with a list of keyword phrases they can use for article ideas and maximum SEO over the next 3-6 months.

Your Summit Leader— Don Nicholas



Don Nicholas is a popular media consultant, author, editor, motivational speaker and media entrepreneur. He is a leading expert on Internet media strategy. The Newsletter on Newsletters has dubbed him "a publisher's publisher" and the Specialized Information Publishers Association (SIPA) calls him one of "America's leading experts on website publishing strategy."

Since 1994, Don and his team have helped design, launch and

optimize dozens of America's most successful Internet marketing systems including Beading Daily, Ceramics Arts Daily, Consumer Reports, Corporate Wellness Advisor, Daily Word, Flight Bliss, fuelNet, Golf Vacation Insider, HR Daily Advisor, Johns Hopkins Health Alerts, Knitting Daily, Morningstar, Mother Earth Living, Program on Negotiation at Harvard Law School, RCR Wireless, Tech Republic, TSI Network and Vida y Salud.

MEDIA INDUSTRY LEADER & CONSULTANT

Nicholas is Managing Director for Mequoda Group and the firm's lead media strategy consultant. Over the past 30 years, he has guided the media strategy for hundreds of companies in the areas of content development, information product design, marketing, economics, mergers, acquisitions and organizational development. He has a talent for identifying new media business opportunities and creating media strategies to pursue them.

Some of his current and past clients include: the American Ceramics Society, Aspire Media, Baum Media Group, Bennett Travel Media, Business & Legal Reports, Campus Marketing Services, Consumer Reports, Dark Intelligence Group, Harvard Business School Publishing, Harvard Health Publishers, IDG, Morningstar, The Motley Fool, Ogden Publications, Ohio Magazine, Pennwell Corporation, Unity School of Christianity, University Health Publishing, Taunton Press, Tech Republic, Time Inc. and USA Today.

Nicholas is the creator of many popular Internet marketing strategies, concepts, terms and tools. They include The Mequoda Method (a concise system for building and managing "niche media empires"), the Mequoda Internet Marketing System (an online content-driven direct marketing system) and the Mequoda Internet Marketing Model (a budgeting and forecasting system for Internet marketing professionals).

He is the principle founder of Lighthouse Software, MagazineWeek, Blue Dolphin Group and Mequoda

Group. Don has also held senior management positions with Bayland Media Group and Sacramento Magazine.

Nicholas is a member of:

- Magazine Publishers of America (MPA)
- Information Architecture Institute
- Search Engine Marketing Professional Organization (SEMPO)
- Specialized Information Publishers Association (SIPA)
- Society of Professional Journalists (SPJ)
- Usability Professionals' Association (UPA)
- Vistage

POPULAR JOURNALIST, AUTHOR & EDITOR

Don has authored hundreds of articles and industry reports for leading business magazines and journals, plus four books on consumer behavior, media strategy and information technology. His fifth book, *Internet Strategy for Publishers & Authors* was published in April of 2006 along with a companion DVD and audio CD.

Nicholas is a regular contributor on Internet marketing strategy and other related topics each week as editor for the Mequoda Daily. He has also authored all of the special reports and handbooks available in the Mequoda Bookstore.

During his 30 years in media, Don has served as editor and/or publisher for American Writers Review, Editorial Strategies, Internet Voyager, MagazineWeek, Writer & Editor and Writing for Money. In 1989, Don created the Editorial Excellence Awards, which became the magazine industry's largest editorial awards program. His journalism career began as a writer-producer for the Armed Forces Radio Network (AFRN) while serving in the United States Navy.

EXPERIENCED EDUCATOR & CORPORATE TRAINER

Nicholas has led hundreds of educational programs for leading universities, trade associations and corporations on media strategy, information technology and management in the United States, Canada and Europe. Thousands of marketing and media industry professionals have attended his programs including his most popular seminar and workshop—*Making Money Online*. Don also leads the bi-annual two-day Mequoda Summit which explores current best practices for media strategy, Internet marketing and website design.

Nicholas received his B.A. in Journalism from California State University, Sacramento. He studied Film & Television at Rice University and received his M.S. in Organizational Management from the Capella University Graduate School of Business.

Past Mequoda Summit Attendees

A FEW OF THE COMPANIES THAT HAVE SENT PROFESSIONALS TO PAST PROGRAMS

Adams Business Media • Aircraft Owners & Pilots Assoc • American Bankers Association • American Floral Services • **American Girl Magazine** • American Health Consultants • **American Heart Assoc.** • American Marketing Assoc. • American Marketing Systems • American Medical Association • American Sentinel, The • **America's Test Kitchen** • Asay Publishing, Co. • Aspen Law and Business • Aspen Publishers • **Aspire Media** • **AutoWeek** • Automotive News • BCA Publications • Baird Direct Marketing • Beckett Publications • **BET, Inc.** • Beverage Digest • Biblical Archaeology Society • Birmingham News • Blackwell Science • Blood-Horse Publications • Broadcast Interview Source • Bureau of Business Practice • Business 21 Publishing • **Business Journal, The** • Buy-Lines Press • **Cabot Heritage** • Canoe & Kayak Magazine • Canton Repository • Cape Cod View Magazine • Casper Star-Tribune • ChangeWave Research • China Stock Digest • Christian Science Publishing Society • **Circulation Management** • Clapper Communications • Claretian Publications • **CMP Media, Inc.** • Cobblestone Publishing • Collectors' Information Bureau • Colorado Outdoors Magazine • **Computerworld** • Communication Data Services • Concierge Preferred • Crafts Report, The • Crain Communications • Crusade Magazine • Curtis Circulation Company • Custom Development Corp. • D Magazine • Datapro • Davis Publications, Inc. • Day-Timers Inc. • DeLang Direct • Democrat & Chronicle • Diabetes Wellness Network • Dial America Marketing • Diversified Business Communications • Do Something, Inc. • Dobbs Publishing Group • Dovetale Publishers • Dowden Publishing • **Dow Jones & Company** • Doyle Group, The • Duke Communications, Int'l. • **Duke University** • Dynamic Graphics • EarthWeb • EatingWell Media Group • Ebsco Industries Inc. • Economics Press, The • Edison Electric Institute • Editora Abril • **Editorial Televisa Int'l.** • Electrical Contractor-NECA • ELK Publishing, Inc. • Elliott Wave International • Essence Communications • F&W Publications, Inc. • Faith & Life Press • **FDA News** • FDC Reports • **Fidelity Investments** • Financial Digest • First Class Flyer • Financial Service Association • FMI Corporation • Fox Chapel Publishing • Furtura Communications Corp • Global Cosmetic Industry • Global Finance • Global Outdoors • Global, Inc. • Golf Odyssey • Guilford Publications Inc. • GWI Gesellschaft fur Wirtschaftsinformationen GmbH&Co. • **Harvard Business School Publishing** • Harvard Health Publishing • HCI Publications • **Hearst Magazines** • Heartland Communications • Herring Communications • **Highlights for Children** • Hirsch Organization • Home Buyers Publications • HomeStyles • Horah Group, The • Hume Group, Inc., The • Ideals Publications, Inc. • IDG Conference Management Co. • Imagine Media, Inc. • IMAS Independent Publishing Co • **IMI/Resort Living Magazine** • Industrial Fabrics Assn. • Infocom • Insightmag.com/Washington Times • Institutional Investor • Interactive Marketing • **International Herald Tribune** • Intuit • Investor's Business Daily • Irish America, Inc. • Irwin Professional Publishing • Jakel Corporation • J.D. Powers & Associates • Jossey-Bass Publishers • Journal Publications • JS Paluch Company • Kalmbach Publishing • **Kiplinger** • Krause Publications • Lee Enterprises • Lee Sales • Legal Times • Leisure Publishing Co. • Life-Time, Inc. • Liturgical Publications, Inc. • Liturgy Training Publications • Log Home Living • Lorman Business Center • Lutheran Magazine, The • M. Lee Smith Publishing • **MacWorld Magazine** • Magnolia Media Group • Mariah Media • Marion Zimmer Bradley • Martha Pullen Company • **Mass Medical Society** • Massage Magazine, Inc. • **Mayo Clinic** • Medical Economics • Medical World Communities • Meigher Communications • **Meredith Corporation** • Merrigan & Co. • Metro Mail Corp. • Metro States Media, Inc. • MGP Direct, Inc. • Miller Freeman, Inc. • **Money Magazine** • **Morningstar, Inc.** • **The Motley Fool** • Mountainfreak • Musky Hunter Magazine • MWN Sports Enterprises, Inc. • **National Business Media** • National Catholic Reporter • National Fire Protection Assoc. • **National Geographic Society** • National Horseman • Nature America, Inc. • NavPress • New American, The • Newsletter on Newsletters • **New York Times, The** • Newsletter Services, Inc. • No. American Pub. Co. • OAG-Reed Travel Group • Ogden Publications • Ohio Magazine • Oklahoma Today Magazine • Omega Group, Ltd. • Orange County Register • Organic Gardening Magazine • Our Sunday Visitor • Out Publishing • Pacific Press Publishing Assoc • Pathfinder Media Group • Pennwell Publishing • Phillips Business Information • **Pinnacle Publishing Group** • **PRIMEDIA** • **Publishers Clearing House** • Quality Publishing • Quarton Group, Inc., The • **Real Simple** • Recreation Vehicle Dealers Assoc. • Renaissance Magazine • Resource Communications • Resources for Educators, Inc. • Robb Report • **Rodale Press** • Rockler Press • Woodworker's Journal • Science & Spirit Resources, Inc. • Science News • Scientific American • Sky Publishing Corp • Slack, Inc. • SMW Communications • Society for Human Resource Mgmt. • **Socrates Media** • Software 2010 Inc. • Source Publications, Inc. • Springhouse Corporation • **Star Tribune** • Stauffer Magazine Group • Stereophile • Subscription Marketing Newsletter • Sun Sentinel • Taunton Press • Tax Analysts • Technomic Publishing Co. • Telecommunications Reports • **TeleMedia** • TeleStrategies, Inc. • TENNISWIRE.org • **Texas Monthly** • Tiempos del Mundo • **Time Inc.** • Trader Publications • TradeWinds • Turnstile Publishing Company • UCLA Alumni Association • Unity World • University Health Publishing • **USA Today** • Baseball Weekly • Vance Publishing Corp. • Verlag für die Deutsche Wirtschaft AG • Wash Research Ltd. • **Washington Post, The** • Washington Times, The • Wiesner Media Publishing • Weiss Ratings, Inc. • Wenner Media • Western Standard Pub. Co. • What's On • Williams & Wilkins • Windows NT Magazine • **Wired Magazine** • Wonderful West Virginia • World Book • **World Magazine** • World of Hibernia, The • World Publications • **Yoga International** • and more!

What People Are Saying About the Mequoda Summit...

TAKE A LOOK AT WHAT YEARS PAST ATTENDEES HAVE SAID ABOUT THE MEQUODA SUMMIT:

One of the best presenters I have seen. Excellent!

Charles Kim, VP Global Digital Marketing, Reader's Digest

"Jam-packed with actionable results-based information that will enable us to acquire more customers and make more money selling our products. A terrific value for the time and money spent that over-delivered on the promises made in the promotions."

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"Great & diverse group... the techniques could be applied across industries—not just for magazine publishers, but any direct marketer looking to move to an online business model."

Maureen Bevan, Director, Professional Education Institute

Good stuff. Always up to the minute information (literally). Good to spend time with like-minded, forward-looking publishers and info providers.

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It would be hard to imagine a better presentation of hands-on practical knowledge in this area. Don Nicholas serves up a clean and coherent approach to truly becoming an effective and successful online publisher.

William Stranger, Editor and CEO, Dharma Café

Don is not only knowledgeable, but he's entertaining. His staff is top notch and they all bring new discoveries to the forefront.

Shelby Kraus, Director of Marketing, Premier Guitar Magazine

"Don's approach presents a business strategy that offers a whole new way of thinking about how to organize and run an online business."

Stuart Jordan, Publisher
University Health Publishing

"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

"Advantage is two years old and attendance at a Mequoda Summit 2006 October would have saved us a great deal of money and time.. which is more money!"

Richard Reiff, CEO, Advantage Business Media

"This is riveting information, the program itself is very well organized and I didn't have a moment where my attention faded. It's a terrific group of people.. I have two lists, 20 pages of notes, and an immediate list on my hotel stationary of things I must do next week."

Laura Carlsmith,
Director of Web Marketing,
EatingWell Media Group

"Overall the Mequoda Summit was an extremely rewarding experience. Don Nicholas is undoubtedly an expert in his field and delivers an information packed, fast-paced quality presentation over two days. Any publisher who is serious about capitalizing on the power of the Internet should not miss an opportunity to attend the Mequoda Summit."

Joseph Belotti, President,
AirlineCareer.com

"The Mequoda Summit is the single best event I have attended in publishing."

Jim Trippon, Publisher
China Stock Digest

"If you want to make more money online—and have all the tools to make this happen, listen to Mequoda."

Chuck McCullagh,
Senior Vice President,
Magazine Publishers of America

"The summit was terrific, the amount of information Don Nicholas was able to pack into two days was just incredible."

David Baum, Publisher
Golf Odyssey

"This was my second time through the Summit and I still have a notebook full of useful ideas."

Bill Uhler,
Director of Operations,
Ogden Publications

Mequoda Summit Boston Conference Venue

THE ROYAL SONESTA HOTEL BOSTON

40 Edwin Land Boulevard
Cambridge, MA, USA 02142
Tel. 800.SONESTA (U.S. & Canada) or 617.806.4200



State-of-the-art conference center

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Mequoda Summit Boston 2009 Registration Form

ACCOMMODATIONS

Royal Sonesta Hotel Boston
40 Edwin Land Boulevard
Cambridge, MA, USA 02142
Phone: 800.SONESTA or 617.806.4200

We've reserved a block of rooms at the hotel. Please call the hotel directly to make your reservations. For a special rate, please mention that you're attending the *Mequoda Summit Boston 2009*.

Note: Call early to make your reservations. Space is limited.

HOW TO REGISTER

Please complete the registration form and return

By Mail:

Amanda MacArthur
Mequoda Group
530 Wood Street, Unit B
Bristol, RI 02809

By Phone: (866) 713-1005 or 401-396-9334
10am-6pm EDT Monday - Friday

By Fax: 401.396.9724

Register Online: MequodaSummit.com

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When you attend the *Mequoda Summit*, you'll receive a 1GB flash drive loaded with presentations and reference materials. These materials not only enhance the Summit experience, they also provide a convenient reference long after the Summit has ended.

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Upon completion of the *Mequoda Summit*, you will be entitled to call or email Don for 30 days thereafter to ask for advice about your Internet strategy.

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We're confident about the proven quality of our seminars, but if for any reason you're not satisfied with the *Mequoda Summit*, let us know by lunch on the first day and we'll refund your entire registration fee.

Cancellation & Refund Policy:
You may obtain a full refund if you cancel no later than 10 working days prior to the seminar. We often have a waiting list of people who can make it on short notice. If you cancel after that date, we will be happy to apply your payment to any future *Mequoda Summit*.

REGISTRATION FEES

Register by:	Pricing (1st delegate)	Additional Attendees
July 31	\$897	\$797
Aug 31	\$1097	\$997
Sept 30	\$1297	\$1097
Oct 7	\$1697	\$1497

TO ENROLL

Registration Form

Registration Includes: Breakfast, luncheons, refreshments, cocktail party and presentation materials.

YES, I (we) want to attend *Mequoda Summit Boston 2009*, October 7-9 2009

1. Name

Title _____

Email Address _____

Phone () _____

FAX () _____

2. Name

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Phone () _____

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