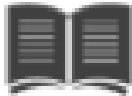
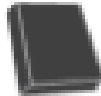


Selling Digital Content

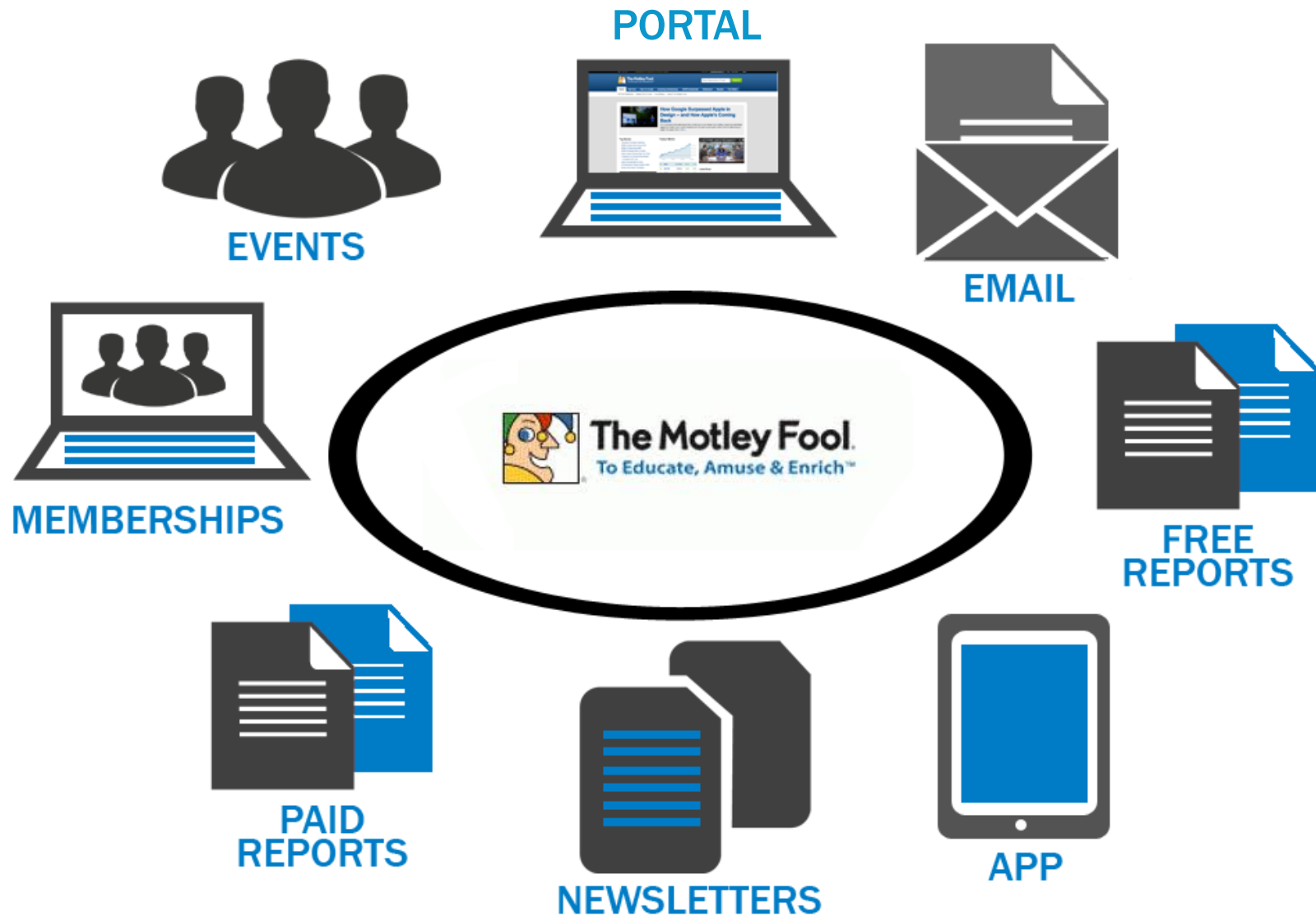
**Profit From Magazines, Books,
Videos & Other Premium Products**

Niche Media User Experience

	Online		Offline			In Person
						
Medium	Website	Email	Magazine	Video	Book	Event
Relationship	Visitor	Subscriber	Subscriber	Buyer	Buyer	Attendee
Session Time (minutes)	2	3	60	60	60	1200
Length	Infinite	Finite	Finite	Finite	Finite	Finite
Fidelity	Moderate	Low	Moderate	Moderate	Moderate	High
Convenience	Moderate	Moderate	High	High	High	Low
Ownership	Low	High	High	High	High	Low
Posture	Forward	Forward	Back	Back	Back	Hybrid
Cost	Free	Free	Low	Low	Low	High

Case Studies

The Motley Fool



The New Yorker



HR Daily Advisor

PORTAL



LIVE EVENTS



EMAIL



WEBINARS



HR VIDEOS



FREE
REPORTS

Knitting Daily

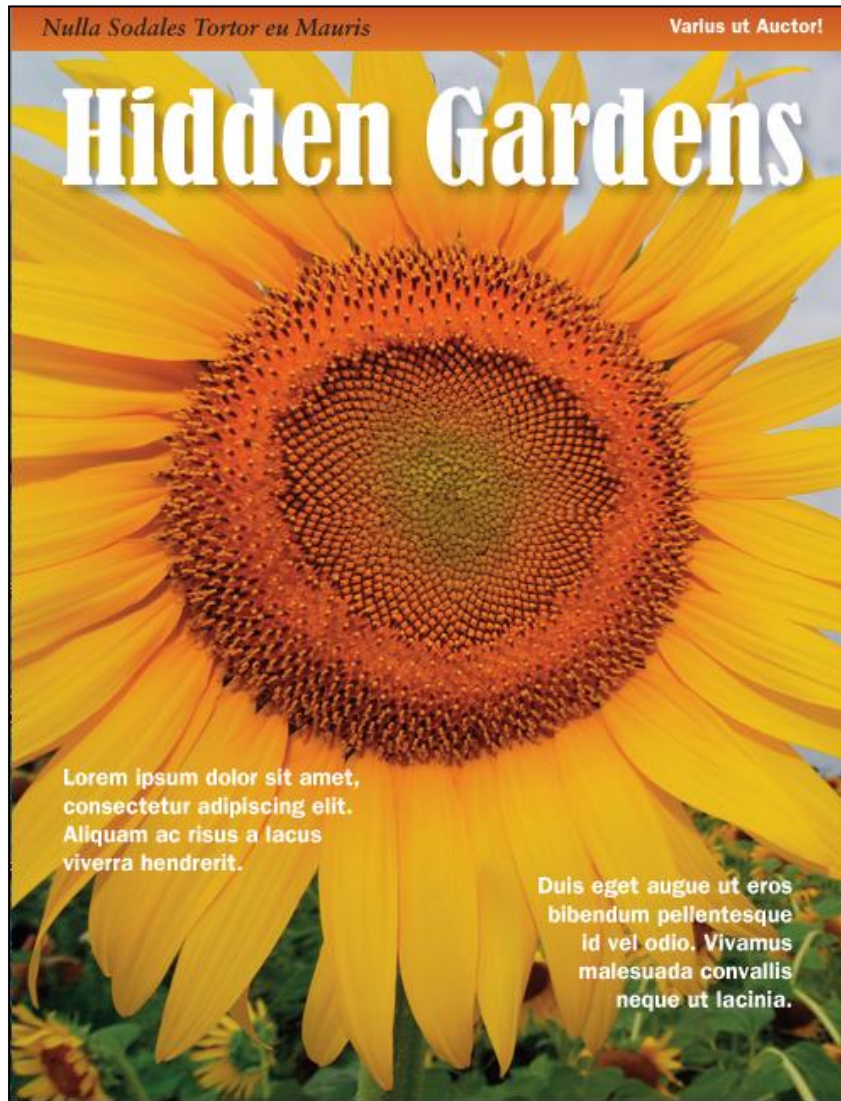


Fine Gardening



Green Gardens Network

Legacy Brand



- ❁ Launched 1991
- ❁ \$29.97 for 6 issues
- ❁ Circulation 187,500
- ❁ 126 issues in archive
- ❁ Promoted via *Gardens Daily* blog, Google, Facebook, Twitter, Pinterest & LinkedIn

Green Gardens Network



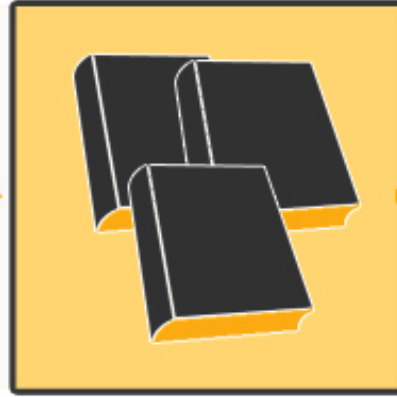
Reuse, Recycle, Repurpose

MAGAZINE ARTICLE

HANDBOOK

FREE EBOOK

BLOG POST



Thank You