

SUBSCRIPTION MARKETING & PUBLISHING INTENSIVE 2018

MAY 17-18, 2018

University of Massachusetts Club
Boston, MA

TESTED, PROVEN STRATEGIES FOR INCREASING SUBSCRIPTION REVENUES

Rapid-fire sessions, full of case studies to jumpstart your subscription revenues in 2018:

- 3 Best Subscription Marketing Models
 - Proven Ways to Build your Internet Audience, Revenue and Profits
 - Breakthrough Techniques for Generating More Subscription Revenue
 - Making Google Your Biggest Audience Development Partner
 - Marketing Techniques and Tests for Saving Time and Increasing Revenue
 - The Four Key Metrics that Drive Audience and Revenue Growth
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Register today at

MequodaIntensive.com

Presented by:

 **MEQUODA**® Events

Make more money with your publishing business now. Guaranteed.

The Subscription Marketing & Publishing Intensive 2018 delivers dozens of tested, proven strategies for increasing revenues with a money-back guarantee.

Dear Subscription Marketer,

A universal fear for any business that generates subscription revenue is losing subscribers or members, and rightly so. When a decrease in subscribers leads to an overall decline in revenue, publishers face uncertainty about the staying power of their product, or worse: the future of their business.

But what if we told you that you don't need to be crippled by a fear of decrease? What if we said there is a method that can substantially increase your growth, and that you can learn this method in just two days?

Join us May 17-18 in Boston and discover how to make the Internet your biggest source of new subscriptions and memberships. Learn how hundreds of niche publishers are using business processes and tools that have allowed them to make the Internet their number one source for new magazine, newsletter and membership sales.

Each session of the Subscription Marketing & Publishing Intensive is suitable for use with either B2C or B2B audiences, and delivers multiple tested, proven techniques for improving your subscription revenues. Choose one or choose them all – each one will dramatically increase your revenue, by as much as 20%.

And when you add the beautiful and historic city of Boston into the mix, you know you've got a win-win situation. So please join us May 17-18 in Boston in 2018, and guarantee yourself a more profitable future.

Yours for astonishing publishing success,

A handwritten signature in black ink, appearing to read "Don Nicholas".

Don Nicholas
Founder & CEO
Mequoda Systems

PS: We guarantee that within this one and a half day program, you will discover at least three to five new strategies that will each increase your subscription revenues by 20% or more – or you get your money back.

Sign up now, as we do not present this program in a giant hotel ballroom. Rather, this is a meeting of peers with the elite of the niche publishing industry, set in a comfortable, intimate but capacity-limited conference room at the University of Massachusetts Club.

PPS: Why stop at just three to five new revenue-enhancing strategies? Why not choose seven, or 10, or more? Imagine how fast your business will grow if you jump in with both feet? How much will your subscription and membership revenues rise? You decide the limit!

GOLD MEMBER ORGANIZATIONS

AAA Northeast

American Ceramics Society

Belvoir Media Group

Biblical Archaeology Society

Cabot Heritage Corporation

Countryside Publications

Dark Intelligence Group

Forester Media

Investing News Network

LPM Media Group

National Association of Plan Advisors

National Congress of American

Indians

Program on Negotiation at Harvard

Law School

Prime Publishing

The Successful Investor

Vida y Salud Media Group

Yankee Publishing



Day One

- 8:00 AM Registration and Networking Breakfast
- 9:00 AM The Big 3 Subscription Marketing Business Models
- 10:30 AM Morning Break
- 11:00 AM Proven Ways to Build your Internet Audience, Revenue and Profits
- 12:30 PM Luncheon
- 1:30 PM Breakthrough Techniques for Generating More Subscription Revenue
- 3:00 PM Afternoon Break
- 3:30 PM Making Google Your Biggest Audience Development Partner
- 5:00 PM “Networking at the Top” Top Advice and Top Instructors, All on the Top Floor

Day Two

- 8:00 AM Networking Breakfast
- 9:00 AM Marketing Techniques and Tests for Saving Time and Increasing Revenue
- 10:30 AM Morning Break
- 11:00 AM The Four Key Metrics that Drive Audience and Revenue Growth
- 12:30 PM Conference Concludes

“WE’VE USED MEQUODA’S STRATEGIES AND TECHNIQUES TO SELL
THOUSANDS OF BOOKS, VIDEOS, AND SUBSCRIPTIONS.”

- Charlie Spahr, Executive Director, The American Ceramic Society

9:00AM • The Big 3 Subscription Marketing Business Models

The Internet has made it cheap, easy and efficient to launch new streams of subscription revenue. Our team will show you how publishers are generating revenue by repurposing their content into magazine, membership and newsletter subscription websites. You'll discover how the web can breathe new life into legacy products by adding membership components and opening new marketing channels. You'll take a behind-the-scenes look at magazine brands from Consumer Reports to The American Ceramic Society and The Dark Intelligence Group to understand how others have pioneered – and profited from – the best practices in subscription marketing and publishing.

11:00 AM • Proven Ways to Build your Internet Audience, Revenue and Profits

The Internet has turned upside down the ways in which we take premium information products to market. Gone are the days of direct mail as the dominant source of new subscriber revenue. In this session, you'll learn how to use content marketing, search engine optimization, social media and content syndication to build an audience that is five or even 10 times the size of your largest paid subscription audience.

You'll also discover how a simple Internet portal is the key to online audience development, and the myriad ways in which it can be leveraged to build a large and loyal audience. Our team will take you through an exhaustive checklist of Internet proven, profitable marketing opportunities from America's Test Kitchen and Golf Vacation Insider to Indian Country Media Network and Vida Y Salud.

1:30 PM • Breakthrough Techniques for Generating More Subscription Revenue

It all starts with understanding how to use a Six Sigma framework to plan, execute and analyze an ongoing series of weekly marketing campaigns that will uncover the most profitable way to market your subscriptions. Discover how magazines, books, courses and even events can be leveraged into subscription products that generate continuity revenue – revenue you've been leaving on the table until now.

Digging into the details you'll learn how to construct complex offers using price, term and incentives that will keep your revenue growing. Understand the research and economic behavior that makes contrast pricing your most powerful secret weapon for increasing revenue per subscriber by 100% and more. Do all this with case studies from publishers who are both large and small, including Countryside, Yankee, The New Yorker and Mother Earth News.

3:30 PM • Making Google Your Biggest Audience Development Partner

We see SEO (great content + great keywords) as a primary driver of website traffic for successful publishers. These publishers are building a steady stream of dependable organic traffic by writing great editorial content and repurposing legacy content for the web in the form of keyword-optimized website portal posts. They get more than half of their website traffic from search by pursuing an intelligent and systematic campaign of highly re-purposed search-friendly content, and the process is called Blockbuster Content Management.

In this session you'll learn about an organization whose adoption of the Mequoda Blockbuster SEO Scorecard increased their Google Visibility Index by 34% in six months. You'll be trained on best-practice blockbuster management so that your organization can achieve similar results.

5:00 • NETWORKING AT THE TOP

At the end of Day 1, you and your colleagues will spend 90 minutes networking with each other, high above the city of Boston at the University of Massachusetts Club, to discuss your individual situation, opportunities and needs. This networking event alone is worth well more than what you'll pay to attend the Subscription Marketing & Publishing Intensive– and is unlike any other networking you've done before at those large, impersonal conferences.

9:00 AM • Marketing Techniques and Tests for Saving Time and Increasing Revenue

Internet technologies can empower you and your team to do twice the work in half the time. In this session, we'll dive into more than a dozen cases that demonstrate how niche media publishers use specific Internet technologies to automate and leverage their time and expertise.

You'll explore best practices for managing blockbuster posts, social media distribution and content syndication to drive audience profits. You'll understand how to integrate your web, email and fulfillment systems to allow your business to make money while you sleep.

Our team will share hands-on best practices being used today by Harvard University, Investing News Network, University Health News, and TSI Wealth Network. Our consulting team will share our proprietary technology checklist for building and maintaining effective multiplatform publishing and marketing systems.

11:00 AM • The Four Key Metrics that Drive Audience and Revenue Growth

After years of exploration and research, our consulting team has documented the four key metrics you can use to measure success and forecast future performance. Using data from more than 300 niche media brands, you'll learn how these simple measurements can be used to guide your organization's resource allocation. First we'll show you a step-by-step method for estimating the size of your market and your market share using data from Google. Next we'll show you how to convert casual website visitors into loyal email subscribers and the benchmarks that drive audience size, revenue and profits.

Then you'll learn a global way to measure audience engagement, retention and loyalty and the benchmarks you can use to understand your success now and in the future. Next you'll see an incredibly simple calculation that predicts the efficiency of your organization and your ability to scale revenue and profitability. And finally, we'll show you how to put them all together in a state-of-the-art proxy metric model that you can use to monitor and predict the health of your business.

"WE HAVE USED THE HAVEN CXMS TO DELIVER A REAL-TIME ONLINE MAGAZINE THAT FEATURES INDIVIDUAL ISSUES AND OUR AMAZING ARCHIVE OF PREMIUM CONTENT."

- Paul Belliveau, Vice President New Media and Production, Yankee Publishing

Presented by Mequoda, the Digital Publishing and Marketing Experts

In just two days, you'll learn what your instructors have been documenting and testing for nearly two decades—proven processes for successfully monetizing your media business. The result? You'll return to your office with value-creating strategies that can be put into practice right now.

Your Instructors

About Don Nicholas, Founder, Chairman & CEO

Don supervises the planning, development and optimization of all Mequoda Multiplatform Media Management Systems and serves as chief planning architect for Mequoda's Haven CXMS System. Don also serves as executive coach for Mequoda's Service Teams and the high-octane management and marketing teams at our Gold Member Client organizations. Over the past two decades, Don and his teams helped transform hundreds of legacy media brands into highly successful multiplatform media brands.

About Kim Mateus, EVP & Planning Services Group Leader

Kim focuses on growing the Mequoda client cooperative. She partners with the executive management teams of media businesses to develop strategic multiplatform publishing plans, to oversee implementation of publishing business plans, and to help clients grow revenue, profits, and influence. Kim also works with Mequoda's Gold Members to plan transformative, larger-scale projects and services for growing their systems and maximizing profits.

About Bill Dugan, SVP & Growth Services Group Leader

Bill partners with the executive management teams of Mequoda's client organizations to develop strategic multiplatform publishing plans, to oversee implementation of publishing business plans, and to help clients grow revenue, profits, and influence with Mequoda's Haven CXMS System. Bill has served as Publisher and Group Publisher for twelve B2B paid-circulation newsletters at Georgetown Publishing House, Briefings Publishing Group, and The Pohly Company. As Director of Marketing for Nutrition Action Healthletter, Bill helped grow that consumer publication into the largest paid-circulation health newsletter in the world.

About Nancy Horan, SVP & Development Services Group Leader

Nancy has built and deployed more than 30 successful subscription websites for a variety of consumer and business publishers over the past decade. Nancy works with clients in the Mequoda Development Services group to help manage, design, build and deliver best-practice Mequoda Haven CXMS Systems. She is well versed in Mequoda best practices, WordPress, and WhatCounts Email management software.

“WITH MORE THAN 3.2 MILLION MONTHLY UNIQUE VISITORS, MOTHER EARTH NEWS HAS INCREASED ITS REVENUES 39X OVER THE PAST 10 YEARS, USING THESE STRATEGIES.”

- Bill Uhler, Publisher, Ogden Publications



About Norann Oleson, Audience Development Team Leader

Norann is an expert in audience development and analytics for clients with niche brands, including Investing News Network, Prime Publishing, University Health News and Cabot Wealth Network. Norann performs relevant and detailed research, creates actionable reports, analyzes results and helps clients grow audiences, making her a master of data and analytics for dozens of business and consumer publishers. Norann's Google Analytics Individual Certification is a testament to her skill level with understanding more comparable data than any single-company analyst.

About Eileen Shea, Subscription Marketing Team Leader

Eileen is an expert in revenue analytics and direct marketing and has worked with media brands that include Harvard Business Review, the Biblical Archaeology Society, Center for Science in the Public Interest, and New England Network. Eileen has extensive experience in B2B and B2C customer acquisition and retention, budgeting and forecasting, data mining, problem solving, analysis, and strategic campaign development for publishers and subscription and membership marketers.

“WE HAVE USED THE HAVEN CXMS TO CREATE A 21ST CENTURY MAGAZINE EXPERIENCE THAT INCLUDES PRINT, ONLINE AND TABLET EDITIONS. THIS FULLY INTEGRATED SYSTEM ALLOWS US TO REACH OUR AUDIENCE ON A GLOBAL BASIS, IN REAL TIME.”

- Christopher Napolitano, Creative Director, Indian Country Media Network

University of Massachusetts Club Boston, MA



One Beacon Street

Boston, MA

32nd Floor

The UMass Club is part of the UMass Academic Center in the heart of downtown Boston. The Club is on the 32nd floor and offers incredible views of the city.

Closest Airports:

Boston (3 miles)

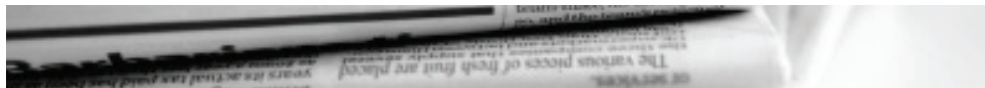
Manchester (52 miles)

Worcester (51 miles)

“WE’VE USED THE STRATEGIES TAUGHT HERE TO DEVELOP ENTIRELY NEW STREAMS OF REVENUE.”

Robert Michel, Founder, The Dark Intelligence Group

REGISTRATION INFORMATION



Early Bird Rates through April 17, 2018

- \$897 per person (includes materials, breakfasts, luncheons, and networking reception)
- \$497 for each additional attendee

Regular Registration Rates

- \$1197 per person (includes materials, breakfasts, luncheons, and networking reception)
- \$697 for each additional attendee

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

ALUMNI ORGANIZATIONS

Active Interest Media

American Quarter Horse Association

Business 21 Publishing

Business Valuation Resources

Capitol Information Group

ChefsBest

Consumers Union

Craft Media Network

Daily Word, a Unity Publication

Farm Progress Companies

Golf Odyssey

Group Publishing

Guideposts

Harvard Medical School

Highlights for Children

International Data Group

Interweave

Magna Publications

Men's Health

Meredith Corporation

Morningstar

Oakstone

Ogden Publications

RCR Wireless News

Reader's Diges

Remedy Health Media

TechRepublic

The Motley Fool

The Taunton Press

VNR Verlag für die Deutsche Wirtschaft
AG

“WE’VE USED THESE TECHNIQUES TO BOOST SALES OF OUR HIGHER-PRICED PRODUCTS, AND
DRAMATICALLY INCREASE OUR MULTIPLATFORM SUBSCRIPTION REVENUES.”

Susan Laden, Publisher, Biblical Archaeology Society



MEQUODA SUBSCRIPTION MARKETING & PUBLISHING INTENSIVE MAY 17-18, 2018

University of Massachusetts Club, Boston, MA

[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 Systems)

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 30 working days prior to program start date. 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 Systems • 225 Franklin St., 26th Floor • Boston, MA 02110 • Tel: (855) 830-6006 • Fax: (774) 759-3002

“MEQUODA’S KNOWLEDGE OF THE FUNDAMENTAL PRACTICES AND TECHNOLOGIES AT THE CORE OF THE MEDIA BUSINESS IS UNSURPASSED BY ANY OTHER GROUP OF CONSULTANTS I KNOW. IF YOU’RE IN THE MEDIA INDUSTRY, MEQUODA WOULD BE A VALUABLE ALLY.”

-- Bryan Welch, Publisher



WHO SHOULD ATTEND

If you're the owner or operator of a subscription or membership business, or are empowered to act like one, attend the Subscription Marketing & Publishing Intensive and learn how to increase your subscription revenues by 20% or more, guaranteed.

“THIS HELPED US UNDERSTAND THE WHOLE BUSINESS OF SEO, WHICH IS SORT OF LIKE SANSKRIT IF YOU'RE JUST A PRINT PUBLISHER TRYING TO GET INTO THE INTERNET IN A SERIOUS WAY.”

William Vogt, Editorial Director, Farm Progress

TOP 10 REASONS TO ATTEND

- **LEARN** from top marketing and publishing instructors.
- **DISCOVER** dozens of tested, proven strategies for increasing subscription revenues.
- **RELATE** program concepts to your unique publishing challenges and put them to work immediately.
- **ENJOY** limited group size and receive the one-on-one attention so essential to the learning process.
- **TAKE HOME** comprehensive course materials that enhance the experience.
- **NETWORK** in a relaxed, informal setting to share ideas and experiences.
- **MAKE** valuable connections with the most prestigious professionals in the publishing industry.
- **OBTAIN** follow-up assistance and continuing education for 30 days to discuss how the material applies to your publication.
- **REST CONFIDENTLY** in our money-back guarantee,
- **BOSTON.** Need we say more?



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

MAY 17-18, 2018

University of Massachusetts Club, Boston, MA

Proud member of:



"WE'VE USED THESE PRINCIPLES, ANALYTICS AND ADVICE TO MORE THAN DOUBLE
OUR REVENUES OVER THE PAST THREE YEARS."

Stuart Hochwert, Founder and CEO, Prime Publishing