BUILD YOUR AUDIENCE

You can build and maintain the audience for your print or online publication through both offline and online advertising promotion. It is important to create a circulation promotion plan to attract readers.

Examine the potential of a variety of sources as you develop your promotion plan to attract new subscribers and renew existing ones.

Here are some possible sources.

**Church distribution**

You may be able to sell or distribute the publication through local churches. This might be church book tables, magazine racks or holders located on the church property, or through church-operated

bookstores. Denominational publications often are best sold or distributed through member churches.

**In-publication promotions**

Enclose cards or other printed promotions in the publication. Examples include loose or bound-in insert cards, order forms printed in the publication, outer wraps, and inserted envelopes.

**Book table sales**

Consider installing a book table at concerts, festivals, special events, or anywhere you can set up a table to sell or distribute copies of your publication. Ask staff members or volunteers to organize and operate

the table.

**Conference distribution**

Is there a conference that attracts people similar to your readership? This could be an opportunity to introduce new, potential subscribers to your magazine. Ask if you can sell or distribute copies of your magazine at the event.

**Brochures, pamphlets, direct mail**

Hand out brochures or other printed materials at events or at churches. Or, include brochures in a direct mail campaign sent via the regular post.

**Gift subscriptions**

Your subscribers may want to purchase copies or subscriptions to give as gifts to their friends or family members. Many publishers promote gift subscriptions with special pricing, such as: “Give one gift at full

price and a second one at half price.” Gift subscription promotions can be successful, especially at Christmas. However, please note that gift subscriptions require extra effort to manage.

**Referrals**

The friends, family members, or colleagues of your current readers may be potential new readers for your magazine. Referrals are the names of these future readers obtained either at no charge or in

exchange for a small gift to your current reader.

**Group (or bulk) subscriptions**

You will increase your reach when you sell multiple copies to be distributed to a single location. Consider offering group subscriptions to churches, college groups, businesses, and academic institutions.

**Single copy sales**

Sell copies through registered retail sellers, such as kiosks, newsstands, bookstores, or church-operated book tables.

**Joint promotions**

Place your brochure in someone else’s mailing or publication. This arrangement might even be bartered for an ad in your publication.

**Digital marketing**

Digital marketing pieces include email, search ads, social media, display ads, website, mobile app, etc. You might include a subscription offer at the end of an article, in an e-newsletter, or in a text link in a footer. Try to capture an email address for every subscriber.

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| **Circulation Source** | **Year One** | **Year Two** |
| Renewals |  ------------------- |  |
| New subscriber acquisition: |  |  |
| Church distribution |  |  |
| Book table sales |  |  |
| In publication promotion - insert cards  |  |  |
| Conference distribution |  |  |
| Direct mail |  |  |
| Gift subscriptions |  |  |
| Bulk sales to groups/partners/networks |  |  |
| Single copy sales |  |  |
| Social media ads - Facebook, Instagram, Twitter |  |  |
| SEO - Google search ads  |  |  |
| Website - for your publication |  |  |
| Email promotions |  |  |
| Other? |  |  |
|  |  |  |