



# Magazine Publishing Business Strategy

## Funding and Sustaining Your Publication

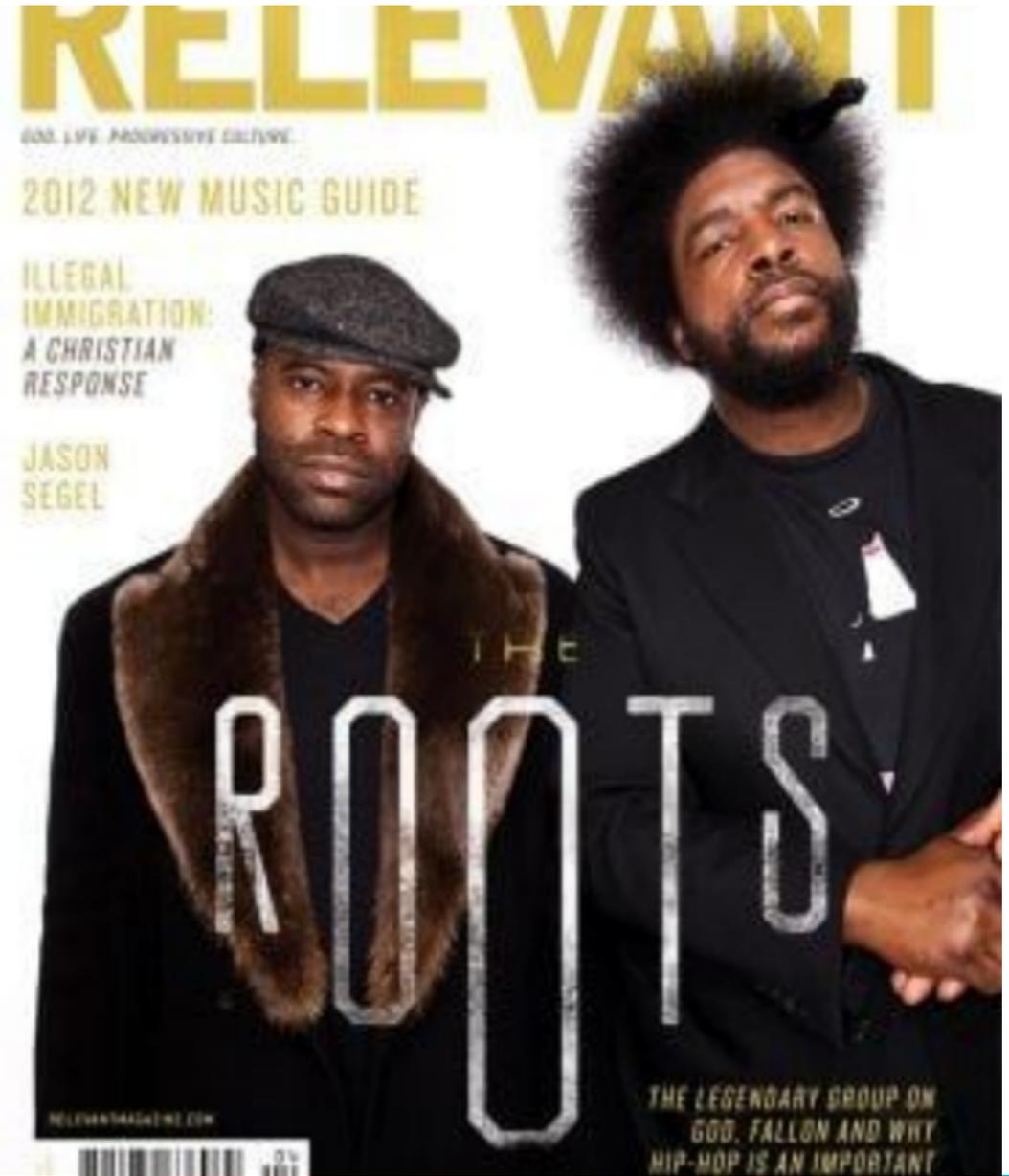
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Lou Sabatier



## » *Today's Lesson*

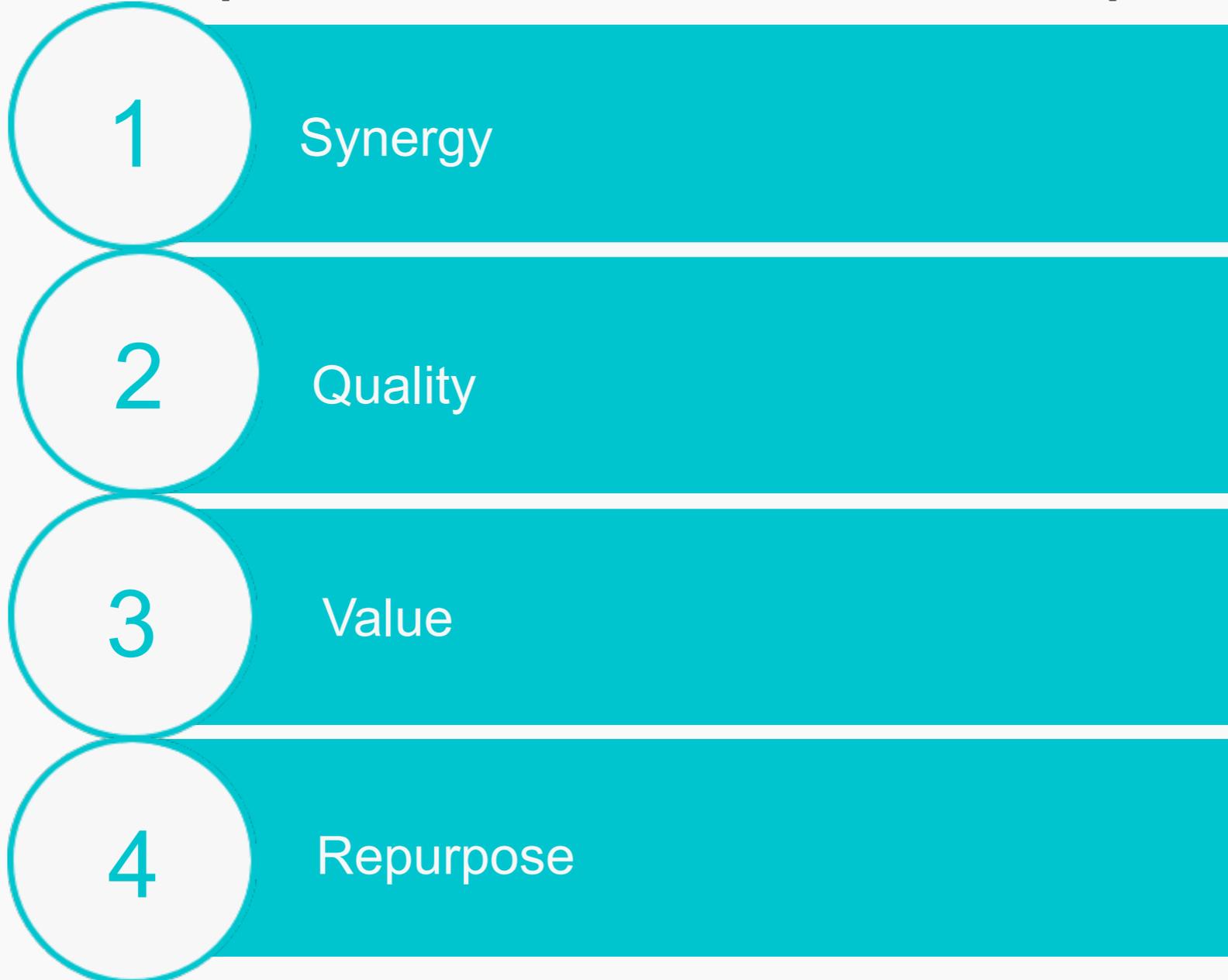
- Principals for revenue development
- Revenue mix
- Tools
- Revenue generating ideas



# >> *Rethinking Revenue*



# >> Principals for Revenue Development

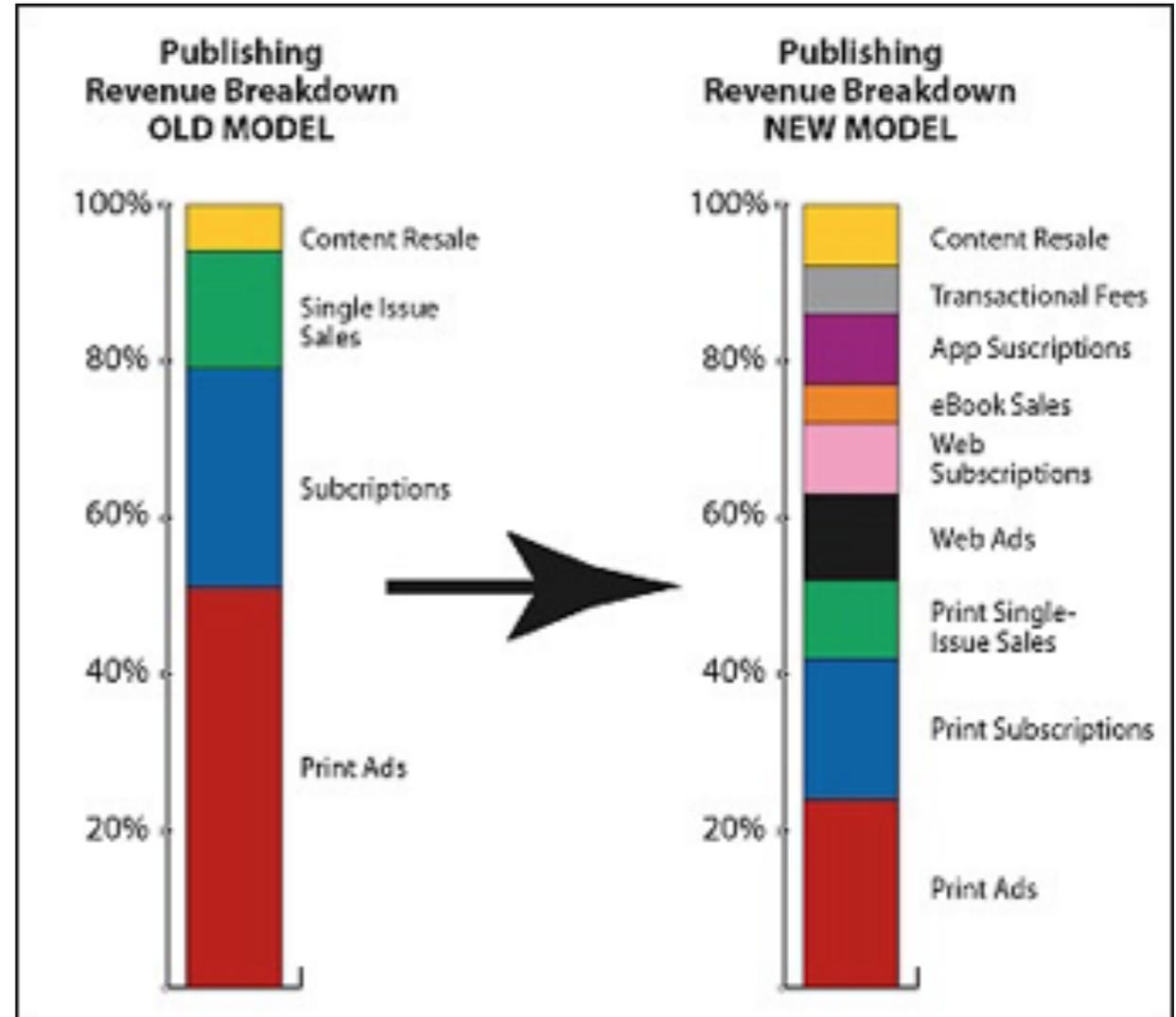


- **Choose projects carefully**
- **Build the right controls short body of text**



## >> Revenue Mix

From big to small, few to many





## >> Revenue Mix

Less dominance, more variety

Use a disciplined approach  
to assess opportunities

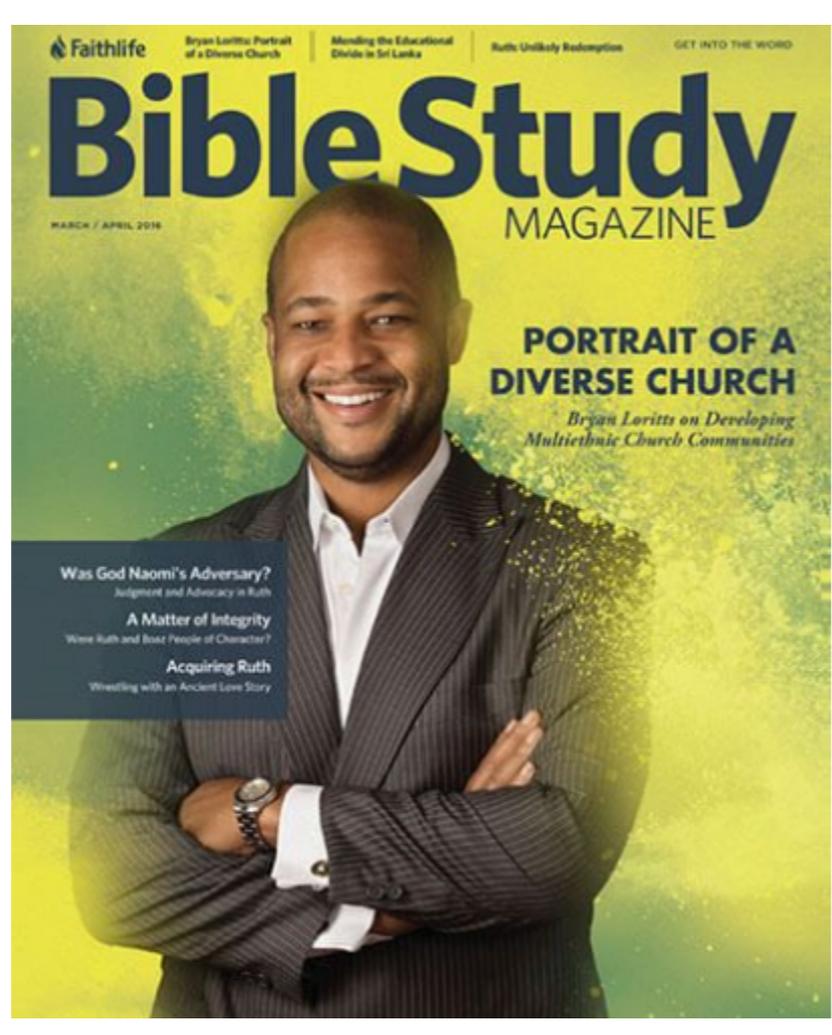
- **Past was characterized by few dominant revenue streams**
- **Now, many smaller lines to make up for decline in traditional standard bearers**



## >> Two Questions

**IS IT REAL?** Will someone actually pay to buy what you offer? Can your team produce it and sell it?

**IS IT WORTH IT?** during which months and how easy is it to control timing?



# *Revenue Development*

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3 Tools You Can Use

# >> *Tool 1* Data

The foundation for successful audience development



It is data from which you can learn, build, scale back, adapt revenue generating programs and services to your ministry and publishing organization.



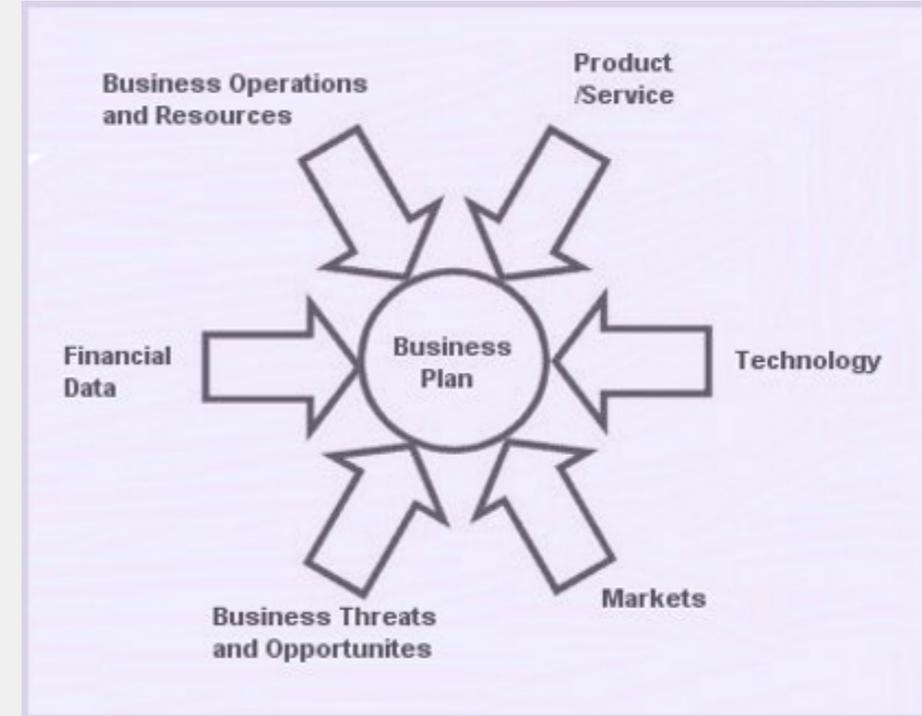


## >> *Tool 2:* A Plan

In-person and virtual



- What is the plan?
- What is the value proposition?
- What is the potential size of the market?
- How will we price and market it?
- How much revenue, expenses and profit do you anticipate and within what time frame?





## >> *Tool 3:* Technology

- ◆ Ability to store reader data and preferences
- ◆ Ability to store, archive and repurpose content
- ◆ Ability to streamline work-flow
- ◆ Ability to serve readers online / virtual
- ◆ Ability to foster community and engagement

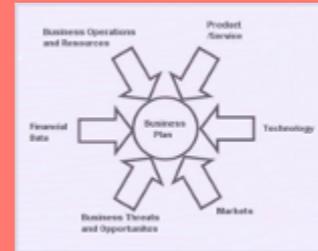


- Technology offers the ability to drill down (segment) and serve various segments and needs of your audience (readers.)

# >> *Tools Summary:*



Data can help you generate, improve and alter ideas for revenue programs.



A concise plan can help you maximize value for your readers and revenue for the organization while attempting to minimize risk.



Technology facilitates collecting data and serving content in the most efficient and effective manner possible.

## >> *The Bridge*

The bridge between tools and creating sustainable revenue for your publication is

### CONTENT



## >> Revenue Ideas

1

**Circulation** - paid subs, back issues, paid memberships, newsletter subs

2

**Ad Sales** - print ads, topical sections, inserts, cover wrap, classifieds, website ads

3

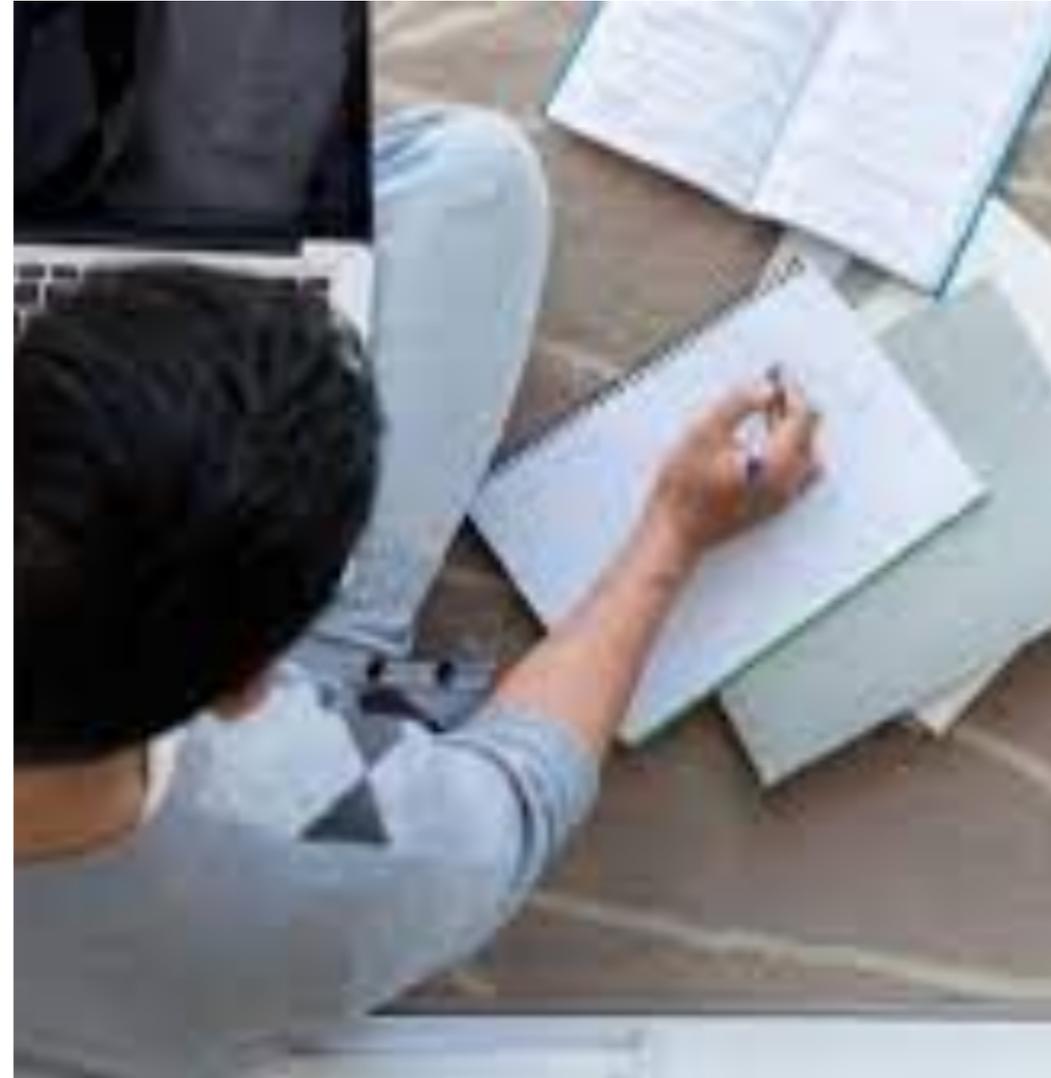
**Events** - (in person or virtual), webinars, conference, awards

4

**Others** - online learning and fundraising

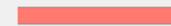
## >> Homework

- Create an outline of total estimated expenses
- Create an outline of revenue/income
- List questions for each type of revenue





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