

**UPGRADE YOUR  
DIGITAL AND PRINT  
MAGAZINE PUBLISHING MODEL**

PRESENTER - JOHN LARUE

# INTRODUCTION

- **Personal Goal: To live life in Christ and serve others**
- **Career: Researcher, Intra-preneur**
- **31 years publishing experience**
- **21 years Internet development**
- **\$10s of millions in online revenue and fundraising**
- **Co-founder Global Christian Internet Alliance**
- **Boards: ETA, Growthtrac, Gilgal Gospel Mission**
- **Next Stage: Entrepreneur**

# GOALS FOR WEBINAR

- Share best practices and ideas
- Learn from past experiences
- Explore options for the future
- Continuous improvement: learn / adopt / change

# OVERVIEW

## MAGAZINE DIGITAL & PRINT PUBLISHING MODELS

- Content Strategy
- Financial Strategy
  - 6 Revenue Stream Options
  - 3 Specific Ministry Examples

# CONTENT STRATEGY

## GOAL

Fulfill Organization's Vision/Mission

## THROUGH

Content that fulfills Great Commission

# CONTENT STRATEGY

## Delivery Options

- Print Only
- Digital Only
- Digital & Print

# CONTENT STRATEGY

## Content Source Options

- Editorial – Expensive / High Control
- Curated – Moderate Cost and Control
- Community – Low Cost and Control

# FINANCIAL STRATEGY

Goal: Self Sustaining (breakeven or better)

Via: Multiple Revenue Streams

- Editorial Content Access Subscriptions
- Advertising
- Donations
- Products Sales – Derivative Content
- Alliances – Revenue Sharing



# MAGAZINES: FINANCIAL STRATEGY

## Digital Content Access Options

- All PAID Content
- All FREE Content
  - Growthtrac.com
  - Crosswalk.com / Christianity.com
- Free & Paid Content – Many Variations
  - Extensive Free Content: ChristianityToday.com
  - Limited Free Content: Bundes Verlag - Germany

# MAGAZINES: ALL FREE CONTENT ACCESS

## Growthtrac.com Marriage Ministry

- “Tent-Maker” Ministry Leaders
- Marriage Articles, Columns, and Resources
- eNewsletter and Daily Devotionals
- Radio Station
- Self-Sustaining Revenue
  - Donations
  - Advertising

# MAGAZINES: PAID CONTENT ACCESS OPTIONS

## ChristianityToday.com

- **Magazines: 6 print (7 folded in past 6 years)**
- **Print Content Online: Mostly subscription access**
  - **Hard Offer: Delayed billing, multi-year, auto renewal**
- **Online Only Content: Some free / some paid**
  - **The Behemoth: Paid, no ads, single revenue source**
  - **Preaching Today, Church Law & Tax, Building Church Leaders, Small Groups, Christian Bible Studies: Paid, free teasers, multiple revenue streams**

# MAGAZINES: PAID CONTENT ACCESS OPTIONS

## Bundes Verlag – Germany

- **Content: 15 magazines (7 launched in last 6 years)**
  - 4-6 issues/year, high quality, beautiful artwork
  - Highly targeted audience with felt need and goals
  - Bible-focused – everyone should read and love
  - People with real problems and real longings
  - Win/Wing partnership with churches, known leaders, networks, and readers

# MAGAZINES: PAID CONTENT ACCESS OPTIONS

## Bundes Verlag – Germany

- **Subscribers: 150,000 for 15 magazines**
- **Revenue:**
  - 2/3 subscriptions (high price), 1/3 advertising
  - 5 make money, 5 breakeven, 5 lose money
- **Online vs. Hard Copies**
  - 1-4 articles per issue free online
  - Access to other articles through print subscription

# MAGAZINES: PAID CONTENT ACCESS OPTIONS

## Useful Cost Effective Online Publishing Tools

- **Responsive Design**
  - Only simple app development required
  - Works on all phone, tablet, and web platforms
  - Low cost development, maintenance, operation
- **TinyPass: Paid Access**
  - Low cost way to charge for paid access
  - Works on WordPress and other CMS platforms

# MAGAZINES: FINANCIAL STRATEGY

## Digital Advertising

- Display advertising
  - Web banner ads
  - Pop-ups/pop-unders
  - News feed ads
  - Interstitial
- eNewsletters / eBlasts
- Directories
- Alliances

# MAGAZINES: FINANCIAL STRATEGY

## Print Advertising

- Display advertising
  - 2-Page Spreads
  - Full-Page
  - Fractionals
- Directories/Guides
- Digital/Print Combination Packages

## Media Kit



# MAGAZINES: FINANCIAL STRATEGY

## Donations

- Individual Donors
- Board Members
- Friends of the Ministry
- Google Grant
- Foundation Grants

# MAGAZINES: FINANCIAL STRATEGY

## Product Sales – Purpose

- Formal Education
- Group Study
- Leader Training
- Personal Enrichment

# MAGAZINES: FINANCIAL STRATEGY

## Product Sales – Types

- Books: Print/eBook
- Conferences/Seminars
- Courses
- Study Guides, Workbooks
- White Papers, Case Studies, Reports
- Sermons
- Media: Audio, Video, PowerPoints

# MAGAZINES: FINANCIAL STRATEGY

## Alliances

- Publisher Partnerships
- Shopping: Online Store Commission
- Media: Radio, Video, Graphics
- Associations: Church Leader, Professional
- Content Partnerships with Other Ministries

# PREPARING TO COLLABORATE WITH PUBLISHERS

- Author Relationships – articles, interviews, columns
- Blog – launch/expand/update
- eNewsletters – launch/expand/update
- Social Media – launch/expand/update
- Design Site – for advertising / easy content updates
- Media Kit – create and promote for advertising
- Pursue Publisher Partnership Options

# PUBLISHER COLLABORATION OPTIONS

- Advertising
- Content: Articles, Interviews, Blog Posts, Columns
- Book Development
- Handbooks and Guides
- Leader Training Resources
- Study Bible Development
- Foreign Language Editions
- Others