

# AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

**American Business Media  
Circulation / Audience Development Committee  
Wednesday June 15, 2005  
2:30pm EST**

**Attending:**

Francis Heid, Committee Chair, VP Publishing Operations, Advanstar Communications  
Maxine Minar, Committee Vice Chair, COO PostNewsweek Tech Media  
Gloria Adams, Director Corporate Audience Development, PennWell Corporation  
Shannon Aronson, Corporate Director, Audience Development, CMP Media, LLC  
Emelda Barea, VP Circulation & Distribution, Jobson Publishing LLC  
Chris Beddigs, VP of Account Services, Omeda Communications  
Joel Besner, Director of Audit Operations, BPA Worldwide  
Maria A. Ferrante, Editorial Director, PMT, Director, Workforce Development, PMMI  
Heather Cejovic, VP Client Services, Computer Fulfillment  
Dawn Chamberlain, Mgr. B2B Publications, Mktg. & Sales, Audit Bureau of Circulations  
Barry Green, VP/Director of Circulation, Hearst Business Media  
Louis Loglisci, President, Epsilon Management System  
Joel Manning, VP, Edith Roman Associates, Inc.  
Jill Newman, VP of Client Development, Omeda Communications  
Jerry Okabe, VP, Audience Marketing, Primedia Business Magazines & Media  
David Rock, Director, Online/Partnerships, Ziff Davis Media  
Eric Rutter, VP Controlled Circulation, Reed Business Information  
Bruce Shriver, Director of Circulation, Nations Restaurant News, Lebhar-Friedman Inc.  
Donna Sickles, Corporate Circulation Director, Quadrant Media Corporation  
Jim Wessel, Circulation Director, Watt Publishing Company

**ABM Staff:**

John Holden, Senior VP, Business Development  
Peter Loibl, Manager, Committees & Councils  
Mark Flythe, Coordinator, Committees & Council

**Agenda:**

- Sub-Committee - Task Force Assignments
- Circulation Awards

- Electronic Media Survey
- Guidelines for Auditing Digital Editions
- New Business

### **Sub-Committee / Task Force Assignments**

Francis Heid, Committee Chair, VP Publishing Operations, Advanstar Communications opened the meeting with his assessment of the proposal made at the March 9<sup>th</sup> meeting of the Circulation / Audience Development Committee regarding his request that each member submit a list of ten topics that circulators would consider to be “hot button” circulation issues. Donna Sickles, Corporate Circulation Director, Quadrant Media Corporation reported that responses had been sent to Peter Loibl, Manager, Committees & Councils, ABM but in the transition process of his promotion and reassignment to other ABM committees, the responses had not been received by Mr. Heid.

The intent was to use these suggestions to make a list of hot button issues affecting circulation for the sub-committees or task forces to explore. Breaking the 40-plus members of the Committee down into smaller groups will make them better equipped to work on White Papers and educational (breakfast meeting) events.

### **Circulation Awards**

Mr. Heid then paused to recognize the Circulation Career Award winner Donna Sickles, who received the award at ABM’s 2005 Spring Meeting and also celebrated with her peers at Folio’s Circulation Management Show last week. The Committee also recognized Gloria Adams, Director Corporate Audience Development, PennWell Corporation as winner of B2B Media’s Circulation Innovator award.

### **Electronic Media Survey**

Mr. Heid reported that because the response to the direct mail inquiry for the Electronic Media Survey had been poor, his intention had been to conduct the Electronic Media Survey by telephone. Using the circulation contact list from American Business Media, Mr. Heid’s assistant was going to make the actual calls and ask the questions from the questionnaire and he hoped to have something to report by the next meeting.

Ms. Sickles reported that she was aware of several people who did respond to the list and volunteered to be the point person to receive all responses and take responsibility to collate them into one big list.

### **Guidelines for Auditing Digital Editions**

Mr. Heid reported on the Sub-Committee’s efforts to bridge the gap between the survey phase and the implementation and actual creation of a digital survey summit that would

bring together advertisers, publishers, audit bureaus and vendors to determine best practices of digital magazine auditing.

Ms. Adams highlighted a sampling of issues from the auditing standpoint:

- What exactly constitutes a down load?
- Do you count downloads?
- What if the digital edition comes as part of e-mail?
- What if no one opens it?

From the standpoint of BPA and ABC the issue seems to be one of possession and access; do you have possession of the system the edition is sent to and do you have access to the e-mail which is sent to you.

The consensus was that the issue is very complex and full of nuances and that there is more than one definition. The Committee echoed Ms. Adam's suggestion that because there are so many issues facing all of those segments, a sub-committee could be formed to get a better idea of exactly what issues are pertaining and put together a more concise outline of what issues the summit event would encompass.

Maxine Minar, Committee Vice Chair, COO PostNewsweek Tech Media raised the point that it all comes down to what the advertiser wants and what they are willing to accept. John Holden, Senior VP, Business Development, American Business Media reported that on July 25, there is a Media Advisory Board meeting which might be the best forum to bring up this issue.

Ms. Minar agreed to touch base with John Holden with a list of Circulation / Audience Development Committee members interested in tagging onto the July 25<sup>th</sup> meeting. Ms. Minar suggested a conference call meeting for interested members of the Committee that would take place sometime during the week of July 11th. Mr. Heid then led a discussion of what some of the questions for agencies should be:

- How are you going to measure response?
- What's the future of digital editions?
- If you do not support it, why don't you support digital media?
- How many are creating custom advertising for the digital editions they do?

### **Suggestions for Circulation Breakfast Meetings**

Ms. Sickles agreed to take suggestions for topics for circulation breakfast meetings, create an e-mail master list so that at the next meeting the committee could go through and decide which topics are appropriate for breakfast meetings and which might be better suited for a sub-committee or a White Paper. The Committee discussed some ideas:

- Search Engine Marketing–Search Engine Optimization
- E-mail Deliverability-Developing Relationships with the Major ISP's

- Developing Audio Kits for E-newsletters
- How a Circulation Person Does Web Marketing
- How a Circulation Person Does Attendance Marketing for Events
- How to Comply with Can Spam and Telemarketing FCC Laws
- How to Set Up Your Department to Handle Digital Editions
- How to Use the Web to Market Subscriptions
- How to Market E-news Letters in Your Magazines
- Managing Your List Rentals
- How to Work With Your Sales Team on Circ. Issues
- How to Get Through an Initial Audit
- How to Work With Your Membership to Meet Audit Goals (Assoc / Circ People)
- Digital Editions- Audit Rules, Research, Ad Sales Tools
- E-mail – How Do We Retain Addresses, How Do We Get Around Spam Filters?
- Blogs – How Can We Make Use of Them for Circulation and Other Media?

Ms. Sickles has a number of others as well, some of which overlap. Questions that are more appropriate for a higher level might be better suited for a breakfast event, while questions that are more “101” in nature might be better suited for a White Paper which members could easily send or refer people to.

## **New Business**

Dawn Chamberlain, Mgr. B2B Publications, Mktg. & Sales, Audit Bureau of Circulations reported on rule changes, which permit increased flexibility. The following is an excerpt from her press release.

### **ABC Allows Additional Reporting Flexibility for Business Publications**

Consistent with board rulings in 2005, ABC now allows all U.S. business publications the option to report Publisher’s Statement and Audit Report cycles ended in any calendar quarter; March, June, September or December. The modifications also allow members to analyze any issue within the reporting period.

Also approved was the modification of reporting procedures relative to Web site activity. Publisher members are now able to update Publisher’s Statements with the most current available Web site activity data; report activity from Web sites that host editorial and advertising content from multiple publications on all of the Publisher’s Statements for the contributing publications; and/or report activity from related Web sites on the Publisher’s Statements for multiple titles. For more information on becoming an ABC Business Publication member, contact Dawn Chamberlain at (212) 867-8992 ext. 3 or [chamberlaind@accessabc.com](mailto:chamberlaind@accessabc.com).

### **Paragraph 3b Custom Draft**

Mr. Holden reminded the Committee that the customized Paragraph 3b Data is now available from Lou Loglisci, President, Epsilon Management Systems. The Custom Data is based on SRDS classifications. To view what is available and to download an order form, go to [americanbusinessmedia.com](http://americanbusinessmedia.com) and click on Circulation Committee and then Paragraph 3b Trend Data.

With no further new business before the Committee the meeting was then adjourned.