



Direct Mail Planning

Common sense and practical solutions for magazine publishers who are seeking to launch a new title, grow circulation, and manage resources as efficiently as possible.

CircSense is a strong global consultancy and outsourcing firm specializing in the delivery of service solutions to magazine publishers in the United States and overseas, from new launches to seasoned publications, wishing to increase their current distribution or expand into new markets anywhere in the American continent.

We develop, execute, incorporate, and manage marketing campaigns which we adapt to each client's explicit unique requirements and objectives.

Whether you are starting a magazine or need help with an existing magazine, CircSense covers the entire range of functions to build and manage your publication's marketing and circulation: direct mail management, planning and execution; insert cards strategy and design; budgets and circulation forecasting; AAM/BPA circulation and USPS audits; rate- base management; renewals and billing efforts; fulfillment management; newsstand distribution management; public place distribution; controlled circulation; timely and management-friendly reporting; source analysis; custom publishing; and much more.

Our high efficiency is achieved through solid partnerships with steadfast vendors to execute the most effective solution to your business requirements. These vendor alliances along with our aggregate clients' volumes assures economies of scale and negotiating leverage which allows us to pass along significant savings to our clients' projects.

CircSense is the strategic solution to your marketing and audience development needs, whether you are considering to complement and provide additional support to existing staff, or to outsource all or part of these functions, as needed.

COMPANY HISTORY

The concept for the creation of **CircSense** was born from the realization that small to medium size publishers did not have access to, or the attention they deserved from, "New York level" - large publishing, consumer marketing talent. These publishers simply could not afford to hire such talent, or pay exorbitant consultant or outsourcing fees. Thus, **CircSense** was created and structured with this very specific need in mind to help this underserved market.



SERVICES

Business Planning

Forecasting, Budgets and Strategic Planning:

Prepare an initial long term (5-years) and annual budget model for circulation planning, revenue and expenses, including additional scenarios to evaluate circulation profitability options.

Update and maintain circulation model for targeted circulation level, production, revenue and expense tracking versus budget.

Recommend strategic direction including source mix, testing and pricing.

We will provide general industry and category-specific information (base-line comparisons) as available through our participation in industry functions and through our role as a multi-title circulation service company.

Circulation Marketing

New Media:

Internet marketing strategy, execution and analysis of results for all efforts to maximize subscriptions volume and profitability from the in-house web sites as well as outside sources.

Review and recommend marketing design and layout features to banner ads and subscription order pages to maximize click-through's and responses.

Email promotions planning and execution for new, renewal and gift subscriptions.

Insert Cards and Space Ads:

Determine base offer and creative strategy.

Manage creative design.

Plan and execute testing of offers, design and mix.

Gift Subscriptions:

Develop and execute mail and internet campaigns to generate new gift subscriptions.

Renew past year's donors, manage the production, fulfillment and analysis.

Alternate New Business Promotions:

Develop alternate subscriptions sources, including

package inserts programs

partnerships

magazine onserts and cover-wraps

Direct Mail (strategy & execution):

Plan and execute up to four mailings per calendar year.

Based on goals set by management, develop a mail plan, including estimated gross and paid orders, costs and revenues.

Recommend and execute testing of packages, offers, and lists.

For new or revised packages suggested and approved, bid out and manage copywriter and artist to develop mailing package and possible test packages.

Supervise package design development and work with management to insure that tone and message are appropriate.

Contact Us

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