

SMART Move

Hearst's *Smart Money* is moving into the digital area for the first time by offering a digital edition as a premium to new subscribers. By signing up for a 12-month subscription of the consumer financial title, new readers are instantly delivered a digital copy of the magazine's popular January forecast issue.



Forecast issue is being used for test

The subscription marketing campaign is set for late January through an email blast of approximately 20,000 from Hearst's database, order forms on the magazine's web site and possibly on other web portals such as Yahoo or Lycos, said Rick Day, group circulation director at Hearst.

"This is a way of using a digital edition to sell paper copies," he pointed out. Day added, "We think the ability to offer the digital edition instantly to new subscribers is exciting because of the instant gratification."

New subscriptions will start with the February issue. Day said Hearst hasn't changed its subscription prices with this new offer.

"It's just like the premiums you get with any new subscription — like a baseball hat or a calculator," he said.

Smart Money is using software provider Texterity to deliver its digital edition to new subscribers. Day said Texterity approached Hearst with the idea.

With this initial effort, Day said that *Smart Money* does not plan to offer new subscribers the option of print or digital. But he plans to offer new subscribers this choice with a secondary, follow-up effort.

Day said any increased circulation from the digital edition will not be counted toward the magazine's paid circulation. He said that *Smart Money* hasn't set up a separate file for digital circulation yet, a step that the Audit Bureau of Circulations requires for it to be counted toward total paid circulation. ■

Cooking up a CD mag

Making Bread already has an unusual title, and now it offers an unusual distribution format. The magazine, which offers up financial advice not cooking tips, is being sold on Barnes & Nobles college bookshelves as a CD-ROM. And get this—the CD, displayed on an 8" by 11" card, is

designed to look like a magazine cover. The CD contains the latest six issues in Adobe Acrobat format, plus a coupon to claim the next six issues online for \$19.95.

"It's just a hunch, but we feel that distribution on CD-ROM is the missing link in the industry's effort to create broader acceptance for digital publications," said Founding Editor Gail Harlow. "By going where our readers shop for maga-



Making Bread gets new-fangled

zines and positioning ourselves right next to our print competition, we can introduce those who might not feel comfortable with digital magazines to their many advantages — such as live links to additional resources, ease of navigation and searchability."

The magazine was launched on Newsstand in September 2002. The publication and the CD are also available at www.makingbread.com. *Making Bread* is published by Reggai Productions LLC, a new media company located in Philadelphia. ■

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