



The Surge in Subscription-based Outlets

Maximize your marketing dollars by leveraging the right subscriptions

www.EdgeLegalMarketing.com

www.AccountingEdgeMarketing.com

By: Vicki LaBrosse

Trending now... How many times a day do you see those words pop up on your social media feeds? You click on the link, eager to read the latest news, only to find that you are locked out. How frustrating! It's all the more so when you are the author of that article. You are unable to access your own content. What do you do?

As traditional print advertising goes away, digital media outlets have been challenged with creating and growing sustainable revenue streams. It's becoming more common for content to be locked. Keep in mind that just because content is online only, does not mean that it is free to access. Because many publications are subscription based, content is kept behind a firewall with access restricted to users who have paid for it.

Your overall PR and marketing strategy should include selecting subscriptions to outlets that are most relevant to your company and the content you are generating. Here are four considerations to keep in mind when deciding on which subscriptions to spend your marketing dollars on.

1. **FREQUENCY:** Consider how often you or your company plans to leverage the outlet. Which publications are you pitching article topics to frequently? Where do you send your press releases regularly? What reporters do you reach out to when your company has news? Purchasing subscriptions to the top outlets where you want to get thought leadership pieces and news announcements published is a wise investment, especially when it's your own content you want to access.
2. **KNOWLEDGE:** Having the capability of following what reporters and editors are writing will help you not only know what's going on in your space, it should also get the creative juices flowing. What should you be writing, blogging and talking about next that relates to the latest news? Securing a subscription to an outlet for the purpose of staying in front of the latest trends and news is smart spending.
3. **COMPETITIVE INTEL:** More likely than not, your competitors are contributors and advertisers in the same outlets you are targeting. Obviously, it's to your advantage to have insight into what your competition is doing and what messaging they're using to reach the same audience. You want to beat them to the punch and have the feature story be about your company, not your competitors'. Buying subscriptions to publications your competition is leveraging will help you stay current with industry news and events and hopefully keep you a step ahead of them.
4. **REPRINTS:** When talking marketing budgets, not only do you need subscriptions to access content, but many outlets will require you to purchase reprint rights to contributed content you want to leverage. It is common practice for a publication to own the article or content after it's been published, even if a representative of your company is on the byline. Some publications will allow for free reprinting as long as you're using appropriate attribution language, but some will



For more information about any of our services, please visit our web site or contact:

Amy L. Juers, MBA

Founder & CEO

651.450.9090

ajuers@EdgeLegalMarketing.com

insist you to buy the rights. To help stretch your marketing dollars, look for subscription-based outlets that offer authors free or discounted reprints.

A tactic to try is to ask for a “comp” subscription or negotiate a contributor rate that can be used to access content. Sometimes, and especially if you have an established relationship with a media representative at the publication, they will give you or your PR firm a free subscription for the purpose of accessing your articles. It may be a one-off for when your articles publish and not a regular monthly or weekly subscription. Some outlets will also offer discounted rates or limited subscriptions to outside contributors. It never hurts to ask.

One last point to keep in mind when selecting subscriptions to purchase is that readers who pay for their subscriptions spend more time reading them than those who do not pay. So don't shy away from an outlet if its subscription based. Those readers are actually taking more time with the publication. Hopefully before you've even had an article or interview get accepted or placed, you or your PR professional has researched and selected the outlets that have the audience and readership you are looking to reach. Subscribers are not a cross section of the general population; they are your target market! When doing this research, keep in mind which outlets are subscription based because this will dictate how you will be able to access and use the content, as well as impact your marketing budget. Your marketing budget only expands so far, so you want to be sure to buy subscriptions that make sense.

About the author

Vicki LaBrosse has been with Edge Marketing since 2007 and currently serves as the senior director of media relations. Not that anyone is counting, but she has more than 20 years of marketing and communications experience in both the legal and accounting industries. LaBrosse loves nothing more than to work with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business and pay her mortgage.

