

CASE STUDY

Inland Custom Publishing Group

A Division of MediaNews Group

"LOCATION INTELLIGENCE HELPS FIND WHERE OUR TARGET AUDIENCES LIVE AND HOW TO BEST APPEAL TO THEM."

Shawna Federoff, Research and Database Marketing Manager, ICPG

PITNEY BOWES MAPINFO LOCATION INTELLIGENCE SUPPORTS ACCURATE CUSTOMER PROFILING AND EFFECTIVE TARGET MARKETING FOR MEDIATEWS GROUP'S INLAND CUSTOM PUBLISHING DIVISION.



Challenge

For a free publication just starting out, the main challenges include securing regular advertisers, developing editorial content and efficiently distributing the magazine. To face these challenges, MediaNews Group's Inland Newspaper Division Custom Publishing Group needed to accurately profile its target audience, helping to identify its distribution footprint and attract advertisers best correlating with this highly targeted readership.

Solution

With Pitney Bowes MapInfo location intelligence solutions, Inland Custom Publishing Group was able to better understand its target readership for its two high-end lifestyle publications, *Inland Living Magazine* and *Riverside Magazine*. This insight is leveraged in all areas of its business, including; determining local editorial content, identifying potential advertisers and the mapping of delivery routes for distribution.

SUMMARY

To address the challenges of declining newspaper readership, the Inland Newspaper Division of MediaNews Group, one of the largest newspaper companies in the United States, decided to expand its portfolio, forming the Inland Custom Publishing Group. Widening the company's offerings through niche publications provides the Inland Newspaper Division with the opportunity to tap into a new readership audience, as well as new business targets for advertising. The Inland Custom Publishing Group decided to first target high-income audiences with *Inland Living*, its first new lifestyle, glossy magazine, since this audience tends to be easy to identify and deliver to, as well as desirable to advertisers.

Since all high-income households are not the same, the Inland Custom Publishing Group enlisted the help of Pitney Bowes MapInfo location intelligence solutions to determine which pockets of high-income households the company wanted to target with *Inland Living*. For a regional magazine, local content is vital to capturing the reader's attention and establishing a long-term relationship. With the help of Pitney Bowes MapInfo's mapping capabilities, the editorial team can determine the neighborhood boundaries where target readers live and use this insight to develop a balance of stories for the magazine, covering topics such as dining, the arts and local non-profits.

RESULT

For a publication free of charge to readers, securing advertisers and establishing longstanding relationships with them are critical to the life of the magazine. Advertising sales representatives for the Inland Custom Publishing Group benefit from being more location intelligent because they can use the technology to pinpoint the businesses geographically in sync with the magazine's readership, helping them develop their territories and maximize their efforts.

Location intelligence technology also helps the Inland Custom Publishing Group attract and maintain regular advertisers, by offering them a venue to promote their products and services to a highly targeted readership audience. With these resources, the Inland Custom Publishing Group can show potential advertisers specifically where magazines are available, which includes local book stores and grocery stores, in addition to direct home delivery, to illustrate the range of coverage they would be getting. The promise of an accurately targeted reader audience enables the company to command higher advertising rates even though niche publications tend to have smaller circulations.

“ACCURATE READERSHIP PROFILING HELPS THE EDITORIAL TEAM GAIN VALUABLE INSIGHT INTO WHO THEY ARE WRITING FOR.”

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For a new publication with no subscriber base, distribution presented another challenge. Using TargetPro®, Pitney Bowes MapInfo's target marketing solution, built on MapInfo Professional®, the company's flagship mapping application, organizations can conduct advanced customer profiling and geodemographic analysis to define customer behaviors and attitudes, prioritize markets and execute distribution. Based on this analysis, the Inland Custom Publishing Group determined that mailing each copy would be too expensive and that hand delivery would be the most effective and cost-saving.

The newspaper group leveraged its long established carrier force for its future in custom magazines. Using the SQL Select function of MapInfo Professional to query readership household data, the Inland Custom Publishing Group was able to execute address specific delivery with confidence of accuracy. The large task of data management was made possible through the flexibility of MapInfo's user interface and the ability to compare and validate multiple data sources.

Inland Custom Publishing Group has successfully published a full year of *Inland Living Magazine*. *Riverside Magazine*, another high-income focused regional magazine, will reach its first successful year in February 2009. The company is looking to launch a third magazine in the near future, as well as a number custom media projects, and Pitney Bowes MapInfo location intelligence technology will play a key role in the development and distribution of these publications as well.

THE PITNEY BOWES MAPINFO ADVANTAGE

To address the decline of newspaper readership, MediaNews Group's Inland Newspaper Division expanded its portfolio with niche publications geared towards high-income households. With the help of Pitney Bowes MapInfo, Inland Custom Publishing Group maps out exactly where the target readership lives. By providing insight into the demographic and psychographic characteristics of the magazines' readers, location intelligence helps the editorial team determine what's truly local when planning the content. The ability to target the magazine's distribution allows the company to successfully follow its strategy of selling audiences desirable to advertisers.

