



**Powerful and Successful
Magazine Direct Mail Promotion**

Rebecca Sterner

introducing **Rebecca Sterner**

- Independent magazine consultant
- 24 years magazine promotion experience
- 17 years as an independent consultant
- More than 100 magazine clients
- Copywriter and strategist
- Direct mail, renewals, web marketing, billing, insert cards, all forms of subscription marketing

strong copy
for maximum
response

designed
to get
the sale

attention
to fulfillment
and postage
requirements

**STRONGER
RESPONSE**

Winning Circulation Promotion

- Know how to produce winning packages
- Creative and strategic success
- Technical know-how
- Collaborate with the client and exceed expectations

CASE STUDY #1: *Poets & Writers Magazine*

- Goal: find a new control to knock off package that had won for many years
- Reflect new editorial direction of magazine to improve pay-up
- Result: new package beat old control with index of 115

CASE STUDY #1: *Poets & Writers Magazine*

OUTER ENVELOPE



CASE STUDY #1: *Poets & Writers Magazine*

LETTER

- Market your work digitally—is it a good thing for authors or a technological vacuum that sucks up hours better spent on writing?
- Determine when your manuscript is ready to submit (and when it's time to start over again).
- And much more to help you be a savvy writer!

**POETS & WRITERS MAGAZINE IS PUBLISHED BY
A NONPROFIT ORGANIZATION DEVOTED TO YOUR SUCCESS.**

Since 1970, our mission has been to help creative writers develop their potential. Poets & Writers has earned the respect—and support—of national and state arts agencies, and foundations and individuals who recognize the importance of nurturing new literature.

Last year, we supported 959 literary events. 750 writers from 42 states were paid a total of \$210,000.00 through our Readings/Workshops Program.

In addition to sponsoring literary events, Poets & Writers supports writers by publishing **A Directory of American Poets and Fiction Writers**, maintaining a dynamic Web site, and conducting seminars that help writers navigate the literary marketplace. When you subscribe to POETS & WRITERS MAGAZINE, you can take advantage of all that our organization offers—because you receive notice of our programs first.

ENOUGH ABOUT US... WHAT ABOUT YOU?

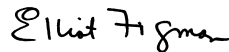
What have you done lately for your writing? If you're serious about your work isn't it time you took it seriously enough to read POETS & WRITERS MAGAZINE?

A SPECIAL INVITATION—50% OFF.

We're sure that POETS & WRITERS MAGAZINE will inspire you, support you, help you, entertain you. We invite you to see for yourself. When you send in the enclosed card, we'll rush you the latest issue of the magazine and enter a one-year subscription at a special half-price offer.

Send no money now. We'll send you a bill for only \$14.97 for a one-year subscription (6 thick issues). Your satisfaction is guaranteed.

Sincerely,



Elliot Figman
Executive Director
Poets & Writers, Inc.

P.S. Don't procrastinate! Sign up today and save 50%.

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YOU ARE INVITED TO TAKE
YOUR WRITING TO A NEW LEVEL.

Poets & Writers



Dear Writer:

Where do you go for inspiration and assistance with your poetry, fiction, and creative nonfiction? Are you enrolled in a college writing program? Have you joined a writing group? Do you study the works of other writers and learn from them? Writers like you have discovered that these are all effective ways to advance their efforts.

**THERE'S ONE EASY AND INEXPENSIVE
OPPORTUNITY MANY WRITERS OVERLOOK.**

Doctors read medical journals for scientific breakthroughs and tips on how to run their practices. Business managers feel lost without their daily dose of the *Wall Street Journal*. Plumbers, electricians, undertakers, farmers, and jewelers all avidly read their trade magazines to keep up on the latest industry news and to get support for their special interests.

Creative writers can keep up with their craft, and get support, too—with the leading magazine produced for them. If you're serious enough to want to get more out of your writing, treat yourself to an amazingly low-priced subscription to POETS & WRITERS MAGAZINE.

**POETS & WRITERS MAGAZINE IS THE RESPECTED VOICE
OF THE CREATIVE WRITING TRADE.**

If my subscription files are accurate, it shows that you don't currently subscribe. If you're not reading POETS & WRITERS MAGAZINE, you're missing:

continued...

POETS & WRITERS, INC 72 SPRING STREET NEW YORK, NY 10012

CASE STUDY #1: *Poets & Writers Magazine*

LETTER INSIDE SPREAD



COMPREHENSIVE INFORMATION ABOUT GRANTS AND AWARDS.

POETS & WRITERS MAGAZINE tells you where the money is. In one issue, we tracked 122 writers who won publication of their manuscripts, and more than \$1.5 million in grants and awards. Virtually every legitimate organization that awards money to literary writers announces it in the pages of POETS & WRITERS MAGAZINE. We tell you how to apply for those grants—and what the benefits are to your career as a writer. We also tell you which contests to avoid, and why. You'll discover who is most likely to win literary awards—and how to improve your chances to win one.

OPPORTUNITIES TO HONE YOUR CRAFT.

Looking for a college writing program? A writers conference? How about a retreat center? Look no further than POETS & WRITERS MAGAZINE. Whether you want an intense full-time on-campus experience or are looking for classes that fit in with your busy work schedule, you'll find the perfect program for you listed in our pages.

Dreaming of getting away for a writer's retreat? Do you fantasize about exotic and luxurious places like the Costa Rican rain forest? Or would you prefer the more rugged Montana Artist Refuge? POETS & WRITERS MAGAZINE will help you find the perfect place to get away from your routine so that you can concentrate on your writing.

SECRETS OF SUCCESS FROM GIFTED WRITERS.

What inspires writers? What separates those who merely experience life from those who translate that experience into words? What keeps writers

continued...

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going in spite of frustration, rejection, and their highly-critical evaluation of their own talent?

POETS & WRITERS MAGAZINE reveals the sometimes difficult and always complex methods that accomplished writers use.

The late poet Agha Shahid Ali said he was inspired by life, death, and a little bit of anger—but mostly “just language.” Author Vivian Gornick tells us what differentiates a strong personal narrative from a weak one—and how to write a good sentence.

Find out why Li-Young Lee flunked out of his MFA program, and why he succeeded without that degree. But more importantly, discover his views on writing as a religious enterprise.

Jonathan Franzen's secret was knowing his work had relevance. After his second novel was published, this award-winning author almost chucked his writing for a job as a temp. POETS & WRITERS MAGAZINE reported on what changed his perception and caused him to devote nine years to creating his highly-successful third novel, *The Corrections*.

Personal tragedy can be the genesis of great writing. South African novelist Sheila Kohler lost her sister in a very dramatic and violent way. She said, “I really started writing after that. There was something about her death that was so traumatic for me that I just keep writing about lost girls in one way or another.”

Colson Whitehead, the young novelist (*The Intuitionist*, *John Henry Days*) who was compared to Ralph Ellison and Toni Morrison before he turned 30,

continued...

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CASE STUDY #1: *Poets & Writers Magazine*

FORM

R.S.V.P.

TO REVIEW THE LATEST ISSUE.

RISK FREE OFFER


YES! I accept your invitation. Please send me the latest issue of *POETS & WRITERS MAGAZINE*, and sign me up for a one-year subscription. If I wish to continue, I'll pay your invoice of only \$14.97 for a one-year subscription—**a savings of 50%** off the bookstore price. If I choose not to continue, I will write “cancel” on the invoice and return it. The review issue is mine to keep—**FREE!**

Offer good only in the U.S.

CODE

Poets & Writers

POETS & WRITERS MAGAZINE
WHAT CREATIVE WRITERS NEED TO KNOW



11 WAYS OF LOOKING AT A BREAD CRUMB
Poets & Writers
JONATHAN FRANZEN
AND HIS GREAT
AMERICAN NOVEL
THE ART OF
PERSONAL
NARRATIVE
LITTLE
MUSIC
SMALL
PRESS
PUBLISH

REMEMBER THIS: A BRIEF HISTORY OF THE 'P' WORD
Poets & Writers
LOOK WHO'S
TALKING
BRANDS AND ABOUT
THEIR FOLLOWERS!
PLUS: INTERVIEW WITH
JOHN YAO!
ELIZABETH
GILBERT
C.D. WRIGHT
TRACE OF A FILE

Detach and return in enclosed reply envelope.

72 SPRING STREET NEW YORK, NY 10012

CASE STUDY #2: *Golf Card Cold Donor*

- Client had no previous success with cold donor tests
- Strategy to move to 2-for-1 offer \$75
- Result: 1,000% increase over all previous tests
- Rolled out to Father's Day promotion, also very successful

CASE STUDY #2: *Golf Card Cold Donor*

OUTER ENVELOPE FRONT



OUTER ENVELOPE BACK



CASE STUDY #2: *Golf Card Cold Donor*

BROCHURE

BF0754 ©2001 The Golf Card

You pay 50%, but those who receive your gift will get 100% of all of these benefits:

Satisfaction Guaranteed

Give 2 Gifts for the Price of 1!

the Golf card

the Golf card

Free Green Fees
Simply rent a power cart, and pay no green fees for two rounds of golf at more than 1,600 courses. There are no weekend limitations, as there are with most local golf membership plans!

Save up to 50% Off Cart and Green Fees
Membership includes two reduced rounds of golf at each of an additional 1,900 participating courses.

Special Play & Stay Discounts
Over 260 world-class resorts, like Callaway Gardens in Georgia and Shanty Creek in Michigan welcome members with discounted prices on complete golf tour packages, including accommodations and green fees.

Comprehensive Course Directory
Right after the holidays, each member will receive a new directory providing complete details and locations of all participating golf courses and Stay & Play resorts.

Product Testing
Top golf equipment manufacturers turn to our members for feedback when they are developing new products. To participate, members fill out a short survey form to get the opportunity to test the newest golf gear. All products tested are kept by the members—for FREE.

Golf Traveler Magazine
This members-only magazine is filled with exciting golf articles, travel tips, tournament play information, and more!

Grasshopper Social Club
Never hit the links alone. Golf Card members can join one of 100 Grasshopper Clubs around the country where they can meet other members for fun, social golf outings and travel vacations.

Play More. Pay Less.
The strength of our 100,000 members allows us to negotiate golf discounts and other money-saving membership benefits.

National Car Rental Emerald Club
Members bypass the rental counter when you pick up and return a car. Worth \$50, this benefit allows members to earn frequent flyer miles, hand-pick their car, and much more.

Great American Traveler Membership—Free!
Save up to 50% off standard room rates at over 3,000 participating hotels all over the world. Save at Hilton, Sheraton, Radisson—and more—in the U.S., Canada, Mexico and around the world.

the Golf card

CASE STUDY #2: *Golf Card Cold Donor*

LETTER

*Wrap up the perfect gift
for all the golfers on your list –
and get 2 gift memberships
for the price of 1!*



Dear Golf Card Member:

Every year it seems to get a little harder to find the perfect gift for the holidays. If you're like me, you might even put off shopping, waiting for that elusive perfect gift, which never quite materializes. Then you realize it's the last minute and you settle for something that's not quite right—and often it costs more than you planned to spend besides.

This year, why not do yourself a favor, and wrap up some of your holiday shopping early? Save yourself a few trips to the malls with the overcrowded parking lots. And save the time it takes to wrap and send gifts. Use the time you save to settle into your favorite chair and grab a few minutes of relaxation during this hectic time of year.

How? Check your gift list. Make a check mark next to the names of those who enjoy golf as much as you do. Then check off those who keep saying they're going to take up the game.

The friends and family members that you checked would love a one-year membership to the Golf Card. They'll remember your thoughtfulness when they save big on golf at over 3,500 golf courses and resorts during the year. And, every time *Golf Traveler* magazine arrives in their mailboxes, your generous gift will be remembered.

In fact, the people who receive your generous gift will be entitled to ALL the benefits you already have as a member to the Golf Card. But you don't have to pay regular member rates.

As a special member benefit to you, for a limited time you can give 2 holiday gifts for the price of 1! At a price this great, you can afford to be generous to lots

over...

of people on your list. Friends. Relatives. Business associates. Neighbors.

This offer is available only to you, our member, and only this time of year.

Don't delay. The holidays are right around the corner. When you order by December 1, we can guarantee delivery in time for the holidays. We'll take care of the details. We'll send each person who receives your gift a full membership package—including their membership card that entitles them immediately to all Golf Card benefits—in a special gift presentation. We'll even make sure to include an announcement that the gift is from you.

Take advantage of this special members-only offer:

Give 2 gifts for the price of 1 membership.

To order, simply fill out the Gift Order Form, enclosed. Or for fast, convenient service, call our toll-free Holiday Hotline. That's it. We'll take care of all the details. After you order, all you have to do is enjoy the appreciative comments that will come to you over the next year from all those happy golfers on your gift list!

Happy Holidays,

A handwritten signature in blue ink, appearing to read 'Bruce Hoster'.

Bruce Hoster
President

*Golf Card
Holiday Hotline
1-800-440-3673*

P.S. **Save 50%**. As a current member, you can take advantage of this offer for more than two people. Each additional gift membership is only \$37.50.

P.S.S. **FREE GIFT FOR YOU!** When you order 2 gift memberships, we'll send you a thank you gift—a dozen golf balls! See the enclosed flier for details.




The Most Powerful Club in Golf[®]
Membership Services
64 Inverness Drive East
Englewood, CO 80112

LF1793

©2001 The Golf Club

CASE STUDY #2: *Golf Card Cold Donor*

FORM



2 for 1 Special Holiday Offer

GIFT ORDER FORM

Member Number
First Name Last Name
Address 1
Address 2
City, State, Zip

YES! Please start one-year memberships in January 2002 for those I have listed below—at your special 2 for 1 Holiday Gift rate. I understand that each person listed will receive a membership package outlining their full Golf Card membership benefits, and informing them the gift is from me. The regular rate for a one-year Golf Card membership is \$75. I understand I can give 2 gifts for \$75, and each additional gift at \$37.50.

This very special gift offer applies to new members only, and cannot be used to renew existing memberships.

For delivery by Christmas, please reply by:
 12/01/01

GIFT MEMBERSHIP #1 — \$75

(please print)

Name _____

Address _____

City _____ State ____ Zip _____

Gift Membership #2 — FREE

(please print)

Name _____

Address _____

City _____ State ____ Zip _____

To give more than 2 gifts, call our Holiday Hot Line: 1-800-440-3673.

Each additional gift is \$37.50

Gift is from: *(please print any changes below)*

First Name Last Name _____

Member Number _____

FREE GIFT FOR YOU!

We'll send you a dozen golf balls FREE when you give 2 Golf Card gift memberships.

Payment options: *(return form in enclosed postage-paid envelope)*


Check enclosed *U.S. funds only*

Please charge my:

VISA MasterCard American Express Discover/Novus

Account # _____

Expiration Date ____/____/____



The Most Powerful Club in Golf™
 Membership Services
 P.O. Box 10852
 Des Moines IA 50381-0852

Promo code: 05MA

For fast credit card service, call our Holiday Hot Line: 1-800-440-3673

BUCKSLIP

FREE



HURRY!
 An offer this good won't last forever. This special members-only offer expires right after the holidays.

GOLF BALLS!

Give 2 Golf Card Gifts—and we'll send you a gift!

For a limited time, when you give one membership to a golfer on your gift list, you'll be able to give another membership FREE. **This incredible offer saves you \$75.00. But there's more!**

As a thank you gift, The Golf Card will send you a dozen Top-Flite XL® Pure Distance™ golf balls. These balls were developed by Top-Flite® scientists to boost your performance on the golf course. The two-piece construction features a new titanium Infused Cover and an Afterburner Core™ for the latest breakthrough in golf ball design. What that means is that you'll be able to impress your golf partners with your added distance!

These golf balls retail for \$24.95—but are yours FREE when you give 2 Golf Card gift memberships.

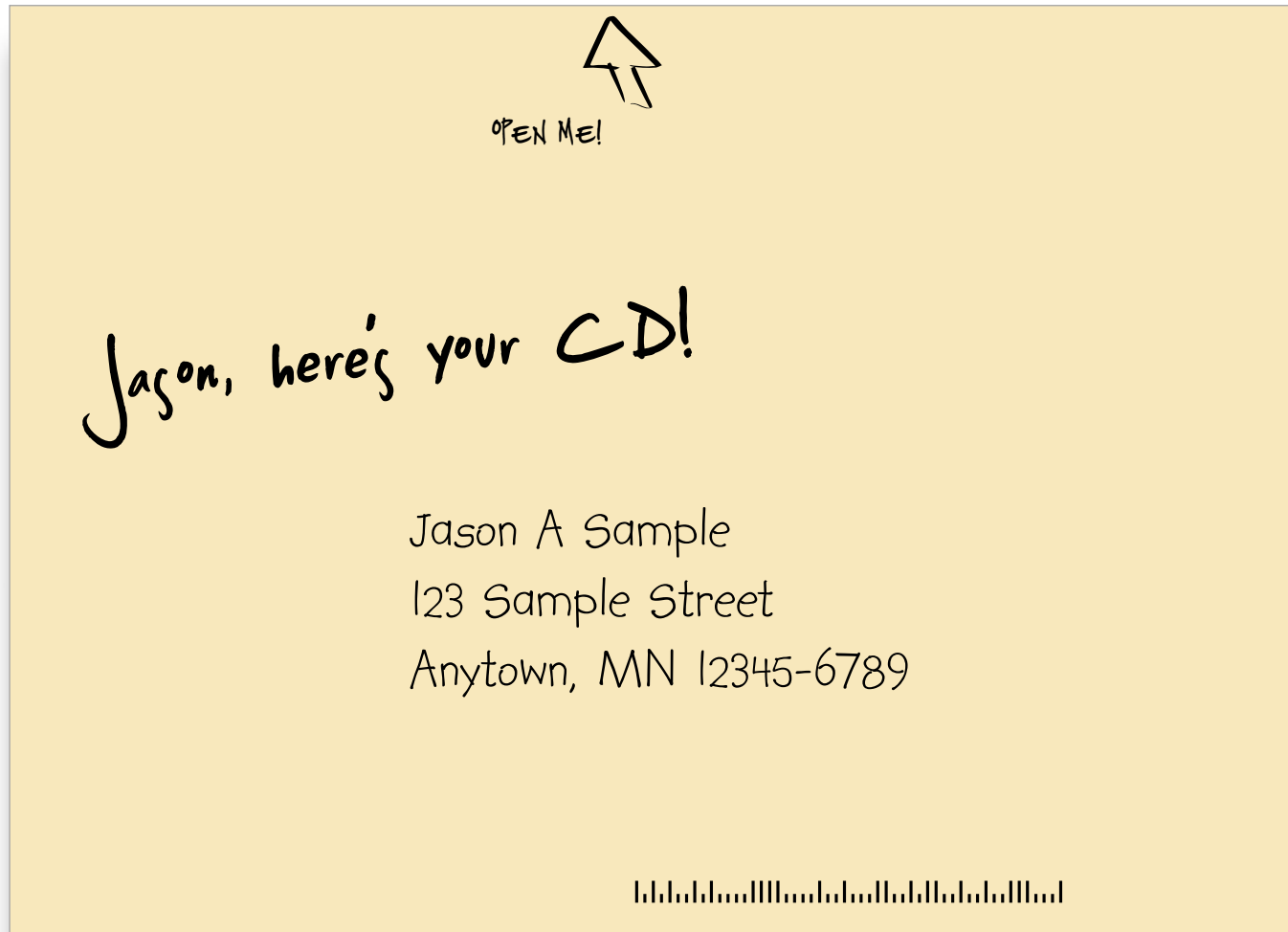
Allow 6 weeks for delivery. See enclosed materials for complete details of this special holiday offer.

CASE STUDY #3: *Spin Magazine Direct Mail*

- SPIN was taken over by publishers of VIBE
- Previous package was an adaptation of a VIBE winning package
- VIBE and SPIN audiences very different
- Goal: develop package that speaks to SPIN audience

CASE STUDY #3: *Spin Magazine Direct Mail*

OUTER ENVELOPE



↑
OPEN ME!

Jason, here's your CD!

Jason A Sample
123 Sample Street
Anytown, MN 12345-6789



CASE STUDY #3: *Spin Magazine Direct Mail*

QUAD FOLD BROCHURE FRONT

If the Top 40 leaves you bored, turn to SPIN—the magazine that chronicles cutting-edge alternative music.

- ▶ what do you listen to?
- ▶ what do SPIN editors listen to?
- ▶ what does your favorite band listen to?

SPIN covers more new music than any other magazine.



9 Issues **FREE**
Get 12 issues for the price of 3
Plus a **FREE CD**
when you subscribe to **SPIN**

About that **FREE CD**...

CASE STUDY #3: Spin Magazine Direct Mail

QUAD FOLD BROCHURE INSIDE

► the music magazine that respects your intelligence & individuality

NO BROWN M & M'S!

Most rock stars demand backstage perks—a list of amenities to be provided for the show. Snoop prefers vanilla ice cream. Fred Durst demands dimmable lamps. An unnamed band wants buckets of M & Ms, with the brown ones picked out.

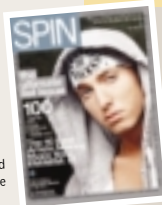
But what about you? Does anyone give you hot towels? Don't you think you deserve a rider of your own—a bit of legal recourse if the artist you've paid to see gives a half-assed show? SPIN suggests the following for a few concert-goers demands:

- >> Artist will not attempt to be scary if scariness is beyond Artist (e.g. spitting flames into small, fire-proof bucket).
- >> Artist will hate his dad for no more than two consecutive songs.
- >> Band can either have one member who sports pointy devil beard or have one ironic 80's new wave keyboard player, but not both.
- >> Artist will not let road manager re-create Ja Rule cameo even if said manager claims to have "crazy flow."
- >> Artist will not dedicate inappropriate song to any persons related to 9/11 (e.g., "We're sending out 'Assblaster' to all the fireman holding it down at ground zero.").
- >> Artist will not wear a headset.



People to Watch

Felix Da Housecat, Chicago producer and DJ, was propelled to stardom with the release of 2001's electro-fied *Kittenz* and *Thee Glitz*. Sandra Collins, dance music's wild child, and one of the biggest names in trance.



FPO

Bands to Watch



Every issue profiles bands you'll want to listen for... from the Doves to Sahara Hot Nights and Cody Chestnutt to the Distillers

Rivers Cuomo - Weezer
"I believe I can fly"



DONNAS

Bands that have earned our respect

Bands like The Donnas, who might be the coolest band in America.



NO POP!

► the music magazine that knows you like more than one kind of music

CASE STUDY #3: *Spin Magazine Direct Mail*

LETTER

be something new. Something sent to us by a record company in the hopes we'll review it in the magazine. Something selected by the staff of **SPIN** just for you.

A FREE CD. 9 issues FREE. And more enjoyment from your music. It's a great deal. To take advantage of this limited-time offer, send in the order form in the enclosed postage-paid envelope.

SEND NO MONEY NOW. We'll be happy to bill you later.

Sincerely,

Sia Michel

Sia Michel
Editor-in-chief

P.S. I'll make it easier yet. If you get the first issue of **SPIN** and decide it's not for you, you can just write "cancel" on the bill. Honestly, is there any reason not to take us for 9 FREE SPINs?

SP-Letter1

SPIN

Office of the Editor
215 Lexington Avenue
New York, NY 10016

*SPIN magazine covers more music than any other magazine -
so I get lots of CDs in my office from artists who hope they're
lucky enough to get mentioned in our pages.
I'll send you one of the best CDs - FREE!*

Dear Music Maniac:

If you're like most SPIN readers, you listen to music 3 times as often as the average American. You go to concerts, watch MTV or VH1, make your own music, own electronic equipment — at far greater rate than almost anyone.

Not only that, but you have a sense of humor that's a little twisted, don't care for the latest trendy fashions that "everyone is wearing," wouldn't be caught dead listening to "pop" music, and seek out movies, web sites and other entertainment that is a little (or a lot!) off the beaten track.

This makes you just the kind of person who should be reading SPIN.

Maybe you already read **SPIN** — because you buy the occasional issue on the newsstand or borrow someone else's copy. Or maybe you've never heard of us.

Either way, I want you to see EVERY issue of **SPIN** for the next year, so you don't miss:

■ **In-depth intimate portraits of your favorite artists**

We go a lot deeper than the typical surface celebrity interview. When we looked into the forces that formed Eminem's genius, we talked to music experts and Detroit rappers who remember when he was still Marshall Mathers. But we also talked to people who knew him before he hit the music scene — his uncle (who said Eminem was "rhyming since he came out of the womb") — and even his old boss at Little Caesar's Pizza.

■ **The freshest, most challenging music being produced today.**

Our award-winning music writers introduce you to new bands worth

over, please >>

CASE STUDY #3: *Spin Magazine Direct Mail*

LETTER INSIDE

watching, and give you advance notice of what's coming up for your favorite bands. Plus we alert you to great new "Back in the Day" reissues (the ones that make you believe that it might have all been better before you were born!).

■ **Advance notice of concerts.**

So many festivals, so little time. Summer's never long enough. So **SPIN** will help you hit all the best concerts & festivals by keeping you on top of the tour schedules. Plus you'll get reviews by readers and experts on the best (and worst) concerts. Learn what's behind the new higher ticket-sales prices, and why promoters betting you'll pay \$125 or more for a ticket might be wrong.

SPIN gives you quick relief from music boredom.

Discover how bands break up and re-form with new members and get even better. Be the first to become an expert about the best bands from Europe, Asia, and the rest of the world. Learn where those lyrics came from. We reveal:

- What your favorite bands are listening to.
- Who influenced and shaped the sounds of today's working musicians (Tori Amos names The Doors, Fleetwood Mac, Led Zeppelin and Joni Mitchell in one of our "My Life in Music" features).
- The 13 unluckiest bands of all time (and why it's probably a good thing that you never became a keyboardist for The Grateful Dead).
- How to be a Rock God
- The albums that'll get you through your days better, like our best pick album for surviving a hangover ([The Velvet Underground & Nico](#)) or the essential music for night driving and road trips (Modest Mouse's [The Lonesome Crowded West](#)).

If you're a fan of rock, emo, techno, hip-hop, punk — or love them all, **SPIN** gives you a great big satisfying serving of news, gossip, photos, and thoughtful criticism that helps you become a better listener. Helps you choose your next CD purchase wisely. Encourages you to try something new.

And the next time your friends launch into a music discussion on, say, how Weezer and Dashboard Confessional are alike (or different), you can speak with full authority, thanks to what you uncover in **SPIN**.

Sure we do those lists of the best albums of the year, the best singles of the year, and so on. The letters to the editors arguing about our choices (or agreeing with them) are worth the price of a subscription. And because our readers are so smart about music, we do regular reader polls and report back to you.

SPIN doesn't forget the fans of Guns 'N Roses, AC/DC, Van Halen and Black Sabbath. We list the 40 greatest metal bands of all time — and tell you why it's hard to overestimate Led Zeppelin's profound influence on them.

We don't forget that you love other forms of entertainment, too. We review the best video games. Anime. Web sites. New movies. And old movies worth cutting class to watch. Books. Magazines.

Occasionally, we even round up the latest electronics that we think will make listening to music even better. Seek out celebrities' relationship advice, just for the entertainment value. Bring you shame-on-you gossip (each issue shows you who got arrested in the past month).

**Okay, that's a little taste of what's in each issue of SPIN.
Now to the purpose of this letter...**

If you believe pop is dead (or should be) and that bands with little budgets are in, you owe it to yourself to be a regular reader of **SPIN**. So I'm going to give you a deal so good that I hope you can only say YES to it!

Let's say you buy 3 issues of **SPIN** a year on the newsstand. That would cost you \$10.50 (\$3.50 an issue, about the same as a double shot of espresso).

For that same amount, I'll send you a full year of **SPIN** — 12 issues. **I'll give you 9 issues FREE. You'll save \$31.50.**



What else can I do to convince you to subscribe? If getting 9 issues free isn't enough, I'll throw in a **FREE CD**. I can't tell you what the CD will be — but it'll

CASE STUDY #3: *Spin Magazine Direct Mail*

FORM

Why pay \$10.50 for 3 issues at the music store? Get SPIN for a full year (12 issues) only \$10.50

$\$3.50 + \$3.50 + \$3.50 = \overset{12}{\cancel{3}} \text{ issues } \10.50



Pay for 3.
Get 12 + a FREE CD

WOW!
9 ISSUES + 1 CD — FREE
when you pay for only 3 issues

YES! Send me 12 issues of SPIN and a FREE CD selected by your staff. I'll pay only \$10.50 — the same as if I bought 3 issues at the music store price.

SEND NO MONEY NOW (unless you really want to). We'll send you a bill, and the latest issue for you to review. If you like it, pay the bill and get 11 more issues, plus the FREE CD.

NO RISK. If you don't like the first issue, write cancel on the bill and owe nothing.

Jason A. Sample
123 Sample Street
Anytown, MN 12345-5678

Supplies of CDs are limited. Reply by:
AUGUST 30, 2003
To claim your **FREE CD***

*Allow 4-6 weeks from receipt of your payment for CD delivery.

SPIN P.O. Box 51634, Boulder CO 80321

CASE STUDY #4: *Yale Review*

- Goal: help Yale Review increase subscription file size through direct mail
- Develop package that accurately reflects editorial content
- Develop package that doesn't seem like "junk mail"
- Result: successful campaign and letters from prospects thrilled to receive direct mail package from Yale Review

CASE STUDY #4: *Yale Review*



OUTER ENVELOPE

Yale University
314 Prospect Street
New Haven, CT 06511



CASE STUDY #4: *Yale Review*

BROCHURE

<p>FROM <i>COYDOG</i> BY ANN BEATTIE, APRIL 1995.</p>	<p>FROM JOYCE CAROL OATES' "FRAGMENTARY MEMOIR" OF HER TIME SPENT IN MADISON AFTER RECEIVING A FELLOWSHIP AT THE UNIVERSITY OF WISCONSIN. <i>NIGHTHAWK: A MEMOIR OF A LOST TIME</i>, FIRST PUBLISHED IN THE <i>YALE REVIEW</i>, APRIL 2001.</p>	<p>J.D. McCLATCHY, EDITOR</p>		<p>Y R THE YALE REVIEW</p>
<p>ENGAGING SHORT STORIES</p>	<p>NEW WORK FROM FAVORITE ARTISTS</p>	<p>J.D. McCLATCHY, EDITOR</p>	<p>Now that you've tasted a sample, you are invited to feast on</p>	<p>JUST A SAMPLING OF TREASURES YOU WILL DISCOVER IN THE YALE REVIEW</p>
<p>Every year, there was a Fourth of July party on June 28, so the family wouldn't have to be on the road on the Fourth. Similarly, Christmas was celebrated the first week in December, and Winston's mid-January birthday was combined with the Christmas celebration. Georgette would allow no mention to be made of her birthday, though she sent cards to others. She tucked handkerchiefs into every card she mailed, so they always arrived marked "postage due." It was funny. Everybody's family was funny, except on the day you were driving toward them.</p>	<p>... I'm forced to contemplate how we aren't absolutely determined by crucial events in our lives; an initial failure may release us to a new and more appropriate channel of action; we may have the power to redefine ourselves, to heal our wounds, to fight back; like Henry James who'd failed so ignominiously, and publicly, as a playwright, literally booted off the stage in a London theater, vowing in his journal, "I take up my own old pen again—the pen of all my old unforgettable efforts and sacred struggles. To myself—today—I need say no more. Large and full and high the future still opens. It is now indeed that I may do the work of my life. And I will."</p> <p>In Madison, I've been made to feel at last that I do belong. I've arrived at any age when, if someone welcomes you, you don't question the motives. You don't question your own motives. Rejoice and give thanks!</p> <p>Of our hurts, we make monuments of survival. If we survive.</p>		<p>The Yale Review— For thinkers hungry for substance and elegance.</p> <p>SUBSCRIBE TODAY</p> <p>Return the enclosed card to receive a year's worth of <i>The Yale Review</i> for only \$19.99.</p>	<p>314 PROSPECT STREET • NEW HAVEN CT 06511 • 1-800-835-6770</p>

<p>FROM <i>HOW SHOULD ONE READ A BOOK?</i> BY VIRGINIA WOOLF, THE <i>YALE REVIEW</i>, OCTOBER 1926.</p>	<p>FROM <i>SMOKE AND FIRE</i> BY CYNTHIA OZICK WRITING ABOUT "THE UNABRIDGED JOURNALS OF SYLVIA PLATH, 1950-1962," OCTOBER 2001.</p>	<p>OLIVER SACKS, FIRST PUBLISHED IN THE <i>YALE REVIEW</i> IN OCTOBER 2001. LATER IN HIS BOOK <i>UNCLE TUNGSTEN: MEMORIES OF A CHEMICAL BOYHOOD</i>.</p>	<p>LEON TROTSKY WROTE TWO ESSAYS FOR THE <i>YALE REVIEW</i> PREDICTING WAR. THIS EXCERPT CAME FROM "IF WAR COMES AGAIN," PUBLISHED IN THE SPRING 1938 ISSUE.</p>	<p>ORIOLES. BY W.S. MERWIN, OCTOBER 1998</p>
<p>EXCELLENT PROSE</p>	<p>INSPIRED BOOK, FILM & RECORDING REVIEWS</p>	<p>SUBSTANTIAL & SURPRISING TREASURES</p>	<p>WONDERFUL POEMS</p>	<p>WITH A RICH HISTORY</p>
<p>It is true that we get nothing whatsoever except pleasure from reading; it is true that the wisest of us is unable to say what that pleasure may be. But that pleasure—mysterious, unknown, useless as it is—is enough. That pleasure is so curious, so complex, so immensely fertilizing to the mind of anyone who enjoys it, and so wide its effects, that it would not be the least surprising to discover, on the day of judgment when secrets are revealed and the obscure made plain, that the reason why we have grown from pigs to men and women, and come out of our caves, and dropped our bows and arrows, and sat around the fire and talked and drunk and made merry and given to the poor and helped the sick and made pavements and houses and erected some sort of shelter and society on the waste of the world, is nothing but this: we have loved to read.</p>	<p>Sylvia Plath's voice, reading her poems on tape, is a daunting, not to say intimidating, astonishment. It is not, as you would expect so many decades after her death, ghostly, a vaporish backwash; it is instead a voice made of marble, the diction burnished, precise, almost inhumanly perfected; as if T.S. Eliot's tones, so pervasive in that period, had, with all the authority of their ritualized cadences, been transfused into a woman's veins. The voice is dark and deep and dangerous, the sound not of youth but of some overripe being, an old woman, or even an old man; its register is surprisingly low and nearly sinister; it surprises and unsettles.</p> <p>Sylvia Plath's voice surprises and unsettles, I think, because its hard marble has so long been masked by Styrofoam. Her posthumous celebrity—her legend—has pitched her into a protean plastic weightlessness. She has become all things to all men, and especially to all women. She has been undone not so much by her own hand as by that deadening thing we nowadays call Icon. Through the throngs of her ideological explicators her voice comes to us as light, high, fragile, and faint. Her grief pales to grievance. "Does not my heat astound you," she asks, accompanied by no question mark, in "Fever 103°." But her heat has been purloined by publicity. She is the object of confusion and misunderstanding and mistake.</p>	<p>The bad smells, the stench, always seemed to come from compounds containing sulphur (the smells of garlic and onion were simple organic sulfides, as closely related chemically as they were botanically), and these reached their climax in the sulphuretted alcohols, the mercaptans. The smell of skunks was due to butyl mercaptan—this, I read, was pleasant, refreshing, when very dilute, but appalling, overwhelming at close quarters. (I was delighted, a few years later, when I read <i>Antic Hay</i>, to find that Aldous Huxley had named one of his less delectable characters Mercaptan.)</p>	<p>The next war will, generally speaking, commence on the level on which the present wars stop.</p>	<p>The song of the oriole began as an echo but this year it was not heard afterward or before or at all and only later would anyone notice what had not been there when the cuckoo had been heard again a calling shadow but not the goldfinch with its gold and not that voice through the waterfall the oriole flashing under the window among the trees now at the end of the hall of the palace one of the palaces St. Augustine told about Here he said you enter into the great palaces of memory and whose palaces were they I wondered at first knowing that he must have been speaking from memory of his own of palaces of his own with his own days echoing in the halls</p>

CASE STUDY #4: *Yale Review*

LETTER PAGE 1



**Does your media diet leave you feeling
undernourished and unsatisfied?
If so, I invite you to find out about one of the most
substantive journals being published in America today.**

Dear Reader:

When you watch public television (if you watch television at all), are you equally likely to enjoy *The American Experience*, *Nova*, and the latest episode of *Masterpiece Theater*?

Do you complain to your friends that we live in the age of the sidebar—that newspapers have given up their intellectual responsibility in favor of the short take?

Are you thrilled to come across a first edition of a Eudora Welty novel in a used bookstore?

If so, I believe that you are an ideal candidate for introduction to *The Yale Review*.

Perhaps you've never heard of *The Yale Review*. Don't be embarrassed. The few readers we have are almost always introduced to this "rare delicacy" by accident—or discover us at one of a handful of bookstores that still value "non-commercial" publications.

Sales letters such as this one are almost never mailed out of our office. Frankly, we just don't have the budget—or the stomach—for much marketing. But we hear from readers over and over again that they wish they had known about *The Yale Review* earlier—there's no other publication that has so much to offer to those who prefer intellectual rigor in their reading choices.

So we're sending out letters to those whose reading habits indicate a preference for being engaged and challenged. If I have guessed correctly that you have an extremely meticulous and elegant intellect that stands out in this

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LETTER PAGE 2

dumbed-down culture, then perhaps you will think of this letter as a favor rather than a commercial pitch.

What can *The Yale Review* offer you?

If you loved college because it allowed you to join in the feast of great ideas, don't let your grown-up and harried life get in the way of that pleasure. Each issue will reward you with epiphanies not unlike those you experienced in your favorite professor's classroom.

The Yale Review draws on the tradition of Yale University as one of America's most prominent intellectual centers. Our editors have free access to the Yale faculty, the library and its archives, and visiting lecturers. But you needn't have attended Yale to subscribe. Whether you have three advanced degrees, or got your education at "Life U," you can recapture that college-student thrill of discovery with one of Yale's finest products.

The Yale Review also offers you a chance to be an eyewitness to cultural history in the making. We publish the oldest ongoing journal in America; we first began publishing in 1819. But longevity is no proof of quality. Perhaps a partial list of what we've been doing over the past 185 years is.

In the first decade of the twentieth century, we published works by Robert Frost, Robert Browning, Henry Adams, William Howard Taft, Sara Teasdale, John Burroughs, and Walter de la Mare.

In the 1920s, we published Virginia Woolf, E.M. Forster, H.L. Mencken, Aldous Huxley, H.G. Wells, and Edith Wharton.

In the 1950s, writing by Thomas Wolfe appeared in our pages. So did work by Dorothy Parker, André Gide, William Saroyan, Pearl S. Buck, Arnold J. Toynbee, Maxim Gorky, John Cheever, Thomas Mann, and Irwin Shaw.

In the 1940s, readers of *The Yale Review* enjoyed Margaret Mead, Wallace Stevens, Eudora Welty, W.E.B. DuBois, Thornton Wilder, and Booth Tarkington. In the 50s, Iris Murdoch, E.B. White, John Kenneth Galbraith, Randall Jarrell, Henry Kissinger, Robert Penn Warren, Anne Sexton, and Nadine Gordimer.

In the second half of the century, *The Yale Review* continued its long track record of introducing new works by those with established reputations as well as new works by those yet undiscovered. In fact, in looking back

CASE STUDY #4: *Yale Review*

LETTER PAGE 3

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over the past century, it became clear to me that our journal has defined American cultural sensibilities through the decades.

If you value a long perspective, and the taste of editors who know what good writing is because they are so used to publishing it, you will also value *The Yale Review*.

If you had subscribed to *The Yale Review* in the last year, you would have enjoyed:

- A fascinating essay by Owen Fiss, Sterling Professor of Law at Yale University, on how the civil rights movement and the Supreme Court's reinvention of our laws changed our country.
- A review by Edison Miyawaki on searchers and scientists: the effort of neurologists to map the brain while looking for the source of religious transcendence.
- Writers writing about other writers, like the reprinted Thomas Mann essay commemorating the hundredth anniversary of Goethe's death, which first appeared in 1932. And a charming memoir by Robert Shaw about his favorite Harvard professor, poet Robert Lowell.
- Reviews of Steely Dan's music and lyrics, and Giuseppe Verdi's.
- Poems from over 40 poets—some from writers at the peak of their craft, like Robert Bly, and some new artists showing the same promise as other now-famous poets who were first introduced in our pages.
- And more. Every issue delivers a substantial serving of fiction, poetry, essays, memoirs, and reviews on as many subjects as you can imagine.

This is not a magazine you will thumb through in twenty minutes, then toss into the recycling bin. Just as you wouldn't rush through a wonderful meal, you will take the time to savor the contents of each issue's more than 200 pages.

Literary journals often have small circulations and are unknown by the mass consumer audience—but their role in finding and presenting new and important ideas is critical to our culture. If you've never included literary journals in your reading diet, you would do well to start with *The Yale Review*—it's simply the best.

If you have unsuccessfully tried other literary journals, don't let that experience color your expectations of *The Yale Review*. So many of those read like a collection of papers from an undergraduate creative writing

LETTER PAGE 4

class, or as a clubby forum for the editors' friends who write.

If you like being surprised ... if you like the idea of an editor selecting for you works that must stack up against a century of good writing that went before it ... if you are a little old-fashioned about what an education means ... if you are tired of the lazy writing so prevalent today ...

Then you need to send away for the latest issue of *The Yale Review*.

We've made it so easy to get a copy. To respond to our invitation to examine *The Yale Review*, just return the card in the postage-paid envelope we've provided. We'll send you the latest issue, and an invoice. If, after examining the issue, you don't agree that *The Yale Review* will shape your thinking, keep you more informed, and provide you with a more satisfying reading experience, you can simply return the invoice with "cancel" written on it. The issue is yours to keep or pass on to a colleague without any additional obligation.

If, however, you do agree that *The Yale Review* is where you encounter some of the best writing of our time, just pay the invoice of \$19.99. This special introductory rate will get you a year's worth of issues—four thick, book-like volumes you'll keep to read again and again.

You will then join our subscribers who include business leaders, artists, academics, journalists, and readers who value the private pleasure of reading and thinking about the world. In an age of fast ideas and short views, they were looking for long perspectives, adventurous thinking, and elegant writing. They found it in *The Yale Review*.

You will, too. Please return the enclosed card today.

Sincerely,

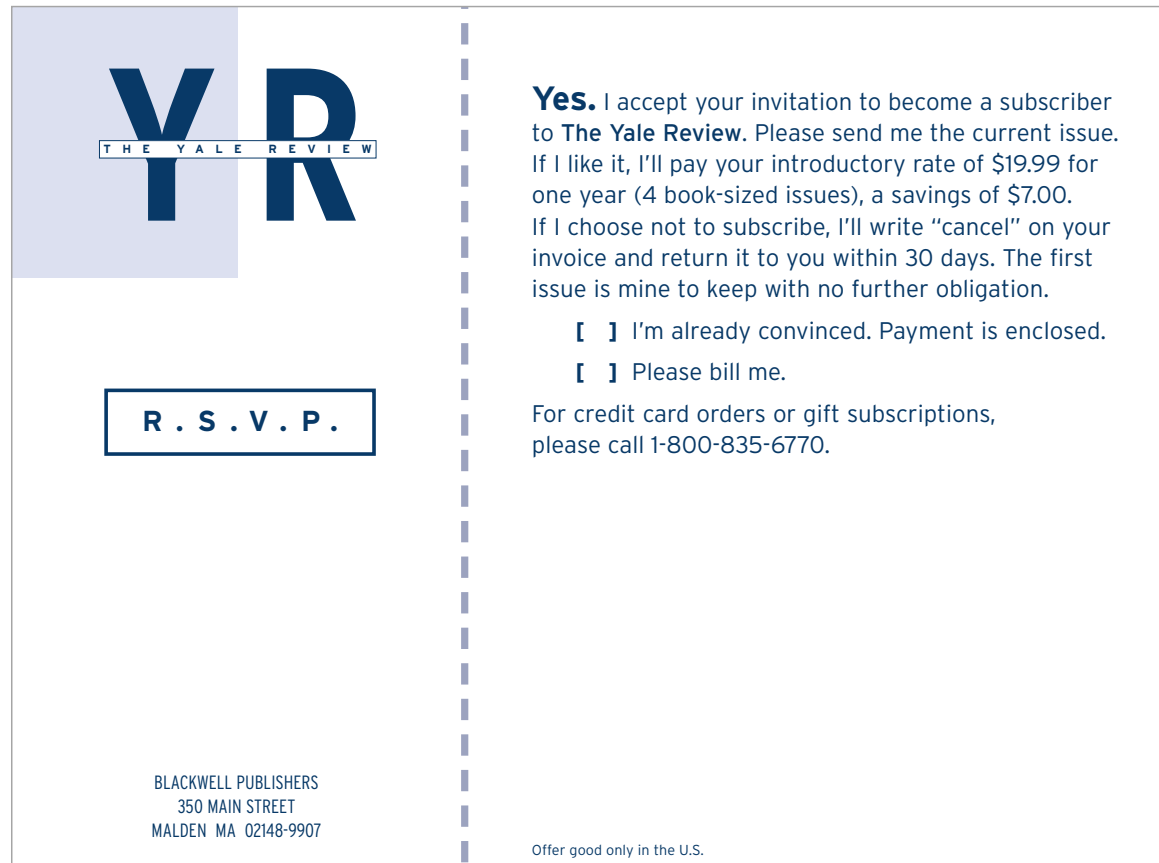


J.D. McClatchy
Editor

P.S. Unless you live near the few bookstores that carry our journal, we're hard to find. The easiest way to receive a copy of *The Yale Review* is to return the enclosed card in the postage-paid envelope.

CASE STUDY #4: *Yale Review*

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The form is a subscription card for The Yale Review. It is divided into two columns by a vertical dashed line. The left column contains the logo for 'THE YALE REVIEW' (YR) in a blue box at the top, a 'R.S.V.P.' box in the middle, and the publisher's address at the bottom. The right column contains a 'Yes' response section with a paragraph of text, two radio button options, and a note about credit card orders. At the bottom right of the right column is a small disclaimer: 'Offer good only in the U.S.'

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CASE STUDY #5: *Bead & Button Magazine*

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References

- Shawn Niebeling, American Girl (formerly Bead & Button), 608-836-7200, ext. 4619
- Ken Hurd, Affinity Group, Inc. (Golf Card and Bowhunter packages), 805-667-4384
- Elliot Figman, Poets & Writers, 212-226-3586

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