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**Wednesday
Morning
Fax**
from
**The
Castle
Press**

Business-sponsored publications—and their results.

Blue Cross/Blue Shield of Michigan issues *LIVING HEALTHY*, a 16-page magazine for its members, twice a year.

The publication features informative articles on health topics, targeted by member coverage types, age groups, and residential areas. It circulates to 2 million Michigan Blue Cross/Blue Shield members—and has won high readership (93% of its recipients).

LIVING HEALTHY has improved member perception of Blue Cross/Blue Shield of Michigan more than any other member program the health insurer has ever tried. "If your publication is positioned well and done right," a spokesperson observes, "your audience can become very emotionally attached to it."

American Isuzu Motors publishes GO, a three-times-yearly newsletter for 200,000 drivers of Isuzu sports utility vehicles.

GO, launched in mid-1999, was designed to answer the gripe of many Isuzu SUV owners that "they hadn't heard from us since they bought or leased their vehicles," a company official says.

Isuzu inserted a questionnaire on a business reply card in the first issue of GO to determine how well the newsletter matched the interests of its readers. The company received 5,000 replies—a highly satisfactory 2.5% response rate. Many readers said that they wanted to receive the newsletter more often than once every four months.

JC Penney launched its quarterly NOISE magazine in August, 1999.

Intended to "up the cool quotient" of JC Penney, which research revealed that many teenagers perceived as "mom's store," NOISE provides its young readers with news on fashion, sports, and trends, plus inspirational messages.

Now at 3.5 million copies an issue, NOISE is distributed free to teenagers in-store by JC Penney sales associates. Also, about 250,000 copies are

"Fundamentally we have enough things. What we're short of is human attention."

—Esther Dyson

mailed to teens selected from the department store chain's customer database and other sources.

NOISE has reinforced the JC Penney brand image among teenagers so positively that in February Penney launched another quarterly magazine. REALYOU is aimed to reach 4 million women who shop at Penney for household products or clothing for their kids—but go elsewhere to buy fashionable clothes for themselves.

Other Results

- 89% of the readers of company-sponsored VOLVO MAGAZINE told researchers that the publication made them feel "valued" by the automaker.
- MICROSOFT ADVANTAGE readers generate 111% more sales dollars for the gigantic software company than similar customers who do not receive the sponsored magazine.
- C-E Communications, which issues 39 sponsored publications for 25 client companies, studied consumers who, though interested in a client's offer, owned a competitive product.
 - The client's brand began as the #3 choice of the study's control group. By the end of the second year of receiving the client-sponsored magazine, the client brand had become the #1 choice.
 - The value of incremental products bought by the magazine's readers more than paid for its costs.

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