

Alternative Prospecting Intensive

Magazine Prospecting

Magazine Ads, Why Do Them?

Sell Products Off the Page

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Drive Traffic to Website





Why Magazines?

They are **TARGETED!**

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What Questions Should I Ask?

What is the circulation?

What % is subscription?

What % is newsstand?

What is the sell-thru of the newsstand circulation?

What Questions Should I Ask?

What are the demographics of the readership?

What other **DIRECT MARKETING** companies advertise in the book?

What Questions Should I Ask?

Where in the book will it run?

Cover

Display

Right-hand page

Opposite edit

Front of the book

Outside column

MarketPlace Section

Classifieds

Display Ad

"It's her attitude about the class," Gilbert says. "She treats us like we're capable, and it makes you want to step up to that level." Instead of emphasizing the aesthetic benefits of Spinning, like great glutes or shapely legs, Carson focuses more on what it does for her students' cardiovascular systems, muscles, and metabolisms. At first, Gilbert was intimidated by the talk of target heart rates and intensity levels. But she was so impressed with Carson that she kept coming. Two years later and 25 pounds lighter, Gilbert still rides with Carson twice a week.

The take-away: What the instructor says matters, Focht agrees. Many women worry about their body image, he says, so appearance-related feedback may actually make them more anxious by focusing their attention on what they see as their shortcomings instead of on what's good about their bodies. In fact, a recent study by Focht and colleague Tom Raedeke, PhD, found just what Gilbert discovered: When the instructor's feedback focused on an exercise routine's fitness or health benefits, participants felt better, enjoyed the class more, and were more motivated to return than when the instructor emphasized looking good or losing weight.

Make it work for you: Look for an instructor whose personality and style click with yours, preferably one who gives health-related feedback like "feel your heart getting stronger," rather than appearance-oriented cues like "let's tone those abs!" Try classes whose titles include words like "training" instead of "sculpting" or "shaping," Florez advises. In addition, people who lead classes designed to get you in shape for specific activities like skiing, tennis, or bicycling are more likely than other instructors to emphasize performance and how you feel over how you look. 📌

Health Contributing Editor Christie Aschwanden loves to run, bike, and ski near her home in Cedaredge, Colorado. Additional reporting by Lisa Bailey.

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What Questions Should I Ask?

Can the magazine accommodate A/B splits

Can they take a bind-in/blow-in card

Do they have Direct Marketing Rates

Do they ever offer remnants

Common Sizes to Consider

2-Page Spread

Full Page

Half Page (vertical/horizontal)

Third Page (vertical/square)

Quarter Page Square

Sixth Page (vertical/horizontal)

Other

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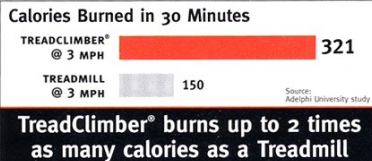
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Half-Page

LETTERS

likely sound fine. If it doesn't, invest in an ADA.—GM

GOOD ON YOU

I just wanted to say how much I have been enjoying your magazine lately. I am a long-time subscriber and an avid home theater enthusiast. I like your new format and, most recently, enjoyed the article on headphones in the February issue. Keep up the good work and thanks for giving us such a cool magazine each month.

Kristin
(Via E-mail)

WHERE'S MY HIGHER-FI?

I noticed the omission of the Higher-Fi feature in the latest issue. I know it's small, but I do enjoy that every bit as much as the DVD reviews and the Reference Corner section. Keep up the great work.

Jeff Haynor
(Via E-mail)

Due to space constraints, we had to cut Higher-Fi that month (March 2005). Sometimes that happens. When it does, check out our Website, as often the reviews will end up there instead (www.hometheatermag.com).—GM

WIDESCREEN WOES

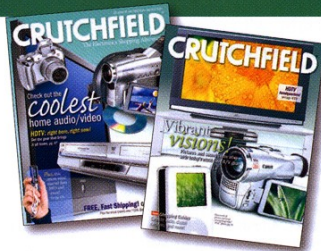
In looking through your magazine, I see a lot of articles and such relating to different formats for movies on DVD, i.e., 1.85:1, 2.35:1, etc. My question is, how can I view these properly on a display and not end up with space at the top and bottom of a 16:9 screen? I know that stretching will do the trick, but you end up losing part of the picture or distorting it to some degree.

Is there a technical solution, or is this just one of the problems inherent in DVD production? Great magazine with lots of good info, by the way.

Bob
(Via E-mail)

There was (and is) a belief that, once everyone had a 16:9 TV, we wouldn't have to deal with letterbox bars anymore. Nope! 16:9 (1.78:1) was a compromise between one of the more common movie aspect ratios (1.85:1) and TV (1.33:1). Therefore, other than HD programming, nothing is 16:9. This means that almost every movie you watch on DVD should have small letterbox bars at the top and bottom. In reality, most movies are cropped to 16:9, and the amount of picture lost is inconsequential. Wider-aspect movies (say, 2.35:1) will have big, fat letterbox bars at the top and bottom of your screen. What do you do to watch these correctly on your TV? Nothing. That's the correct aspect ratio, what the creators of the movie want you to see. Don't zoom, don't crop, just watch. Also, by zooming in on the image, you're going to take a big hit in apparent resolution. 480i on an HD display looks fine, but, if you're zooming in so that all you see is 363 or so of those lines, the image suddenly isn't so sharp. If all you watch (and I mean all) is 2.35:1 movies and you have a plasma, you may want to turn your contrast down so you don't burn in the center of the screen. If you have a front projector, on the other hand, you can buy a screen with a masking system and block off the parts of the screen that have the letterboxing.—GM

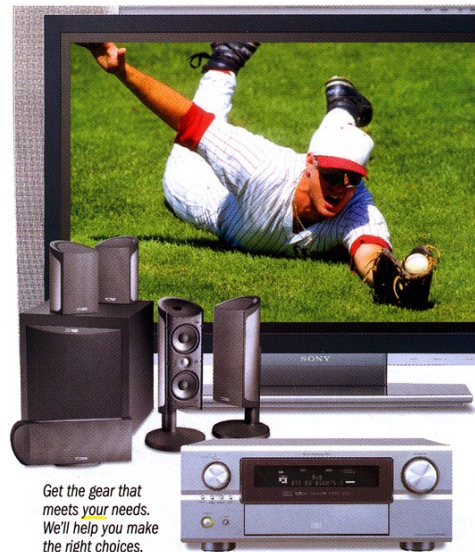
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Home Theater Magazine, March '04, Ventriloquist

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Third-Page

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harshness in the midrange and lower treble regions.

Noticing that the sound seemed to improve the longer the Montages were played, I clocked close to 150 hours before resuming my critical listening. The difference was notable: a wider, more open soundstage, smoother, more detailed highs, and none of the harshness I'd previously heard.

MUSIC PERFORMANCE For those used to the more laid-back sound of MartinLogan's electrostatics, the Montages will be a surprise. They're more than capable of the dynamic punch that rock music often de-

PLUS

Impressive imaging.
Detailed highs and midrange.
Excellent home theater performance.

MINUS

Extra-long break-in time for Montage.
Proper placement is critical
for best performance.

mands. On the power pop of Fountains of Wayne's *Welcome Interstate Managers*, the Montages delivered the palpable impact of the upfront drums and rhythm guitars on the opening track, "Mexican Wine," while vocals were presented without graininess or harshness.

On Kelly Joe Phelps's 1997 *Roll Away the Stone*, the speakers faithfully reproduced his husky baritone voice and 6- and 12-string acoustic lap guitars. On his slide-and-vocal rendition of "When the Roll Is



In the highly stylized martial-arts movie *Hero*, the system superbly handled complex sounds without smearing or muddying individual elements.

Called Up Yonder," I could distinctly hear the slide's slightly discordant opening glissando before Phelps's deep voice and rich-sounding acoustic guitar took over. The midrange was clear and present, keeping the competing guitar and vocal lines clearly delineated even when they were in the same register.

For multichannel listening, I turned to the DVD-Audio version of Porcupine Tree's atmospheric album, *In Absentia*. On "Sound of Musak," the upfront vocals and lead guitar were reproduced accurately and clearly, while the acoustic guitar and backing vocals in the surround channels sounded natural and detailed. The Dynamo sub kicked in with surprising impact.

MOVIE PERFORMANCE Soundtracks were where the MartinLogan system really shined. In *Alien vs. Predator*, it proved capable of handling both subtle and over-the-top effects to create a highly immersive home theater experience. In the scene where the building's stones begin shifting in a jigsaw motion, the speakers realistical-

fast facts

	MONTAGE (left/right front)	VIGNETTE (center/surround)	DYNAMO (subwoofer)
TWEETER	1½-inch x 2¼-inch ATF transducer	1½-inch x 2¼-inch ATF transducer	—
WOOFER	two 6½-inch cones	two 4-inch cones	10-inch cone
ENCLOSURE	ported	ported	sealed
POWER	—	—	200 watts
INPUTS/OUTPUTS	multiway binding posts	multiway binding posts	speaker- and line-level inputs; line-level output
DIMENSIONS (WxHxD) and WEIGHT	9½ x 38 x 11¾ inches; 30 pounds	19½ x 7½ x 4¾ inches; 14 pounds	11¾ x 14 x 12¾ inches; 28½ pounds
FINISH	cherry or black; both with black grille	graphite; silver and black grilles supplied	silver or black
PRICE	\$4,041	\$1,495 a pair	\$649 each; optional stands, \$325 a pair

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Sixth-Page Vertical

Photo: Sarah Malingat

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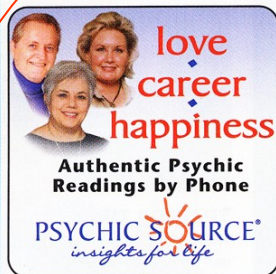


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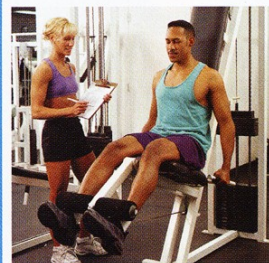
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position at the carb determines the rate of travel, not simply the amount of travel. If you cannot duplicate the cable mounting as it was from the donor AOD vehicle, I'd suggest you purchase a ready made setup from Mustangs Plus, 800/979-4289.

The correct speedo gear will be determined by the tire selection. I like 225/60 R15 tires for all-around ride, handling, and good looks. A driven speedo gear of 18 teeth should be close, but adjustments may prove necessary. Obtain gears for an automatic transmission, as the teeth angle is opposite from those teeth on a gear designed for a manual transmission. See the February 2001 issue for more details.

WIRED

Some time ago I wrote regarding an electrical problem with my '68 Mustang. My letter appeared in the July '01 issue. After replacing many components—including the ignition and headlight switch—to no avail, I stripped the insulation off the wiring harness from the battery to the ignition switch. I believe I finally found the problem. About 20 inches from the starter solenoid/alternator connection points is a four-wire splice. It is the only nonterminated point in the 14290 harness assembly. I cut open the splice and found it in perfect condition. However, adjacent to the splice one of the wires was badly corroded. There was no external indication of any damage in the vicinity of the splice, i.e.: The wrapping tape was solid and the bundle no different from anywhere else in the harness. I believe the initial wire had a defect that heated and cooled over the years until the corrosion caused the wire to become nonconducting on an intermittent basis.

I spliced around that point and it performed without failure for some time. Ultimately I elected to replace the entire assembly to add a factory-new harness for a tachometer years ago. It also seemed like a good idea to have a bit more insurance. So far there has been no recurrence of the problem.

I have enjoyed your column over

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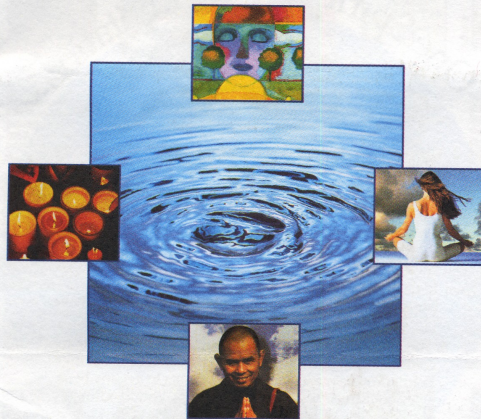
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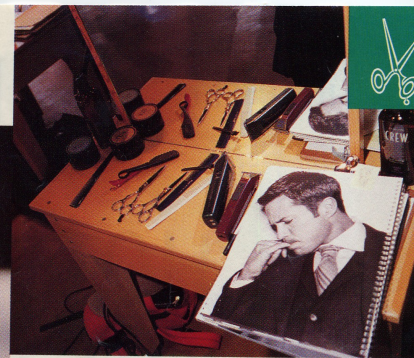
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hensive cutting techniques, Kueffner gave them an up-close-and-personal glimpse of his shear artistry. "It's all about cutting the hair to create a flattering head shape," he stressed while demonstrating the importance of sectioning hair properly so it's balanced.

After performing their own hands-on haircuts on models, the class turned their attention to equipment, focusing on the comb. "Much of men's hair is too short to pick up with your fingers so your comb becomes your hand," says Kueffner. "Use the big ones for the big work and the little ones for the details."

From there, Kueffner discussed clipper-over-comb, free-hand clipper work and razor techniques that add texture. He then offered the group one final piece of advice: "If you combine tools and techniques, you'll be well prepared to create infinite styles for men."

—KELLEY DONAHUE

Opposite page from top: Beauty pros in The Master Series Course practice techniques on models; student Shannon King brushes up on his scissors-over-comb technique; the Menswork Academy features open-air environment to promote creativity. *This page:* American Crew's Kurt Kueffner gets graphic; tools of the men's trade

Helpful Calculations

Cost of Ad

CPM

$\text{Ad Cost} / \text{Circulation} / 1,000$

Cost Per Inquiry

$\text{Ad Cost} / \# \text{ Inqs}$

Helpful Calculations

Cost Per New Buyer

$$\frac{(\text{Ad cost} + (\text{catalog cost} \times \# \text{ inqs}) + (\text{subsequent catalog cost} \times \# \text{ inqs}) - \text{margin})}{\# \text{ of new buyers}}$$

Helpful Calculations

ROI

$(\text{margin} - \text{variable exp} - \text{mktg exp}) /$
 marketing expense

ROS

$(\text{margin} - \text{variable exp} - \text{mktg exp})$
 $/ \text{sales}$

Tips

Know your target

For example: Not all car guys are the same!

Tips

Bigger usually IS better, but it costs more. Smaller can be more efficient.

Right-hand page opposite edit is premiere placement.

Tips

Front of book is usually more desirable than the rear

With few exceptions, rates are
NEGOTIABLE

Tips

Choose magazines with other direct response ads

Ask for and take discounts

Agency

Frequency

Volume (multiple titles with the same publisher)

Tips

TEST

Size

Creative

Program

Use different keycodes and 800#s for better tracking

Allocation

Decide how to deal with results in a multi-channel world

1-Step: Did the magazine drive the online or phone sale or did something else?

2-Step: What drove the catalog request?
Does magazine get credit or does the catalog?

Questions

Michele Rick
Director, Customer Acquisition
Crutchfield Corporation
mrick@crutchfield.com