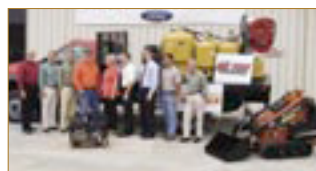


THE ART OF THE DREAM PACKAGE

A substantial dream package sweepstakes rewards readers and advertisers alike.

EQUIPMENT WORLD, an 80,000-circ magazine targeting the construction equipment market, has been running a Contractor's Dream Package sweepstakes for the last six years. Publisher Gregg Terry says it's a great way to reward readers while giving sponsors valuable exposure for their products. And as far as integrated selling goes, a dream package is a simple way to put the magazine at the heart of the reader-advertiser connection.



The winner (in orange) of Equipment World's 2007 Contractor's Dream Package poses with sponsors.

Terry notes that the sweepstakes was started primarily as a way to give back to a dedicated readership, but it was also a chance to create a bigger footprint in the market.

Sponsors must commit to a print schedule and donate a product to the sweepstakes—in this case, a collection of equipment so enviable (this year's package was valued at \$100,000), that Terry's team has to limit entries to owners of construction companies. "The owner or principal of a construction company is the only one that can enter, because if it's a contractor's foreman or operator that won this package, they would leave the company," Terry says.

The number of sponsors ranges from eight to 12 and the sweepstakes generates about 10,000 entries each year. Sponsors get the database of entries and exposure via magazine and Web site ads, as well as a series of direct mail card packs. "We also showcase the entire package at a minimum of one major tradeshow during the year, with all the sponsors' equipment on display, and we take registrations there, too," says Terry.

Promotions run from March to August and the winner is profiled with his or her bounty in a full-page ad in the December issue. "No one else is doing it, so it makes us unique from our competitors, and it's another way to touch the reader," says Terry. "And it's still the most fun we have all year." ■

SIX TIPS ON GOING GLOBAL

Advice from *The Hollywood Reporter*.

SINCE APRIL, WHEN Eric Mika became senior vice president and publishing director of *The Hollywood Reporter*,

the publication has made rapid headway into the growing global entertainment market. In April, they launched a digital edition in 13 languages and expanded their now multi-million dollar "show dailies" business at film festivals in Korea, Berlin, and, soon, Dubai. They hired 13 writers in Asia, two in the United Arab Emirates and three new writers in Europe. With its new printer on the East Coast, *The Hollywood Reporter* sends weekend editions to Europe from New York City as well as to Asia from Los Angeles.

Mika, having lived and worked in Rome, London, Paris and throughout Asia, has 25 years of experience in the global market. Here, he shares advice on trying to break onto the international scene.

1. Leverage your weaknesses.

Set up strategic partnerships with those who complement your business. *THR* partnered with the largest consumer magazine in Korea to produce an official *THR* daily for the country's film festival, Pusan. This month, they partner with *Gulf News*, the United Arab Emirates' English-language newspaper, for Dubai's film festival.

2. Have clear objectives.

Understand why you're going global, Mika says. "Many just go because they feel they have to be there. There's no real strategy or logic behind it." For *The Hollywood Reporter*, it was important to start establishing stronger relationships abroad because the industry it serves is changing. "The global entertainment market is a new industry that the traditional entertainment industry is just starting to work with," Mika adds.

3. Be selective.

If you decide to go global, choose markets that work best for your product and publication. *THR* was already producing show dailies in Cannes when Mika joined. Expanding into other high-profile film festival markets where the *THR* brand already enjoys some recognition was a logical extension.

4. Be Realistic.

Don't let your expectations exceed your capabilities. *THR*, a 78-year-old brand, has grown gradually internationally, testing the "internal workings" of a growing and changing staff at every stage.

5. Be Fearless and Ready.

Moving into the global arena is inherently challenging and roadblocks are almost guaranteed. To deal with

this, Mika says, "Don't be afraid to fail. Just be ready to change course as fast as you possibly can."

6. Don't Be Arrogant.

Based on his general experience, Mika says, "Don't come in with an attitude like, 'We're a big brand, we've been around, we know everything,' because you don't. You need to learn from them too." ■

VIDEO PRODUCTION FUNDAMENTALS

Keep your video efforts short and to the point—don't try to be a TV station.

"IN TERMS OF content, magazines are much stronger than television. And I think publishers may forget that," says Guy Nouri, CEO of Dragonfly, an online video networking company. What Nouri means is publishers shouldn't take their eyes off the print ball while creating their online video platform. "Magazine publishers don't have to broadcast, they can narrowcast."

Here's what Nouri recommends for magazine publishers as they launch their video strategy:

1. "A lot of people think you can just go out and shoot video. Work closely with your editors so they're ready with all of their questions. Do the least amount of information necessary. It's better with video if you're not verbose. It should focus on very specific, pointed, interesting questions. We recommend 30 seconds to two minutes."

2. "Go full-screen. On the Internet, you can have a million messages vying for attention at the same time."

3. "Get a studio if you can. Get the lighting right. The better the lighting, the better the sound, the better the message."

4. "Prerolls, midrolls, postrolls don't belong. You're going to lose the audience. If you're going to give them the content they want to see, I would give them another channel for the sponsor. You don't need to beat somebody up for 30 seconds."

5. "This is not TV. What upsets me is when publishers think they have to be TV stations. Don't become TV stations. Be magazines and find the compatible, complimentary format online that is an extension of your content." ■

OVERCOMING OBJECTIONS

An association sheds its blog wariness, with surprising results.

AT A QUARTERLY strategic meeting, two young editors at the National Glass Association suggested starting a blog. A couple other editors resisted, concerned about the amount of time it would take these editors away from other responsibilities. They were also worried about the tone of blogs—that they weren't serious or qualified enough for their audience, the architectural glass and residential window and door industry.

Nicole Harris, NGA VP and publisher, gave her two editors a cautious green light: they could look into blogs as long as they found free blog software and did it on "extra time." She reminded the objecting editors that, based on feedback from important member companies, the younger generation of readers were not as interested in their magazines and something new was needed.

The Experiment

Within two weeks, her editors were blogging from trade shows, and readers seemed pleased. One of the young staffers then suggested adding a video component. Again, Harris gave the go-ahead, as long as it didn't take too much extra time or money. So, right before their annual tradeshow in September, they bought a video camera—which cost about \$800 with its ancillary equipment—and created what NGA's president and CEO called "probably the best piece of marketing at the show," according to Harris: a fast-forward video, displayed on a large screen at the show and also in their blog, of show setup, overlaid with statistics about the event and its exhibitors. The camera was used for a series of blogs, including on-the-spot interviews, and other ways going forward.

The Results

The experience had an energizing effect on her staff and the NGA staff at large, says Harris. They've received kudos from several large advertisers, a few engaged readers, and an influential staffer at another trade association in their industry. When they relaunch their Web site soon, NGA plans to move away from the free software and will be able to track hits and better quantify their success.

Harris says it was important to explore consumer-world applications in a quick, fun and informal way. "We're not Ziff Davis or anything, but we are trying to infuse new technologies into the way we serve our industry." ■