

CUSTOMER DIRECT

subscriptions and beyond
2007

Customer Direct magazine of the
year – Consumer

To download more entry forms, visit www.customerdirect2007.co.uk



Name _____

Job title _____

Company name _____

Address _____

Postcode _____

Telephone _____

Email _____

Person to collect award (if different) _____

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Judges will be looking to reward a consumer magazine that has excelled in all areas of subscription marketing. Entrants should demonstrate that they have made use of a variety of acquisition and retention methods throughout the year and be able to prove positive growth in subscription volumes or profitability. Judges will require details of overall subscription strategy, promotional budgets and lifetime profitability of subscriptions. Any significant fulfilment or customer care developments should also be noted.

SECTION 1.

Magazine details

Title of magazine _____

Frequency of publication _____ Cover price (where appropriate) _____

Is the title ABC/BPA audited? Yes No* (If yes, please attach a copy of the most recent certificate)

*Non audited titles are acceptable. Where possible, please provide evidence to support your claims.

	UK	OVERSEAS
TOTAL CIRCULATION		
SINGLE COPY SUBSCRIPTION SALES		
NEWSSTAND SALES		
OTHER SALES		
CC TITLES ONLY		
REGISTERED READERS		

Staged by

Please submit three copies of this entry

The Customer Direct Awards will be presented on Thursday 8 November 2007

SECTION 2.

Background Strategy

Outline **briefly** on a separate sheet, details of the history of the magazine, campaign background, objectives and strategy (to include details on how the activity fitted into the overall publishing and marketing plan for the title) and any reasons for the title's focus on subscription development. Please include full details of any tests undertaken and lifetime value statistics where appropriate.

SECTION 3.

Campaign details

On which period (e.g. July 2006 - April 2007) is this entry focusing?

Please note that all promotions must have taken place after June 2006.

A. TOTAL NUMBER OF SUBSCRIPTIONS/CC REGISTRATIONS AT START OF PERIOD	
B. TOTAL NUMBER OF SUBSCRIPTIONS/CC REGISTRATIONS AT END OF PERIOD	
C. INCREASE IN SUBSCRIPTIONS (B-C)	
D. NUMBER OF NEW SUBSCRIPTIONS/CC REGISTRATIONS GENERATED DURING PERIOD	
E. OVERALL RENEWAL RATES AT START OF PERIOD	
F. OVERALL RENEWAL RATES AT END OF PERIOD	
G. SUBSCRIPTION PROMOTION BUDGET	
H. COST PER NEW SUBSCRIPTION (G/D)	
I. ANNUAL SUBSCRIPTION REVENUE AT START OF PERIOD	
J. ANNUAL SUBSCRIPTION REVENUE AT END OF PERIOD	
K. REVENUE PER ACTIVE SUBSCRIPTION AT START OF PERIOD (I/A)	
L. REVENUE PER ACTIVE SUBSCRIPTION AT END OF PERIOD (J/B)	

SECTION 4.

Why this entry should win an award

Please state on a separate page (in no more than 150 words) why you feel your entry should win this award.

Closing date for entries is Thursday 20 September 2007.