# Preprint Publishing

## Increased Target Circulation, Lower Cost

*"By appending Community Tapestry ESRI's segmentation system, using Community Coder software, we can quickly and easily produce reports that help our clients see the types of consumers who are most likely to visit their areas."*

### Problem

Media buys from third-party vendor were not maximizing coverage of targeted markets

### Goals

- Expand coverage to reach other potential markets
- Help clients promote and attract visitors to vacation destinations

### Results

- Improved response rates
- Reduced production costs
- Increased leads generated for clients
- Won several contracts with state travel offices

### Software Used

Community Coder

### Data Used

Community™ Tapestry™
ESRI demographics

### Background

Does lowering a newspaper's circulation base improve a company's bottom line? Not usually, but according to Howard Tietjen, marketing and media manager for Preprint Publishing, it is possible—and profitable.

"Most newspapers have general information about their readers. For example, some can tell you what their readers earn each year and how often they travel. At Preprint Publishing, we can tell you more about a newspaper's subscribers than the paper can."

In business for more than 27 years, Preprint Publishing is a national publisher of vacation and travel inserts for newspapers. Over the years, Preprint Publishing's inserts have appeared in more than 400 markets. Each year, Preprint publishes and distributes nearly 40 inserts to an estimated circulation of 110,000,000 readers in approximately 150 to 200 different U.S. markets. Preprint Publishing clients include state and travel offices, visitor bureaus, hotels, and major attractions such as theme parks and shopping centers. Preprint's main focus is to help its clients promote and attract more visitors to their destinations. Preprint targets each client market to reach only the types of people who enjoy travel.

Instead of saturating a market with newspaper inserts, Preprint Publishing wanted to target its circulation to specific ZIP Codes that most effectively reached each client's preferred audiences. To segment preferred markets, Preprint hired third-party vendors to perform media buys.

"There was no control over the process, and we became concerned that we weren't hitting the right audience," says Tietjen. "For example, we realized that we were marketing to only one or two specific markets—households with incomes of more than $50,000 and households with children. As expected, our inserts reached only the most affluent neighborhoods." Preprint wanted to expand its coverage to reach other potential markets.

### Implementation

Preprint turned to ESRI for a new solution. Preprint used Community Coder geocoding software to append ESRI lifestyle segmentation data to newspaper subscriber records. This application enabled Preprint to show that people who were most likely to travel to vacation destinations were more Middle America family types, not just the most affluent Americans.

### Results

"Community Tapestry ESRI's segmentation system allows us to more effectively reduce production costs as well as reduce costs for our clients," says Tietjen. "We can generate just as many leads for less money."

"Ringing phones are a direct result of very effective advertising," says Tietjen. "To measure a campaign's effectiveness, Preprint coordinates a response coupon and a Web site that offers more information to consumers. Four months after a publication delivery, we conduct a follow-up survey. Our surveys show that 60–80 percent of survey respondents traveled to the advertised destination.

"By completely controlling the media process, not relying on third-party media buyers, and using data and software from ESRI, we are much more effective in demonstrating to our clients that we can find their best prospects. The services that we provide have allowed us to win several contracts with state travel offices around the country."