

Successful Magazine Development

(or turning your efforts up to eleven...)

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The Daily News.

Galveston, TX

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11



Bio: Coast Monthly

sub-20K daily newspaper . existing staff . new product line

Where: Galveston, Texas

coastal community . 1 hour outside Houston .

Impact: Business

new business line . new profit center . halo effect



EASY LIVING, TEXAS GULF STYLE

COAST

MONTHLY

MAY 2017

A DAY ON
BOLIVAR
PENINSULA

Beach Patrol

LIFEGUARDS HAVE AN EYE ON THE
GULF AND A LOVE OF BEACH LIFE

IN THE BAG
9 ESSENTIALS
FOR THE BEACH

BEACH EATS
NO SHIRT,
NO SHOES,
NO PROBLEM

MINT JULEP
A SOUTHERN SPIRIT

MAY 2017 \$5.99



COASTMONTHLY.COM



11







Why magazines?

profitable . new relationships . tools in place

Why now?

revenue pressure . expands product line . adds value

Why not?

well?

“Who are you? Who, who. Who, who?”

Step 1: Identify your niche.

Who are you?

Who do you want to be?

What is aspirational?

“You may call me a dreamer, but I’m not the only one.”

Step 2 : Commit to being great.

Study magazines with your eyes wide open.

Find like-minded people.

Inject passion - lots of passion.



“And I see your true colors shining through...”

Step 3 : No multiple personalities.

Find your soul...magazine soul.

Develop your emotive elevator pitch.

Stay true to your soul (or USP).

“You’re so vain, you probably thing this song is about you...”

Step 4 : No super-sized egos.

Bond over the dream.

Feed off of each other.

Everyone learns everything.

“Oh, I get by with a little help from my friends...”

Step 5 : Develop network of writers

Be the light to the moth.

Put the word out.

Build a team.

“Every picture tells a story don’t it...”

Step 6 : Photos matter. Big time.

A different lens than a newspaper.

Find someone who loves photography.

Be inspired by others.



EASY LIVING, TEXAS GULF STYLE

COAST

MONTHLY

JUNE 2016

SHAPING THE
GULF COAST
ONE BOARD
AT A TIME

Endless Summer

SURFING IN TEXAS IS
BIGGER THAN YOU THINK

FORD 'HUCKSTER'
ASSEMBLY REQUIRED

WILD THANG
IS IT A BOARD
OR A BOAT?



PLUS » A COCKTAIL WORTH ITS SALT



11



EASY LIVING, TEXAS GULF STYLE

COAST

MONTHLY

OCTOBER 2016

**SEASON OF
THE WITCH**
THEY'RE
AMONG US

SPOOKY SPIRITS
RAISE A GLASS
TO HALLOWEEN

ALL FIRED UP
WHERE THERE'S
SMOKE, THERE'S
BARBECUE

Haunted harbor

MYTH AND MYSTERY MIX IN
THE MISTS OF GALVESTON BAY



EASY LIVING, TEXAS GULF STYLE

COAST

MONTHLY

JANUARY 2017

**ACCIDENTAL
ACTIVIST**

MEET SAN LEON'S
ERIN BROCKOVICH

The oyster
is our world

AND THAT WORLD IS CHANGING



1923 T-BUCKET
TIGHT FIT IS RIGHT FIT

GOING DUTCH
COLONIAL STYLE



11





“And be a simple kind of man, be something you’ll love and understand...”

Step 7: Keep Sizes Simple.

Limited choices.

Prime positions.

Learn a new language.

“Oh A, B, C, it’s as easy as 1, 2, 3...”

Step 8 : Sell Smart.

Annual contracts a must.

Discounts for frequency.

Full-pages your default sale.



“Cause you’ve got a friend in me..”

Step 9 : Plug and Play.

The skeleton is your friend.

Assign Christmas in July.

Build a culture of ownership.

“Well, shake it up now, all you’ve got, whoo, hoo...”

Step 10 : Never Get Comfortable.

Post Mortem Party.

Hold Monthly Product Meetings.

Get out the knife annually.

“It’s the eye of the tiger, its the thrill of the fight...”

Step 11: Set Aggressive Goals

Set the goal; achieve, move the chains.

Where are you going?

High expectations are a good thing.

“We are the champions, my friends...”

Behind the numbers

Meaningful print profits

Elevates your brand value.

Creates a solid way forward.

“Stand up, stand up, don’t give up the fight!”

Impact on Southern Newspapers

magazine titles in small markets

millions of dollars in revenue

created meaningful value in markets





Scottsboro, AL

Lufkin, TX



- 30-

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