

1985

Testing a direct mail offer in magazine subscription promotion

Mary L. Peet
University of Northern Iowa

Let us know how access to this document benefits you

Copyright ©1985 Mary L. Peet

Follow this and additional works at: <https://scholarworks.uni.edu/grp>



Part of the [Education Commons](#)

Recommended Citation

Peet, Mary L., "Testing a direct mail offer in magazine subscription promotion" (1985). *Graduate Research Papers*. 3049.

<https://scholarworks.uni.edu/grp/3049>

This Open Access Graduate Research Paper is brought to you for free and open access by the Student Work at UNI ScholarWorks. It has been accepted for inclusion in Graduate Research Papers by an authorized administrator of UNI ScholarWorks. For more information, please contact scholarworks@uni.edu.

Offensive Materials Statement: Materials located in UNI ScholarWorks come from a broad range of sources and time periods. Some of these materials may contain offensive stereotypes, ideas, visuals, or language.

Testing a direct mail offer in magazine subscription promotion

Abstract

Direct marketing is an \$82 million per year business. Its history dates back over a century with roots in direct mail. Direct marketing today involves not only mail, but a variety of media, including newspapers and magazines, radio, television and telephone. The cornerstone of direct marketing is its measurability and accountability, as well as a reliance on lists and a database (Baier, 1983). In other words, direct marketing allows marketers to improve their skills by measuring what they do against previous tests. The availability of lists and data about lists provides populations from which samples can be drawn to conduct tests. Although direct marketers can use a variety of direct response techniques to generate measurable responses, direct mail accounts for approximately one-half of the total expenditures on direct response advertising (Baier, 1983). A major advantage direct mail has over other media is that it is most suitable for testing. Other advantages are the ability of direct mail to be personalized, the flexibility it offers, and its ability to maximize customer list profits. Direct mail also has the highest response rate of the marketing medias. One disadvantage of direct mail is its relatively high cost-per-thousand, as compared to magazines, television, or newspapers.

TESTING A DIRECT MAIL OFFER
IN MAGAZINE SUBSCRIPTION PROMOTION

A Research Paper
Submitted
In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

Mary L. Peet
University of Northern Iowa
December 1985

This Research Paper by: Mary L. Peet

Entitled: TESTING A DIRECT MAIL OFFER IN MAGAZINE SUBSCRIPTION
PROMOTION

has been approved as meeting the research paper requirements for the
Degree of Master of Arts in Education.

12/11/85
Date Approved

12/11/85
Date Approved

12/12/85
Date Approved

12-12/85
Date Approved

Roger A. Kueter

~~Director of Research Paper~~

Roger A. Kueter

~~Graduate Faculty Adviser~~

Robert R. Hardman

~~Graduate Faculty Reader~~

Charles R. May

~~Head, Department of Curriculum
and Instruction~~

Table of Contents

	Page
List of Tables	iv
Chapter	
I. INTRODUCTION	1
Statement of the Problem	2
Hypothesis	3
Definition of Terms	3
II. THE REVIEW OF LITERATURE	5
Review of Pertinent Articles	5
Subscription Promotion	5
The Elements of Direct Mail	6
The Offer	7
Renewals	11
Pertinent Opinion	12
III. METHODS	13
The Sample	13
The Project	14
IV. FINDINGS	17
Findings Pertinent to Questions	18
V. SUMMARY AND CONCLUSIONS	20
Summary	20
Conclusions and Implications	21
REFERENCES	23
APPENDIX A	25
APPENDIX B	27

List of Tables

Table	Page
1. Response to Mail Order Offers	17
2. Association Between Response Rates	18

CHAPTER I

INTRODUCTION

Direct marketing is an \$82 million per year business. Its history dates back over a century with roots in direct mail. Direct marketing today involves not only mail, but a variety of media, including newspapers and magazines, radio, television and telephone.

The cornerstone of direct marketing is its measurability and accountability, as well as a reliance on lists and a database (Baier, 1983). In other words, direct marketing allows marketers to improve their skills by measuring what they do against previous tests. The availability of lists and data about lists provides populations from which samples can be drawn to conduct tests.

Although direct marketers can use a variety of direct response techniques to generate measurable responses, direct mail accounts for approximately one-half of the total expenditures on direct response advertising (Baier, 1983). A major advantage direct mail has over other media is that it is most suitable for testing. Other advantages are the ability of direct mail to be personalized, the flexibility it offers, and its ability to maximize customer list profits. Direct mail also has the highest response rate of the marketing medias. One disadvantage of direct mail is its relatively high cost-per-thousand, as compared to magazines, television, or newspapers.

Five elements affect the response to direct mail and are able to be tested. These elements are the mailing list, offer, package,

timing, and copy. The effects of a change in any one of these elements can be measured.

The mailing list is synonymous to the targeted market or audience. The list is considered the most important ingredient in a direct mail campaign (Baier, 1983). Marketers obtain lists from three basic sources: (a) a house list of customers, (b) a response list of prospects who have responded to another direct marketer, or (c) compiled lists derived from public rosters (Baier, 1983). Response lists and compiled lists may be purchased from other organizations or list brokers. Since lists are such an important element of direct mail, they need to be tested and qualified to target the message to the most responsive audience.

The offer is the manner of presentation and includes pricing, payment and terms, trials, guarantees, sweepstakes, gifts, time limits, and continuity (Baier, 1983; Brock, 1976). The offer is second to the list in its effects on direct mail response (Barnette, 1983). The offer also asks for the response. The direct mail package, the copy, and the timing of the mailing also influence response, but to a lesser degree.

Statement of the Problem

Magazines have a long history of using direct mail marketing, starting in the 1920s. Direct mail has continued to be the major promotional effort for magazines today. Unless a magazine depends on newsstand sales, it must be involved in direct mail (Brook, 1976).

This project investigated the use of direct mail in the promotional activities of a Cedar Falls based magazine, The Evener.

The Evener deals with a very specific subject matter, draft animals. The magazine had recently been sold from a "ma and pa" operation to an advertising/publishing agency whose short term goal was to increase subscriptions to the break even point. Circulation was 4,800. The editor of the magazine was interested in using direct mail to determine the subscription offer that would generate the most results, that is the most subscriptions.

The offer that pulls the most subscriptions, however, is not necessarily the most cost effective offer. The real measure is contained in the evaluation of costs in comparison to short term and long term results. It is beyond the scope of this paper to investigate the cost effectiveness of the offer.

Hypothesis

The hypothesis for this project is that, since The Evener deals with such a specific subject matter, the response rate for various offers will not vary significantly from the control.

Definition of Terms

The following definitions are taken from Baier (1983):

1. Direct marketing is an interactive system of marketing that uses one or more advertising media to effect a measurable response and/or transaction at any location.

2. Direct response advertising in any medium, including direct mail, is that which effects a measurable response and/or transaction at any location.

3. Direct mail is a method of selling that relies on direct response advertising to effect a measurable response and/or transaction by mail.

4. List, or mailing list, is the market segment to which promotion efforts are directed.

5. The offer is the manner of presentation by a direct marketer coupled with the request for a response.

6. The package is the medium for direct mail.

CHAPTER II

THE REVIEW OF LITERATURE

Review of Pertinent Articles

Subscription Promotion

Various publishers use differing techniques to test market new magazines and increase subscriptions for existing ones. Historically publishers used direct mail to promote circulation, and it continues to be their major marketing tool (Marshall, 1976). Alternatives for subscription promotion include: newsstand, print advertising, and trade shows (Lentini, 1980; Body in Motion, 1983). More recently magazines have used telemarketing and television advertising (Bloom, 1984).

Yovovich (1982) noted the major publishers use either direct mail or newsstands to evaluate their magazines. Knapp Communications tests its magazines via direct mail, while the Hearst Magazine Division measures a magazine's potential for success on the basis of a single test newsstand issue. Time employs the direct mail method for some magazines, the newsstand test for others.

Direct mail has value over other marketing mediums for testing magazines and generating subscriptions. Tom Dempsey, CEO of Penton, Inc., noted that direct mail can disperse more detailed information than print ads or other direct response methods, such as telemarketing or television (Lentini, 1980). The publishers of Body in Motion selected direct mail because they felt the alternate place to reach their targeted market would be a print ad in a competitive magazine (Body in Motion, 1983).

Both direct mail and trade shows can be targeted toward specific audiences. However, direct mail can target potential buyers in wider geographical areas. This is a concern for publishers who individualize their magazines such as the Farm Journal, which publishes 290 versions specific to region (Zotti, 1980).

Weitz (1982) noted that general magazines get over 50% of their circulation through subscriptions. A newsstand buyer purchases four to six issues of a magazine per year. Therefore it takes four to eight readers to support single copy sales compared to subscriptions. If the magazine will be marketed mainly through subscription, direct mail is the best marketing tool (Yovovich, 1982). In addition Weitz (1982, p. 34) has found "the American public generally has a very favorable impression of magazines and their (direct mail) promotion."

The Elements of Direct Mail

The five elements of direct mail that can be tested are the list, offer, package, timing, and copy. Brock (1976) stated the offer is the biggest ingredient in the success of circulation promotion. Others agree that the offer is very important--more important than the package, the timing, or the copy.

However, the package and copy are intertwined with the offer. The standard mail piece or package includes a letter, brochure, subscription form, and a return envelope.

The letter is essential. The standard letter is on 8½ x 11 inch paper and appears to be type written. Ahrends (1981, p. 24) noted that the standard letter form out produced other formats in "nearly

every case." The letter copy should highlight the magazine's benefits for the reader.

The brochure is used to augment the letter and to provide more detail. It can be a simple, one color circular, or a dramatic full color brochure. Several publishers have used their magazine's cover designs and table of contents as their brochures. This gives the prospective buyer a true picture of what the magazine looks like and an idea of content. It in effect allows the magazine to describe itself (Weitz, 1982). It is also an economical way to get a pleasing brochure, since the cover design is already paid for and the same printing plates could be reused (Jaffee, 1984).

The brochure, however, is not essential. It can be eliminated if the list has been proven. Ahrends (1981) reported a savings of \$45/M by eliminating the brochure. Brock (1976) saw an increased return when more emphasis was placed on the letter and no brochure was used.

The subscription form is the response device. It provides the potential subscriber the means for the action requested. The reply envelope is provided as both an incentive to respond and for convenience (Baier, 1983).

The Offer

The offer is the manner of presentation and the call to action. The literature describes various offers used by magazine promotion. These include: pricing, payment and terms, trial offers, guarantees, gifts, sweepstakes, time limits, and continuity.

The price is part of the offer and is an adjunct to the product itself. Price is determined either by a 'cost-plus' method or in response to the market conditions (Baier, 1983). Cost-plus relates product, overhead, and selling cost with profit. Although price competition is a concern of magazine publishers, it must be pointed out that magazines are largely supported by advertising revenue (Weitz, 1982). Other areas of pricing are therefore a concern to the direct mail marketer.

Psychological pricing is based on the premise that the buyer can be psychologically influenced by the way the price is quoted. Prestige prices, as used by House and Garden magazine, is an example (Gennaro, 1983). House and Garden was a \$1.50 per issue magazine showing how people live. The magazine was changed to reflect a "new view of creative living." The price changed to \$4.00 per issue to reflect the upscaled market.

Another example of a pricing technique is the price discount. Body in Motion (1982) offered a \$3.00 discount if the \$33.00 annual subscription rate was prepaid. Forty-two percent of subscribers prepaid, a higher prepaid rate than previously observed. Publishers of Yacht magazine, on the other hand, offered no discounts because they did not feel it was consistent with the upscale, aristocratic view of the sport of yachting and the readership they were pursuing (Jaffee, 1984).

Payment and terms are also part of the offer. The usual terms are cash with order or bill later (Baier, 1983). The bill later includes credit card options (Brock, 1976). This offers convenience

to the purchaser and reduces procrastination from placing orders (Baier, 1983).

Coupons are categorized under payment and terms. They are incentives to try new products and to help the undecided take action (DeLay, 1980). Coupons are sometimes used as markers to aid in tabulating responses.

A free trial offer promotes the personality of the magazine (Abramson, 1984). Weitz (1982, p. 36) calls this a "soft offer" because it maneuvers customers into a position to buy the subscription. It also helps potential subscribers overcome the notion that the mail piece is misrepresenting the magazine (Weitz, 1982). However, 30 to 50% of respondents cancel after receiving the free trial (Le Roux, 1983). Le Roux sites the example of Inc., which found that using a more targeted list cut cancellations to 15 to 20%.

A money back guarantee is a must (Brock, 1976; Byrne, 1982; Braier, 1983). The guarantee helps overcome the potential buyer's resistance to order an unseen magazine.

Free gifts have been used as offers. Examples are calculators given by Newsweek and almanacs given by Mother Jones (Abramson, 1984). Brock (1976) agrees that the free gift offer is successful in promoting magazines by mail, but cautions the publisher not to go overboard. Giving a choice of gifts may actually inhibit purchases, because the direct mail recipient can't decide which offer to choose.

The free gift must be consistent with the targeted audience. Body in Motion, a magazine devoted to holistic healing, gave a computerized body potential evaluation (Body in Motion, 1982).

David Gossman (1983), Vice President and Circulation Director of Keyboard Classics magazine, said the free gift offer is part of their control package. The control has been used for five years and has yet to be beat. Keyboard Classics gave a Pocket Music Dictionary with each new subscription.

A free gift can also help screen potential interest in the magazine. Gossman (1983) said the Pocket Music Dictionary helped to qualify the list. Harpers also used a free gift offer. The gift, One Hundred Thirty Four Years of Harpers, was to appeal only to prospects truly interested in Harpers (Byrne, 1982).

Le Roux (1983) and Bloom (1984) reminded publishers to consider sweepstakes. Many publishers shy away from sweeps because they feel the "razzle-dazzle" is in bad taste; however, Weitz (1988, p. 34) did not agree. Sweeps are a costly promotion. Grossman (1983) noted that the use of sweeps in promoting Keyboard Classics increased unqualified responses.

Time limits include charter subscriptions, prepublishing offers, and expiration dates. Charter subscriptions are actually a discount offered to the first round of subscribers to a new magazine. The charter offer usually emphasizes that later offers, to the "less privileged" will be at a higher price (Brock, 1976).

Continuity offers automatically renew the subscription with payment until the customer takes the initiative to cancel.

Newspapers and insurance companies routinely use this method.

Marshall (1976) notes it is being tested for magazines.

All the elements of the offer can be tested. Truit (1984) recommended using reliable lists and testing one variable at a time. The control should be tested against either one element of the offer, one part of the package, the copy, or the timing (Truit, 1984; Siedleck, 1984).

Response varies greatly according to prequalifications of the mailing list. Studies indicate the faster a person responds to a direct mail offer, the more interested or qualified the respondent is (Marshall, 1983). Usually the majority of responses will be returned within two and one half weeks if the mailing was sent third class, or within eight weeks if the mailing was first class (Barnette video). Most mailings are third class.

Baier (1983) stated the best times to test direct mail were January and February, followed by October and December. A spokesman for Knapp Communications said the two best times to test were January and July (Yovovich, 1982).

Renewals

Direct marketers have found that, all things being equal, present customers will respond at a much higher level than nonqualified prospects. Therefore, publishers feel they can spend more on renewal subscriptions than on first time subscribers (Brock, 1976). Ahrends (1981) gave an example to explain why:

. . . you can convert only 40% of first-time subscribers, but secure 60% renewals on renewals. That means that of every 100 new readers, you'll have 60 . . . an increase of 50%. So you can afford to spend 50% more to hold renewals than to convince a new subscriber. (p. 42)

For this reason, Lynn Mapes, Director of Advertising and Sales, Reader's Digest, says they target their direct mail to people who will renew year after year (Test Market, 1982).

Pertinent Opinion

Authors agree that direct mail is the best way to generate magazine subscriptions. The articles reviewed had a positive note, all encouraging readers to use direct mail and test various elements. However, few results or statistics were given. It is the opinion of the author that results are trade secrets not made available for the competition.

CHAPTER III

METHODS

The Sample

The test sample was a list of 10,000 names of subscribers purchased from the Small Farmers Journal. Lists from the Small Farmers Journal had been used previously by The Evener's publisher and had drawn the greatest response when tested with other lists.

Subscribers to the Small Farmers Journal were characterized as people interested in the old-fashioned ways of farming, i.e., the use of draft animals. These included retired farmers and the 'new' farmer. Subscribers were also horse lovers and draft animal dealers who dealt with draft animals and equipment. These characteristics were shared with the targeted market for The Evener. Other demographics such as age, education, income, etc., were not available. The list was not merged and purged with The Evener's subscription list due to cost.

The sample was distributed into five groups. Since the list was in zip code order, approximately an equal percentage of names from each geographical region was chosen for each sample group.

The sample size should be chosen with two considerations: the need for adequate information to make a testing decision, and the cost of reaching the sample. Three factors play a role in obtaining adequate information for testing decisions: response rate, confidence, and error. The response rate was estimated to be 0.5%, the confidence level was chosen to be 90%, and the error $\pm 15\%$. A recommended sample size of 2,273 was computed.

The sample for this test was determined by the publisher. Cost was the main consideration.

The Project

A correlation design was used to test four offers against the control. The control consisted of the statement of price and invitation to purchase a subscription (see Appendix A). The offer was presented in a simple package containing a short note from the publisher with a tear-off subscription form and a reprint of the latest issue cover of The Evener with the table of contents. The subscription form was on card stock, the color varied with the mailing campaign. For this mailing it was buff with brown ink. The Evener cover reprint was in black and white, replicating the actual cover. There was no reply envelope.

The test offers were as follows (see Appendix B):

1. Test offer #1 contained a price discount offer of five issued for the price of four. The offer was made in the note from the editor. The Evener cover reprint was enclosed, as in the control.
2. Test offer #2 used the control mailing package with a coupon to offer five issues for the price of four.
3. Test offer #3 used the control package with a \$1.50 off discount coupon.
4. Test offer #4 used the control with a coupon to offer a free gift, The Reach. The Reach is the annual draft and driving horse directory.

Coupons were used for the sake of saving time and money. Instead of redesigning the letter and copy, coupons were inserted into the existing package design. The original subscription form was key coded with a row of numbers along the lower edge to be used to designate different mailings. During the printing, the various offers were designated by marking the number, one to five. All coupons had an expiration date.

The direct mail packages were mailed third class the third week of February 1983. Two thousand mailings of the control were sent. Three thousand mailings of offer #1 were mailed, and 2000 each of offers #2 and #3. Offer #4 involved purchasing The Reach for the free gift, and since this was an up-front cost not previously tested, it was decided to send 1000 mailings of offer #4.

Responses started coming in the end of the first week after mailing. The responses were tabulated once a week for the following four weeks. Weeks five and six were tabulated together, since the majority of responses were anticipated in the first four weeks.

The responses were tabulated according to the number of returns purchasing a subscription from each offer, considered a positive response. No record was kept separating one year or two year subscriptions, or separating first time subscribers from renewals. After testing tabulations, The Evener staff was responsible for fulfilling the offer.

The questions to be addressed were:

1. Would the price discount of five issues for the price of four (offer #1) pull more positive responses than the control?

2. Would the use of a coupon offering the price discount of five issues for the price of four (offer #2) pull more positive responses than the control?

3. Would the \$1.50 discount coupon (offer #3) pull more positive responses than the control?

4. Would the free gift (offer #4) pull more than the control?

The sampling assumptions were a response rate of 5%, a confidence level of 90%, and an acceptable variation for limit of error at the 0.75 significance level. Each offer was tested with the control. The limits of error vary with the sample size. The limit of error calculated for a 5% return rate for the control and offers #2 and #3 was .80, for offer #1 was .65 and for offer #4 was 1.13.

CHAPTER IV

FINDINGS

This project tested four different direct mail offers to determine which would generate the most subscriptions. Since The Evener deals with such a specific subject matter, the author hypothesized that the response rate for the various offers will not vary significantly from the control. This was stated as a null hypothesis: The response from each of the test offers will be at or below the response for the control offer.

The percentage of response rate was calculated for each offer. The level of significance was determined using the chi-squared statistic.

The response rates are summarized in Table 1.

Table 1

Response to Mail Order Offers

Offer Sample Size	Control 2000	#1 3000	#2 2000	#3 2000	#4 1000
Week #1	3	3	11	9	6
Week #2	34	39	42	36	25
Week #3	34	68	26	27	21
Week #4	15	40	6	22	10
Weeks #5 and #6	<u>13</u>	<u>29</u>	<u>19</u>	<u>23</u>	<u>11</u>
Totals	99	179	104	120	73
% of Response	4.95	5.96	5.2	6.0	7.3
Limit of Error	.79	.71	.81	.87	1.35

The percentage of positive responses was greater for all the sample offer compared to the control offer. A correlation analysis was used to determine the degree of association between the response rates between the control and each of the test offers (Table 2).

Table 2

Association Between Response Rates

Control Tested Against	Calculated Chi-squared Statistic	Confidence Interval	% Level of Confidence
Offer #1	2.17	[.2 - .1]	80-90
Offer #2	0.83	[.5 - .3]	50-70
Offer #3	1.41	[.3 - .2]	70-80
Offer #4	6.38	[.02 - .01]	98-99

Findings Pertinent to Questions

1. Would the price discount of five issues for the price of four (offer #1) pull more positive responses than the control?

The chi-squared statistic indicated a confidence level between 80 to 90%, falling just below the desired 90% confidence level. This response does not support the null hypothesis. This indicates there is a significant difference between the response rate for offer #1 and the control.

2. Would the use of a coupon offering the price discount of five issues for the price of four (offer #2) pull more positive responses than the control?

The confidence level of 50% to 70% does not support the null hypothesis. Therefore, the greater response rate to offer #2 is significant.

3. Would the \$1.50 discount coupon (offer #3) pull more positive responses than the control?

The statistics indicate a 70% to 80% confidence level, which is below the chosen 90%. Again this indicates the null hypothesis can be rejected and that the difference between offer #3 and the control is significant.

4. Would the free gift (offer #4) pull more positive responses than the control?

Offer #4, using the free gift, had a response rate that yielded 2.35% greater responses than the control. However, the confidence level is between 98% to 99% and falls within the desired confidence level to support the null hypothesis. This indicates that the difference between the rate of response for offer #4 and the rate of response for the control is not significant. This may be due to the small sample size in offer #4. One thousand offers were sent, half the amount computed to be the adequate sample size.

CHAPTER V
SUMMARY AND CONCLUSIONS

Summary

Direct mail is a major subscription promotion tool used by magazines. The cornerstone of direct mail is its measurability. Under controlled conditions, direct mail offers an opportunity for testing. The availability of lists and information about lists provides populations from which samples can be drawn to conduct experiments. Variables within the elements of direct mail--the list, offer, package, copy and timing--can all be tested.

Next to the list, the offer is the most important element of direct mail subscription promotion. The offer includes pricing, payment and terms, trial offers, guarantees, gifts, sweepstakes, time limits, and continuity.

This project investigated the use of direct mail offers in a subscription promotion campaign for The Evener. The Evener is a magazine about draft animals and has a narrowly targeted audience.

The null hypothesis was: The response from each of the test offers will be at or below the response for the control.

A correlation design was used to test four offers against a control offer. The mailings were randomly mailed to a sample sizes of 2,000 for the control, 3,000 for offer #1, 2,000 for offers #2 and #3 and 1,000 for offer #4. The confidence level was chosen to be 90% and the limit of error was 0.75.

The positive response rates for each of the test offers was greater than the response rate for the control offer. The difference

in response rates was considered significant for offers #1, #2, and #3. However, there was no statistical difference between the response rates for the control and offer #4.

Conclusions and Implications

One must be careful in drawing conclusions from this project. Although the results indicated a significant difference between the response rates of offers #1, #2, and #3 when compared to the control, this does not prove that these offers are "better" than the control and should be implemented. Conversely, just because offer #4 did not pull a significantly higher number of positive responses than the control does not mean the offer should be rejected for future testing. Many variables may affect the response rate. For example, the offers were tested within one list, and may not be able to be generalized to other less qualified lists.

Other variables may enter into the response rate, including the time of year, renewals versus new subscriptions, and elements of the package. The offers were mailed in February when literature would indicate that responses would be higher than in other months. There might be seasonal changes to response rates.

The author would recommend that future tests separate the renewals from new subscriptions. Since renewals can be considered more valuable customers, it would be profitable to study them separately.

The package was not the standard format, the letter was not the standard size, and there was not a reply envelope. Since the literature stressed that the standard package--especially the

letter--was tested and found to be most effective, the author would recommend testing the standard package with the control.

A money-back guarantee was also considered a must by the literature reviewed. Not having a stated guarantee in the direct mail package may have affected the response rate, albeit similarly for all offerings.

Although the test was designed with the intention to test only one variable of the offer at a time, the use of coupons with expiration dates introduced a second and third variable. The effects of these variables are unknown.

The variations in sampling size and efforts to randomize the sampling according to geographic region may also have had an effect on the response rates.

It must be pointed out that the test did not determine the cost effectiveness of the various test offers. The cost of fulfilling the offer was not discussed, but would have bearing on determining the most successful offer to recommend.

REFERENCES

- Ahrend, H. G. (1981). How to overcome increased circulation promotion costs. Direct Marketing, 44(2), 24-26, 37.
- Abramson, D. (1984). Harper's plays on return of former editor in first DM subscription drive in 18 months. DM News, 6(8), 29.
- Baier, M. (1983). Elements of direct marketing. New York: McGraw-Hill, Inc.
- Bloom, C., (1984). Seven dangerous myths of circulation promotion. DM News, 6(2), 23.
- Body in Motion, New health magazine pulls 6.5% response in subscription marketing. (1983). DM News, 5(7), 38.
- Brock, L. (1976). The key in subscription promotion is testing. Folio, 5(3), 54-55.
- Brooks, A. (1983). The birth of a magazine. DM News, 5(2), 33, 35.
- Byrne, A. (1982). Be simple, be clear, be direct--you'll be understood. Direct Marketing, 45(4), 26-30.
- Dash, J. K. (1969). Techniques in marketing research. Harvard Business Review, pp. 14-29.
- Decker, F. (1979). The power of the question. Folio, 5(9), 36.
- Delay, R. F. (1980). Direct marketing--way beyond catalogs. Advertising Age, 51(19), 188-193.
- Di Gennaro, R. A., & McGlone, J. (1983). The problem is apparent, the solution is not. DM News, 5(2), 34-35.
- DR agency scores high response rates in two new magazines circulation tests. (1983) DM News, 4(9), 23.
- Grossman, D. (1983). The more unique your publication, the more unique your problem. DM News, 5(2), 30-31.
- Jaffe, L. (1984). Unique direct mail package introduces new magazine. Direct Marketing, 47(2), 62-66.
- Kube, D. (1981). Mail order: Why do people buy? Direct Marketing, 44(6), 132-136.
- Lentini, C. (1980). Business farm press--refining promotion techniques. Advertising Age, 51(25), 36-37.

- LeRoux, M. (1983). Magazines coax subscribers with contests. Advertising Age, 54(19), 20-25.
- Marshall, W. Segmenting publication lists fine tunes promotion planning. Direct Marketing, 38(11), 51-61.
- Marshall, W. (1983). Subscription techniques need a reassessment. DM News, 5(2), 29, 32.
- Sangerman, R. (1983). TV or not TV? Subscription marketing question. DM News, 5(2), 37.
- Siedlecki, R. (1984). 21 direct mail pitfalls beginners should be wary of. Direct Marketing, 46(10), 74.
- Test marketing, direct mail make families a winner. (1982). Marketing News, 15(20), 11.
- Truitt, P. (1984). A primer on how to conduct direct mail tests. DM News, 6(17), 18-19, 43.
- Weitz, W. (1982). Promotion ideas to increase magazine circulation. Direct Marketing, 45(8), 34-37.
- Yovovick, B. D. (1982). Rx for circulation with readable results. Advertising Age, 53(8), 30-31.
- Zotti, E. (1980). Farm magazines diversify, retrench. Advertising Age, 51(25), 32.

APPENDIX A

Control

Dear Friend:

If you're among the distinctive group who has a keen interest in draft horses, THE EVENER magazine is a must for you. This quarterly publication will inform and entertain you with articles about the fascinating world of draft animals.

We've enclosed a copy of the cover of a recent issue — look over the contents page. It lists story after story of interest to you. And that's just a sampling of the features THE EVENER contains.

Here's your opportunity to subscribe. Simply fill out the card below and mail it, along with check or money order, to THE EVENER. Welcome to THE EVENER's family of subscribers!

Sincerely,

Susan Salterberg
Susan Salterberg
Managing Editor



MAIL TO: 29th & College, Cedar Falls, Iowa 50613

This is your invitation to subscribe to The EVENER, *the* draft horse magazine. Read about draft horses and other draft animals, events and people of the past and present in the fascinating world of draft horses.



29th & College, Cedar Falls, Iowa 50613

U.S. SUBSCRIPTIONS:

- \$10.50 for 1 year (4 Issues)
- \$18.50 for 2 years (8 Issues)

CANADIAN and FOREIGN SUBSCRIPTIONS:

- \$14.00 for 1 year (4 Issues)
- \$24.00 for 2 years (8 Issues)

Check No. _____

Date _____

Amount _____

1 year 2 years

KEEP THIS FOR YOUR RECORDS

Address changes should be noted, please 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

APPENDIX B

Test Offer #1
Test Offer #2
Test Offer #3
Test Offer #4

Dear Friend,

Since you're among the distinctive group who has a keen interest in draft horses, THE EVENER magazine is a must for you. By ordering this quarterly publication now, you'll receive 5 ISSUES FOR THE PRICE OF 4!

THE EVENER will inform and entertain you with articles about the fascinating world of draft animals. Enclosed is a copy of the cover of a recent issue — look over the contents page. It lists story after story of interest to you. And that's just a sampling of the features THE EVENER contains. Here's your opportunity to subscribe. Simply fill out the card below and mail it, along with check or money order, to THE EVENER to take advantage of our special bonus-issue offer. Welcome to THE EVENER's family of subscribers!

Sincerely,

Susan Salterberg

Susan Salterberg
Managing Editor

**THE
EVENER**




MAIL TO: 380 One Corporate Place, 1501 42nd Street, West Des Moines, IA 50265

This is your invitation to subscribe to THE EVENER *the* draft horse magazine. Read about draft horses and other draft animals, events and people of the past and present in the fascinating world of draft horses.

**THE
EVENER**


380 One Corporate Place 1501 42nd Street
West Des Moines IA 50265

U.S. SUBSCRIPTIONS:

- \$10.50 for 1 year (4 Issues)
 \$18.50 for 2 years (8 Issues)

**CANADIAN & FOREIGN
SUBSCRIPTIONS:**

- \$14.00 for 1 year (4 Issues)
 \$24.00 for 2 years (8 Issues)

Check No. _____

Date _____

Amount _____

1 year 2 years

KEEP THIS FOR YOUR RECORDS

Address changes should be noted, please

7 8 9 10 11 12 13 14 15 16 17 18 19 20

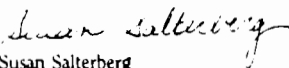
Dear Friend:

If you're among the distinctive group who has a keen interest in draft horses, THE EVENER magazine is a must for you. This quarterly publication will inform and entertain you with articles about the fascinating world of draft animals.

We've enclosed a copy of the cover of a recent issue — look over the contents page. It lists story after story of interest to you. And that's just a sampling of the features THE EVENER contains.

Here's your opportunity to subscribe. Simply fill out the card below and mail it, along with check or money order, to THE EVENER. Welcome to THE EVENER's family of subscribers!

Sincerely,


Susan Salterberg
Managing Editor

**THE
EVENER**




MAIL TO: 29th & College, Cedar Falls, Iowa 50613

This is your invitation to subscribe to The EVENER, the draft horse magazine. Read about draft horses and other draft animals, events and people of the past and present in the fascinating world of draft horses.

**THE
EVENER**


29th & College, Cedar Falls, Iowa 50613

U.S. SUBSCRIPTIONS:

- \$10.50 for 1 year (4 Issues)
 \$18.50 for 2 years (8 Issues)

**CANADIAN and FOREIGN
SUBSCRIPTIONS:**

- \$14.00 for 1 year (4 Issues)
 \$24.00 for 2 years (8 Issues)

Check No. _____

Date _____

Amount _____

1 year 2 years

KEEP THIS FOR YOUR RECORDS

Address changes should be noted, please.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20



Dear Friend:

If you're among the distinctive group who has a keen interest in draft horses, THE EVENER magazine is a must for you. This quarterly publication will inform and entertain you with articles about the fascinating world of draft animals.

We've enclosed a copy of the cover of a recent issue — look over the contents page. It lists story after story of interest to you. And that's just a sampling of the features THE EVENER contains.

Here's your opportunity to subscribe. Simply fill out the card below and mail it, along with check or money order, to THE EVENER. Welcome to THE EVENER's family of subscribers!

Sincerely,

Susan Salterberg
Managing Editor



MAIL TO: 29th & College, Cedar Falls, Iowa 50613

This is your invitation to subscribe to The EVENER, the draft horse magazine. Read about draft horses and other draft animals, events and people of the past and present in the fascinating world of draft horses.



29th & College, Cedar Falls, Iowa 50613

U.S. SUBSCRIPTIONS:

- \$10.50 for 1 year (4 Issues)
- \$18.50 for 2 years (8 Issues)

CANADIAN and FOREIGN SUBSCRIPTIONS:

- \$14.00 for 1 year (4 Issues)
- \$24.00 for 2 years (8 Issues)

Check No. _____

Date _____

Amount _____

1 year 2 years

KEEP THIS FOR YOUR RECORDS

Address changes should be noted, please. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

For a limited time only
Subscribe now to
THE EVENER
and receive
\$1.50 off

the regular subscription price.

Please enclose this coupon with your check or money order and the subscription form.

Offer expires April 30, 1984. Coupon not valid in conjunction with any other special offer.

Dear Friend:

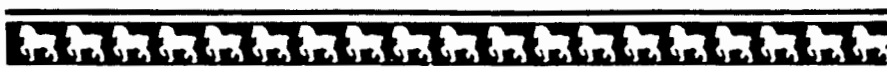
If you're among the distinctive group who has a keen interest in draft horses, THE EVENER magazine is a **must** for you. This quarterly publication will inform and entertain you with articles about the fascinating world of draft animals.

We've enclosed a copy of the cover of a recent issue — look over the contents page. It lists story after story of interest to you. And that's just a sampling of the features THE EVENER contains.

Here's your opportunity to subscribe. Simply fill out the card below and mail it, along with check or money order, to THE EVENER. Welcome to THE EVENER's family of subscribers!

Sincerely,

Susan Salterberg
 Susan Salterberg
 Managing Editor



MAIL TO: 29th & College, Cedar Falls, Iowa 50613

This is your invitation to subscribe to The EVENER, *the* draft horse magazine. Read about draft horses and other draft animals, events and people of the past and present in the fascinating world of draft horses.



29th & College, Cedar Falls, Iowa 50613

U.S. SUBSCRIPTIONS:

- \$10.50 for 1 year (4 Issues)
- \$18.50 for 2 years (8 Issues)

CANADIAN and FOREIGN SUBSCRIPTIONS:

- \$14.00 for 1 year (4 Issues)
- \$24.00 for 2 years, (8 Issues)

Check No. _____

Date _____

Amount _____

1 year 2 years

KEEP THIS FOR YOUR RECORDS

Address changes should be noted, please. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

For a limited time only

**Subscribe to THE EVENER now
and receive a FREE 1984 copy
of The Reach,**

an annual directory for the draft horse, mule and driving industries.

Enclose this coupon with order. Please allow 6-8 weeks for delivery.

Offer expires April 30, 1984. Coupon not valid in conjunction with any other special offer.