



FULLILLWARE

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Case History: *Atlanta Business Chronicle*

- Fulfillware client:** The *Atlanta Business Chronicle* is metro Atlanta's weekly business paper. Featuring exclusive, in-depth coverage of the business community, the newspaper is designed to inform decision-making executives, investors and managers of the trends, growth and new ideas important to commerce and industry in the 20-county Atlanta Metropolitan Statistical Area. It is owned by American City Business Journals, the nation's largest publisher of metropolitan business newspapers, and is a member of the Audit Bureau of Circulations.
- Challenge:** With a goal of increasing circulation, the *Atlanta Business Chronicle* utilizes a great deal of direct mail. The paper needed to find a way to increase its direct mail response rate and achieve a better return on investment.
- Solution:** In December 2005, the *Atlanta Business Chronicle* implemented a 17-week, three-flight, staggered postcard direct mail campaign titled, "Is your next big lead worth the price of a cup of coffee?" The campaign was aimed at trial subscribers who were receiving four to six free weekly issues. The postcards, which were mailed as a complement to the free issues, were meant to drive recipients to look at specific features of the paper so that they would see the value in it and would want to convert their trial subscriptions to paid subscriptions. For example, the first flight directed recipients to the paper's "People in the News" section, where they can find valuable personnel information that provides new business development leads.
- Fulfillware's role:** Partnering with the *Atlanta Business Chronicle*, Fulfillware, a full-service direct mail marketing company, handled the creative, writing copy for and designing the postcard campaign. Fulfillware also handled the campaign printing, addressing and mailing. The staggered mailings were complex and had to be timed so that recipients, whose papers arrived on Friday, would receive their postcards on the following Monday. The first postcard was received in conjunction with the first issue of the paper; the second postcard with the second issue; and the third postcard with the third issue.

Results: With Fulfillware's help, the *Atlanta Business Chronicle's* direct mail response rate has increased from about .45 percent to approximately .54 percent.

Following the first "Is your next big deal ..." postcard mailing in December 2005, the *Atlanta Business Chronicle* achieved a spike in January 2006 circulation and achieved its highest ever circulation in the six-month period ended June 30.

The newspaper increased circulation by 3 percent for the Audit Bureau of Circulations audit period, which covers Jan. 1 - June 30, 2006.

Client testimonial: *"Fulfillware is more than a direct mail firm. They offer creative ideas that are effective in reaching people. My account rep is thorough, detail-oriented and always willing to sit down and brainstorm with me. When I get too busy and have to turn my back on them, I know they'll still get the job done for me. They have integrity, and I trust them."*

– Ray Brumeloe
Circulation Director
Atlanta Business Chronicle

For further information, media inquiries should be directed to:

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