

CONNECTION PUBLISHING

WHY WE MAKE MAGAZINES

In days gone by, neighbors connected with each other when they would stroll down the street visiting with passersby or hearing the latest gossip from a friendly neighbor sitting on his or her porch or working in their garden. Today, we pull into our automatically opening garage and close the door again before we exit the car. Communities lack that old time sense of connection.

In 2016 Ryan and Melissa Spelts started Connection Publishing, LLC with a goal to create more connection in their community. Partnering with their city to create the first "Connection Magazine." This magazine was received with great applaud from the members of the community and the operators of the city government. It provided a better way to communicate and to highlight the great things the city was doing. It also provided a way for neighbors to connect by seeing the wonderful things happening in their city and giving a voice to members of the community who like to write or take photography. This participation is key to our magazines' success. It makes our publications about, by and for the members of the cities we serve. Here are some of the top reasons cities love our publications.

GREATER ENGAGEMENT

- The perfect way to showcase the work that the city is doing for its citizens
- The city is represented in a professional publication which residents love
- Direct mail guarantees that the city is giving every resident the opportunity to see and read city communication. Every home and business receives the magazine.
- Ensure more people see events and community offerings
- Clear communication in a format that is beautiful and informative and content that the city approves
- A proven model that has had a huge impact on community engagement

GREATER PARTICIPATION

People love to be published. This creates a way for students, and residents of the city to have an opportunity to have their photos published or their human interest stories printed and to receive recognition for their work.

- We can work with local schools to recognize students of the month
- Engage with journalism students at local schools to help create local content
- Create opportunities for community members to contribute to the magazine
- A magazine by the community for the community

GREATER VALUE

- An initial investment equal to roughly the savings in man hours the city will save in just the first year of outsourcing the newsletter
- An ongoing savings annually, while still sending out a full color news magazine for only the cost of postage with everything handled for you by Connection Publishing. Our cities report they are pleasantly surprised at the value they see in having the publications.
- Better coverage, more opportunity, more engagement, more participation and value for the community

www.connectionpub.com

801-624-9652

Publishing Bid (2 Options)

OPTION 1: Private Label Magazine

A private label magazine is produced solely for the city and contains no advertising. Its costs are determined by the size of the magazine. Magazines can be 16, 32 or 40 pages and increase in 8 page increments after that. For purposes of example a common size of 32 page magazine will be shown in this bid. Because there is no advertising in a Private Label publication, the city would cover the entire expense associated with publishing the magazine as seen in Option 1.

Start-Up Charge

This is a tooling charge to cover the initial start-up costs associated with starting a magazine including custom software, initial design layout, training, and staffing increases. To cover the costs associated with starting up a magazine, the initial start up charge of a Private Label magazine is equal to \$1 per published copy. Pleasant View City's initial rough estimate of number of houses and businesses is 3,500, therefore the start-up charge would be \$3,500. The exact number will be determined by a meeting with Connection Publishing and city officials to determine the exact mailing routes that will be mailed each month.

City Contribution Per Month

Private Label Custom Magazine Costs based on the estimate of 3,500 magazines

Design and layout: \$1900

Authorship of articles and proof reading: \$1500

Website and Social Media pages, set up and management (including photography and videography): \$2500

Printing: \$3850 - 32 pages @ \$.50 per magazine

Postage: \$1470 - 32 pages @ \$.21 per magazine (bulk mailing; additional postage may be required)

The city would be able to sell sponsorships or advertising space to companies to help subsidize this option at their discretion. Connection Publishing would not sell any advertising in a private label publication.

Summary of Costs - Private Label Magazine

Up Front Start-up Charge: \$3500 estimate

Per Month Publishing Charge: \$11,220 estimate

OPTION 2: Advertising Supported Magazine

This option would be similar to the magazine samples we provided to the city.

Start-Up Charge

This is a tooling charge to cover the initial start-up costs associated with starting a magazine including custom software, initial design layout, training, and staffing increases. To cover the costs associated with starting up a magazine, the initial start up charge of an advertising supported magazine is equal to \$1 per published copy. Pleasant View City, initial rough estimate of number of houses and businesses is 3,500, therefore the start-up charge would be roughly \$3,500. The exact number will be determined by a meeting with Connection Publishing and city officials to determine the exact mailing routes that will be mailed each month. (This charge is being waived for Pleasant View since the magazine is currently in operation. Connection Publishing will still have a custom back end software built out for Pleasant View to submit and manage city content)

City Contribution per Month

Monthly, the city will only pay 65% of the extra charge in order to have a separate magazine from North Ogden. The costs of the unique version of the Pleasant View magazine are as follows. \$300 in extra designer fees. \$500 in extra printing fees. \$250 in extra postage fees and \$150 in extra content staff fees. Total of \$1200 per month. The city would pay \$800 per month and Connection Publishing would absorb the rest of the cost.

Summary of Costs - Advertising Supported Mag

Up Front Start-up Charge: ~~\$1 per magazine \$3,500 estimate~~ Waived for Pleasant View
Per Month Magazine Charge: \$800 per month estimate