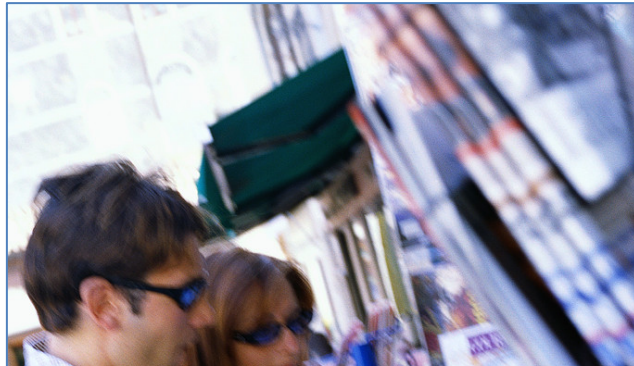


Performance Based Marketing for Niche Publications, Magazines, and Newsletters



NEED MORE PAYING
SUBSCRIBERS?



How Does It Work?

The **ZZines Marketing Program** is very simple – our goal is to find new, paying subscribers for your niche publication – **and you only pay us when we sell a subscription for you**. Here is how it works.

Getting Started

1. Sign Up for our Marketing Program

There is absolutely no obligation and absolutely no hidden costs or upfront fees. Simply fill out the form included with this package or send an email to publishers@zzines.com.

2. What We Need From You

- Title of Magazine
- Description (100-300 words)
- Regular Newsstand Price per Issue
- Regular Retail Subscription Price
- Frequency of publication (monthly, weekly, etc.) & times of publication (e.g., which months)
- Full resolution cover image of most recent issue – digital format or send us a copy of your magazine and we will scan it for you
- Wholesale price that we will pay you – you get to name your price/discount.

Going Live

1. We find the subscribers

We pay all marketing costs associated with bringing a subscriber to you

2. Fulfillment

We send you the name/address of the subscriber and you start delivery of the magazine per your normal delivery and fulfillment schedule.

3. Payment

When we send you the subscriber, we also send you a check for the total amount due to you. We send orders weekly along with payment – which can be by check or credit card.

Frequently Asked Questions

How much does it cost to join?

Nothing – there is no fee to join or to sign-up. You will never receive an invoice from us – only checks for paid subscribers.

How many subscribers can I expect?

It varies by the type of magazine and the scope of the topic. **Everything we work with sells.** Some see 50 subscriptions a year come in – some see thousands. We cannot promise anything, but we will give it our best effort.

How much discount is appropriate?

We are business people just like you and will not make unrealistic demands on your margins or financial model. Typical discounts range from 50%-100% off of the retail price. The more aggressive discount you are willing to offer us, the more subscribers we can bring to you. We review all discounts and see if they can fit into our program – if you can only offer 25% discount - that is fine – we will do our best to see if it fits into our model. We are businesspeople, too, and we comprehensively review each application to see if we can make it a reality.

Is there a contract?

No contract – you can tell us to stop selling at anytime at any moment's notice.

Is there any risk to me?

None – even if a subscriber cancels and wants their money back, that is our problem – not yours.

What about renewals?

We actively try to obtain the renewals through our channels, but if a subscriber we find renews directly with you, we have no problem with that.

How long does it take to get started?

Once we have your information, we can start selling within 5-10 business days – sometimes sooner. If we have any special requests, such as the discount rate you offer, we will discuss that with you as soon as possible.