



R.E.D. Xmas News

Issue 34

Winter 2002



R.E.D. ARE ON THE MOVE

From Monday 23 December R.E.D. Computing Limited will be moving to a new office in New Malden (not far from our current office in Rookwood Avenue). Earlier in the year John and Helen bought a property in New Malden that had previously been used as a doctor's surgery. The original house had been extended at the rear with purpose built office space.

After a fraught few months, planning consent was finally granted for the combined use as residential and office, as well as a significant 1st floor extension. Structural alterations and re-decoration are underway, and plans are progressing towards the move.

The new office is very convenient for the A3, is a little closer to New Malden railway station, and currently has a 6-car car-park. This, however, will eventually be replaced with a garden and additional parking has been negotiated with the local Church on the next corner.

We are taking the opportunity to re-assess some of our systems and will have faster, permanent internet connections, to facilitate the increasing volume of our work that is done by e-mail rather than post, phone, or fax, and have been investigating wireless networking.



United We Stand: A Unique Subscriptions Marketing Initiative

In November 2001, the London Review of Books had the idea of convening a meeting between a number of serious literary, political and cultural magazines, to explore ways of co-operating commercially. From that meeting a core group of twelve magazines emerged to form the 'Cultural Publications Group'. The literary titles in the group also included Granta, the Times Literary Supplement, and the New York Review of Books. Political magazines were represented by the Spectator, the New Statesman, New Internationalist, and Prospect. Film by Sight & Sound, history by History Today, news by the Guardian Weekly and the Week. All these titles had built circulation through intensive direct marketing for subscriptions. All were experiencing the problem that sooner or later confronts any magazine with a long history of direct marketing: how to expand profitably beyond the known universe into larger marginal markets.

By acting together to do joint promotions, the group saw ways of achieving vital economies of scale which could make it profitable to market in marginal markets. To date the Cultural Publications Group has undertaken three joint insert campaigns. The insert creative presents offers from all twelve titles and gives customers the chance to take out any number of subscriptions and/or give subscriptions as gifts. Subs can be ordered by returning a coupon, by phone or on the CPG web-site.

In the first campaign, the insert was placed in the full run of subscription copies for all twelve participating titles, a total of 362,000 inserts. Overall response rate was 0.56%, which meant everyone achieved their goal of profitable subscription acquisition. The second campaign went to a broader market and included news-trade copies as well as subscriber copies for the twelve participants, plus some inserts in third party publications. The total run was 583,000 and overall response was more modest at 0.2%, which left some participants feeling a bit chilly. The third campaign, which will consist of 743,000 inserts goes out in January 2003, and the hope is that by tightening the third party universe on the basis of the results from the second campaign, results will bounce back. If this happens, the next step will be to consider a joint direct mail campaign.

Many thanks to Nicholas Spice (LRB) for this insight into their initiative.

Anagram Competition

Congratulations to last issues winner who won the big bar of chocolate. This issues anagram is:

FROGS GET REMINDER

The first person to contact us with the right answer will soon have a large bar of chocolate landing on their desk!



**Happy Xmas from
Helen, John, JB,
Jules and Howard.**

Date for the Diary 2003...

6th March 2003 - Publishing Industry Conference and Training Day organised by BPA International.

JB's Christmas Tip;

For those of you who find yourselves maintaining disk drives because of shortage of free space, or simply doing 'tidying-up' jobs, there is a useful, (and free!), disk utility called **scanner** at;

www.steffengerlach.de/freeware.

This enables you to see the usage of each of your disk drives as a multi-ringed pie chart, with names of all folders and large files being displayed as you pass the mouse cursor over the multi-coloured display. Give it a try; you'll wonder how you ever lived without it!

20th World Jamboree in Thailand...

Most of you will know by now that Helen will be spending almost a month in Thailand over Christmas helping to run a large international camp for Scouts (boys and girls) from all over the World. She will be back at her desk on 20 January with lots of stories to tell!

Good Luck

To Louise and her husband Colin who have now moved into their new house near Glasgow. We all miss Louise's dry sense of humour!

and Welcome

To Howard Parker who joined R.E.D. in October and has done wonders applying his project management skills to our office administration. Most of you will now have spoken to Howard, who will soon become a familiar voice.

A New Engine Is Announced....

For those interested in the technical bits, Pervasive have announced the imminent release of version 8 of PERVASIVE.SQL, the software required for running R.E.D. databases. No pricing and upgrade paths have been announced as yet. As far as we can tell, **no** changes will be necessary to R.E.D. programs and data, but the following points are worth mentioning:

- Netware 3.2 is not supported
- Windows 95 is not supported
- Netware 4.11 servers must be running at least the Service Pack 9 version of the Operating System with Unicode support installed.
- It is recommended that NT Servers run the SP6a version of the OS
- Previous versions of P.SQL must be uninstalled before installing P.SQL v8

To obtain further information about P.SQL v8, go to;

www.pervasive.com/v8rc/index.asp > Release Candidate II Download Page > Readme for NT / 2000 / Netware Server & Workgroup

Or go straight to;

<http://www.pervasive.com/library/v8beta/readme.htm> There's lots to read!

Also worth looking at is a very short summary at; <http://www.goldstarsoftware.com/psql8.htm>

R.E.D. User Group Meeting

Due to our office move, and Helen being away in Thailand in early January, we have decided to move the User Group meeting from the normal slot to a date later in the year.

We're looking at the potential location and agenda so if anyone has any topics they'd like to see covered, or anyone would like to do a presentation, please let us know.

Have You Thought About... AUDDIS ?

If you already have subscribers paying by BACS Direct Debit you will know that it can save a lot of time and paperwork, and can encourage higher renewal rates. The next stage would be to look at joining the AUDDIS service. This allows mandate information to be sent to BACS in the same way as your DD payments - via a modem, and you file the signed paperwork, rather than posting the mandates to each individual bank. After running AUDDIS for 6 months, the way is open to apply for paperless DDs - where you can take mandate information without having a signed form from the subscriber at all (marketing departments will like this!).

The process of converting to AUDDIS happens over 4 stages; application, preparation, testing, and going live. R.E.D. offers an upgrade to the standard BACS module to cover the testing and migration of existing BACS DDs, as well as the account/sort-code verification procedures required by AUDDIS, and the passing on of new/cancelled mandates to AUDDIS once you have gone live.

We first included AUDDIS facilities in R.E.D. over a year ago but it is only now that the first R.E.D. user is going through the migration process, and planning to go live in January 2003. Interest has been shown by other Publishers, and so we look forward to more paperless DDs in the future.

Log Labels

For those of you who use Log labels, changes have been implemented to speed up the output - particularly for those with large numbers of titles. Please contact us if you would like more information.

Sending Data to R.E.D.

R.E.D. processes a large amount of support data from Clients each month. In the past it has been our policy to return all media once we have taken a copy of the data.

In the new year we will continue to return re-usable media (zip disks and re-writable CDs) but unless otherwise informed, read only CDs will be rendered unreadable and disposed of.

Please note we can no longer accept data on tape.

R.E.D. Christmas Closing Dates..

We will officially close for the Christmas holidays from the 23rd December 2002 till the 3rd January 2003. There will be no telephone support between these dates, but you can still send fax or e-mails if it's really urgent as people may be popping in from time to time.