

**MAILER:**

**Professional Photographer Magazine**

**OBJECTIVE:**

Professional Photographer Magazine faced the challenge of positioning the publication as the leading trade resource while generating new annual paid subscriptions for a package of 12 print issues.

**SOLUTION:**

eTargetMedia implemented a full service acquisition and branding campaign to generate awareness while driving new subscriptions among a niche professional photography audience. The promotion was geared towards a variety of trade photographers across an array of specialties including wedding, fine art, nature, architectural and portrait, among other niches, and designed to offer a free copy right kit to those that subscribe through the promotional offer, as well as a 33% savings per issue. eTargetMedia leveraged its strategic B2B database to select the lists of Business-to-Business Opt in Professional Masterfile cross-referenced with the Avid Photographers list to reach those who are photographers by profession as well as aspiring photographers to generate new subscriptions.

**OUTCOME:**

The acquisition email marketing campaign resulted in above industry average open rates as well as click-through rates, while generating a strong conversion rate of new annual subscriptions among the targeted audience of photographers seeking to expand their trade with the resources that Professional Photographer Magazine has to offer.



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