



1st Quarter 2024 Publishing Trends

September 9, 2024



Welcome to the Adstra 2024 Publishing Trends Report!

Magazine Titles

Close to 150

1st Quarter Mail Volume

30 Million

adstra
the new **ideal**

Six Categories

Food, Home & Travel

Hobbies & Interests

Fashion & Lifestyle

Celebrity & Entertainment

News & Current Affairs/Literature

Arts/Science & Tech





Health & Wellness

2023 vs. 2024 1st Quarter Review - All Data Sources

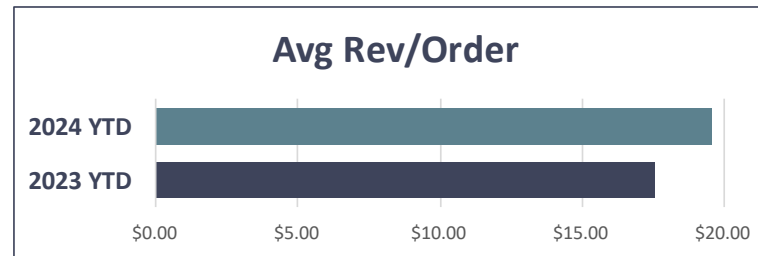
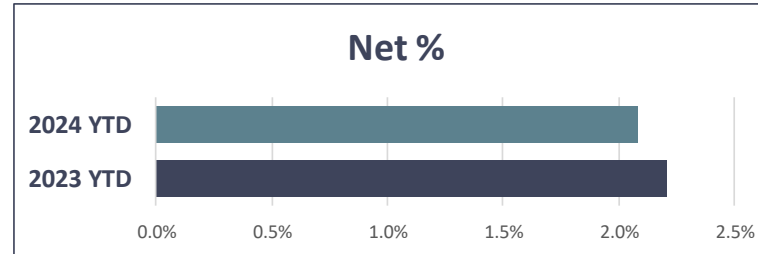
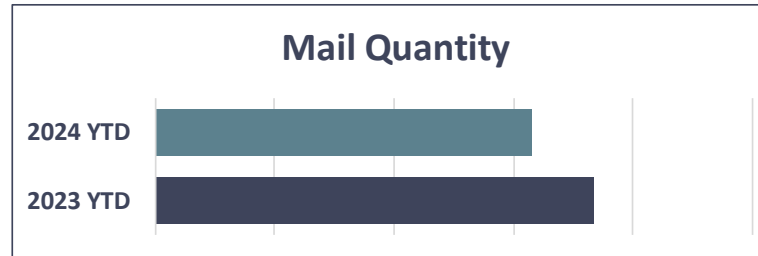
Year over Year Comparison

2024 Publication Review

vs 2023 YTD

	Mail Qty	↓	-14%
	Gross %	↓	-2%
	Net %	↓	-6%
	Avg Rev Per Order	↑	11%

*YTD = Jan-Mar 2024



The drop in mail quantity and Net % reflects challenges in customer acquisition through direct mail. However, the rise in average revenue per order shows is a significant bright spot. Focus on boosting net response rates while maintaining or enhancing revenue per order. Print/digital bundled subscriptions, incentivized two-year terms, increasing cooperative database use, or testing new modeled segments are strategies to consider moving into 2025.

Highlights

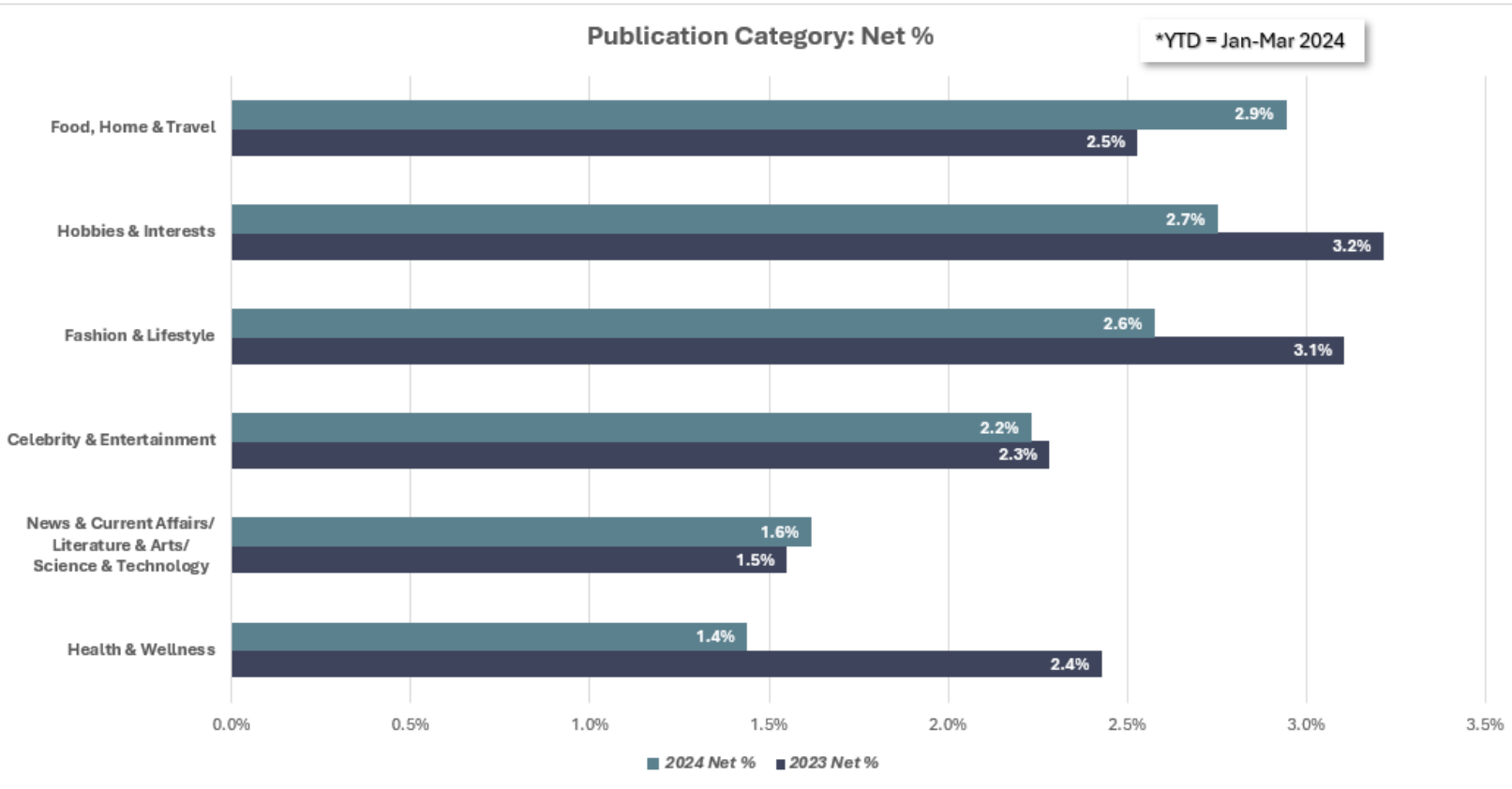
- **Mail Quantity:** We continue to see mail volume decline, driven in large part by reductions in outside sources.
- **Performance Metrics:** Gross % and Net % have both seen slight decreases, but this is largely due to the performance of house and outside list sources. During this same time, cooperative databases have seen significant strength. Further, the decrease has been offset by a noteworthy increase in average revenue per order.
- **Average Revenue Per Order:** Interestingly, despite the overall decline in mail quantity and net response, the Average Revenue Per Order has increased by 11%. This suggests publishers have successfully increased their rates, have been able to attract more subscribers of two year+ terms and/or print & digital bundles.

2023 vs. 2024 1st Quarter Performance by Category

Highlights

- **Food, Home & Travel:** Realized a 16% improvement in net in Q1 of '24. Likely due to reduction in mail volume and focus on highest performing audiences.
- **Health & Wellness:** With a 41% decline in net %, this category took the biggest hit in the current year.
- **Fashion & Lifestyle:** This category mailed more in the current time, which likely impacted the 17% dip in net.

Year over Year Compare: Net %



Overall, some categories like **Food, Home & Travel**, and **News & Current Affairs** have improved, while others like **Fashion & Lifestyle** and **Health & Wellness** have seen declines. This suggests varying success in direct mail strategies across different magazine categories.

2023 vs. 2024 1st Quarter Performance by Category

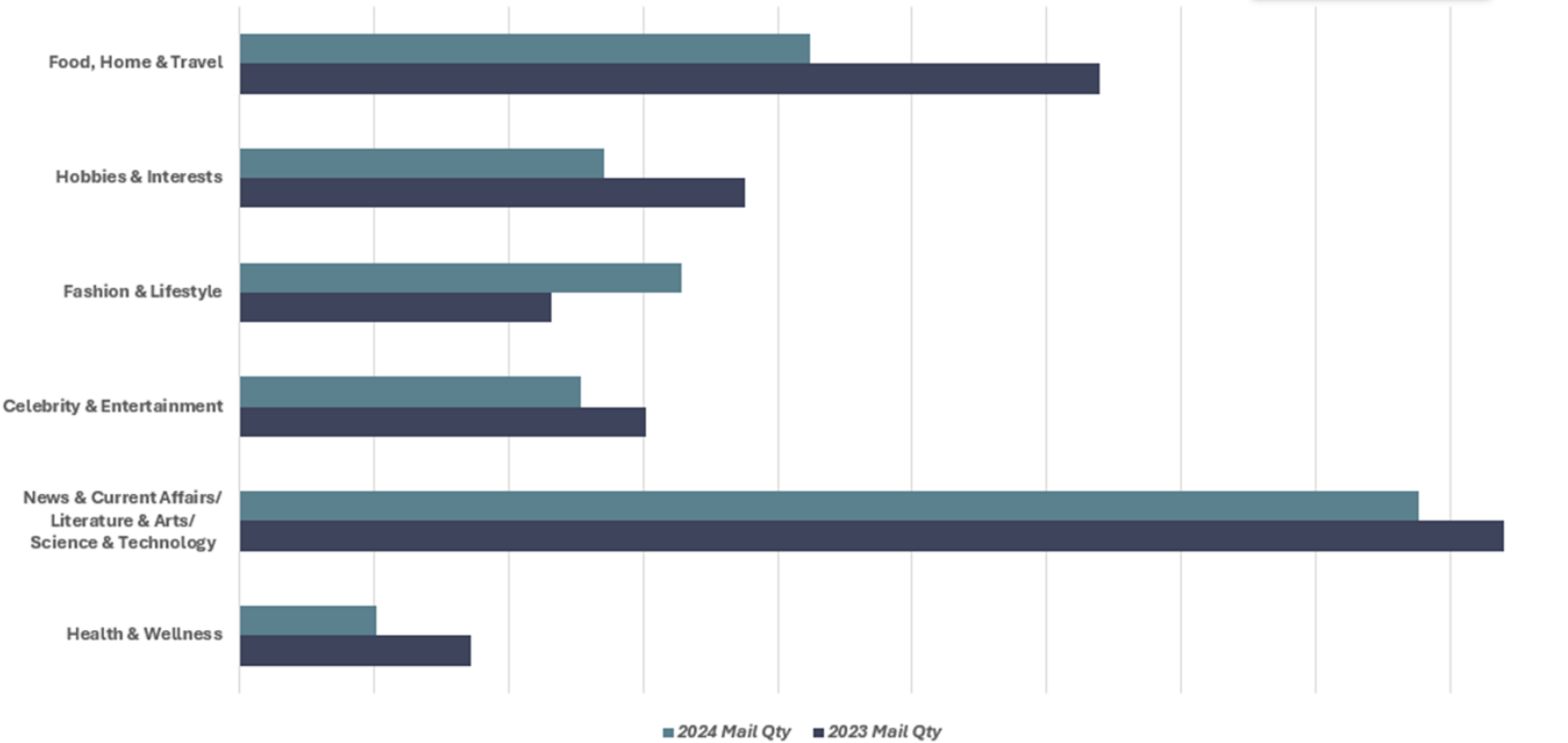
Year over Year Compare: Mail Volume

Highlights

- **News & Current Affairs/Literature & Arts/Science & Technology:** Represented the largest mail volume in both time periods, with 7% decline in the current year.
- Three categories realized mail volume cuts in excess of 25%; **Food, Home & Travel** (34% decline), **Health & Wellness** (41% decline) and **Hobbies & Interests:** (28% decline)
- **Fashion & Lifestyle:** This category increased volume by more than 40% in the current year!
- **Celebrity & Entertainment:** This category declined by 15% in Q1 '24.

Publication Category: Mail Quantity

*YTD = Jan-Mar 2024



Overall, publishers reduced mail volume by slightly more than 14% in Q1 '24 vs. Q1 '23. This could reflect broader changes in marketing strategies, combined with higher costs seen within the direct mail sector.

A tip from the Adstra Experts: Custom Models



Custom models are a great way for publishers to build specific audiences without the need to contribute data.

There are over 50 list owners who offer this service!

Contact us today to learn more:
Jeremy.Johnson@adstradata.com
Lori.Sloves@adstradata.com



Smithsonian Magazine



2023 vs. 2024 1st Quarter House File Review

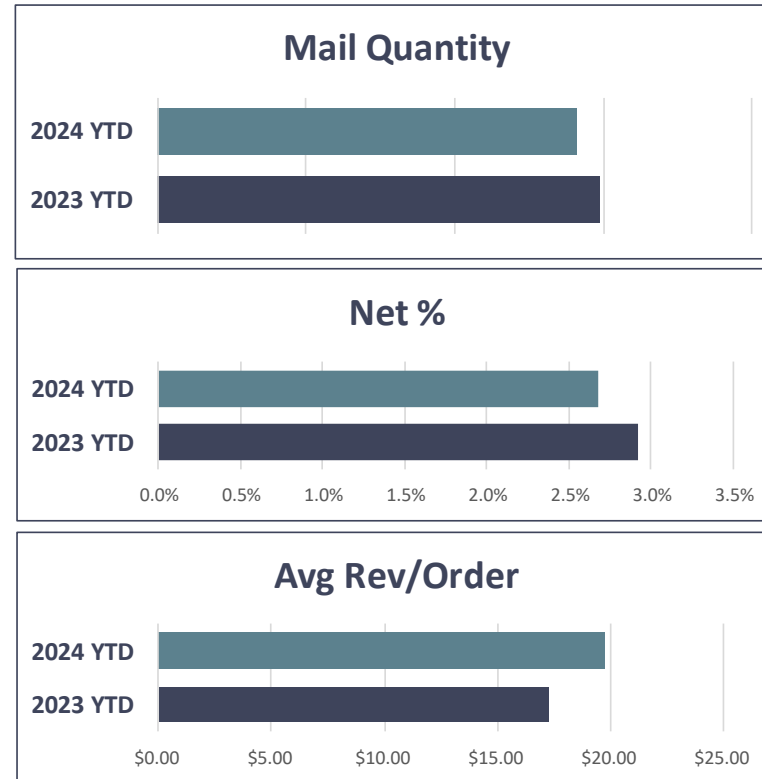
Year over Year Compare: House File Usage

2024 House Review

vs 2023 YTD

	Mail Qty		-5%
	Gross %		-6%
	Net %		-9%
	Avg Rev Per Order		15%

*YTD = Jan-Mar 2024



Publishers continue to drive up the value of each transaction, either through price increases, bundled subscriptions, or securing multi-year subscriptions.

Highlights

- **Mail Quantity:** The decline in mail volume on house was significantly less than outside list sources, validating that publishers continue to rely more on their owned data assets.
- **Gross %:** The gross percentage has decreased by 6% in 2024. However, the average revenue per order has increased and therefore a reduction in response would be expected.
- **Net %:** There was a 9% decrease in the net percentage in 2024. Here too, average revenue per order has increased and a reduction in response would be expected.
- **Average Revenue Per Order:** There was a significant increase of 15% in the average revenue per order in 2024 compared to 2023. This could be a result of publishers attempting to drive more two-year+ terms or bundled subscriptions in their direct mail efforts.

2023 vs. 2024 1st Quarter Outside List Review

Year over Year Compare: Outside List Usage

2024 Outside Review

vs 2023 YTD

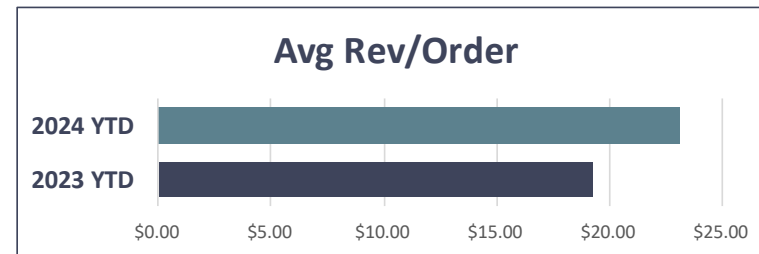
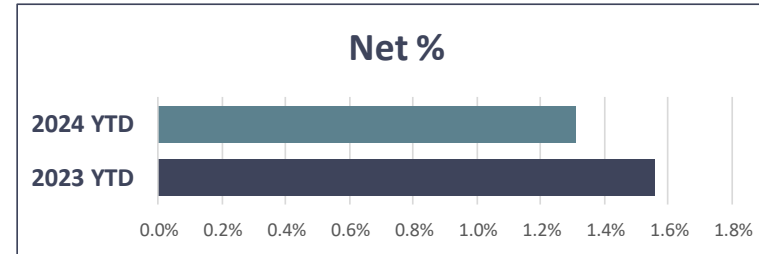
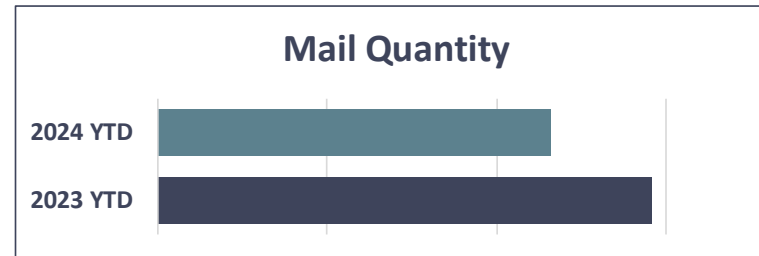
✉ Mail Qty ↓ -20%

✉ Gross % ↓ -4%

📄 Net % ↓ -16%

💰 Avg Rev Per Order ↑ 20%

*YTD = Jan-Mar 2024



Highlights

- **Mail Quantity:** Not surprising, overall mail volume from this cohort is down 20%. With so many publishers pulling their list from the market and others offering far smaller file sizes, the available universe has declined.
- **Gross %:** The gross percentage decreased by 4% in 2024. However, the average revenue per order has increased and therefore a reduction in response would be expected.
- **Net %:** There was a substantial 16% decrease in the net percentage in 2024. Here too, average revenue per order has increased and a reduction in response would be expected.
- **Average Revenue Per Order:** There was a notable 20% increase in the average revenue per order in 2024 compared to 2023. This suggests that while the overall volume has decreased, the remaining audience is spending more per order and likely signing up for bundled subscriptions or two year+ terms.

Publishers are seeing success with higher price points when tapping into 1st party data sources, many/most of which are other publishing titles.

2023 vs. 2024 1st Quarter Cooperative Database Review

Highlights

- **Mail Quantity:** There was a 9% reduction mail quantity from 2023 to 2024.
- **Gross %:** There was a significant improvement, with a 23% increase in the gross percentage in 2024 compared to 2023.
- **Net %:** Similar to the Gross %, the Net % also saw a 19% increase in 2024. This indicates that the campaigns are yielding better net results, potentially due to more effective modeling solutions.
- **Average Revenue Per Order:** There was an 5% decrease in the average revenue per order in 2024 compared to 2023. This could suggest that while the campaigns are reaching more people or engaging them better, co-ops may be driving more one-year terms as opposed to more attractive two/multi year.

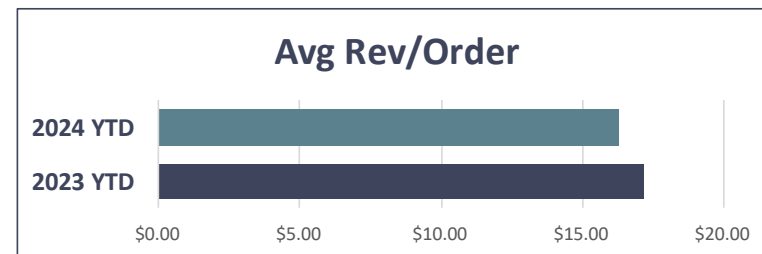
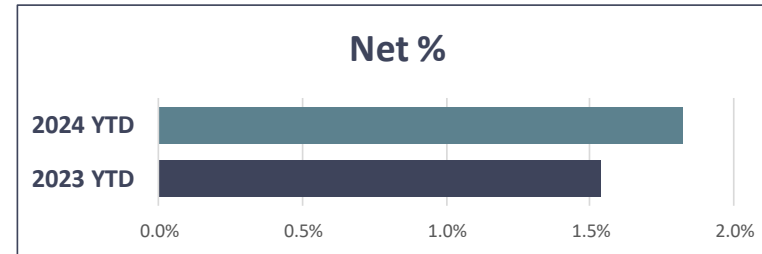
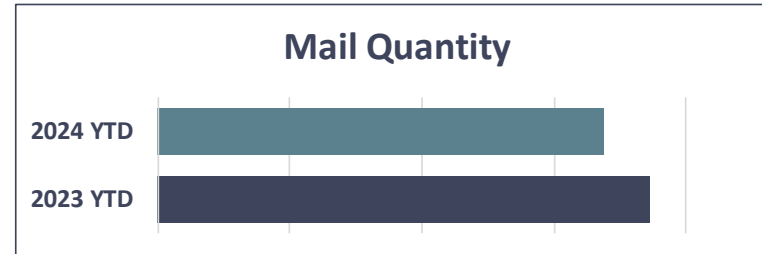
Year over Year Compare: Co-op Usage

2024 Co-op Review

vs 2023 YTD

	Mail Qty		-9%
	Gross %		23%
	Net %		19%
	Avg Rev Per Order		-5%

*YTD = Jan-Mar 2024



Despite overall mail volume declines from publishers, the percent of volume coming from Co-op sources continues to increase.

A tip from the Adstra Experts: Rely Less on Others



Did you know you can optimize the use of your first party web browsing data within direct mail campaigns?

Contact us today to learn more:
Jeremy.Johnson@adstradata.com
Lori.Sloves@adstradata.com



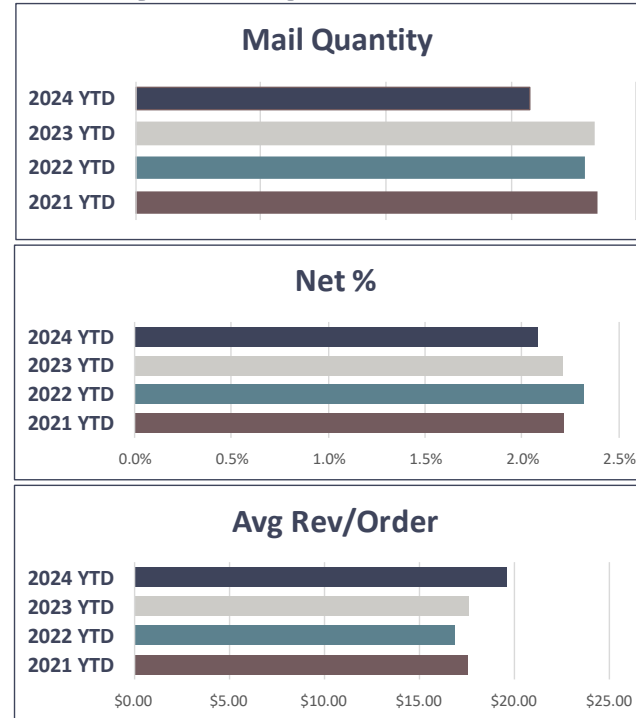
1st Quarter Review - Four Year Comparison

Four Year Comparison

2024 Publication Review

	vs 2023 YTD	vs 2022 YTD	vs 2021 YTD
Mail Qty	↓ -14%	↓ -12%	↓ -15%
Gross %	↓ -2%	↓ -14%	↓ -16%
Net %	↓ -6%	↓ -10%	↓ -6%
Avg Rev Per Order	↑ 11%	↑ 16%	↑ 12%

*YTD = Jan-Mar 2024



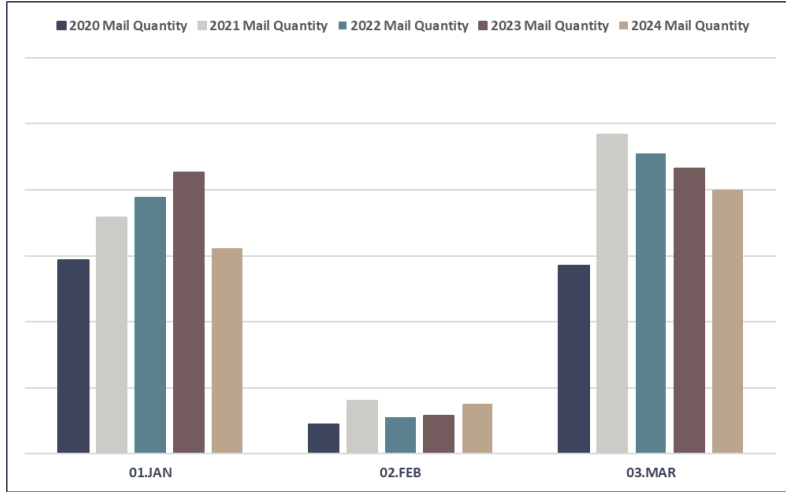
Highlights

- **Mail Quantity:** Q1 '24 mail volume was the lowest in the past 4 years.
- **Performance Metrics:** 2024 saw a significant drop in net response compared to 2021-2023 where it was relatively consistent. However, in a deeper dive it appears average revenue per order has been increasing which is likely due to higher subscription rates and publishers' ability to attract more two year+ term subscribers.
- **Average Revenue Per Order:** Despite the overall decline in mail quantity and response effectiveness, the Average Revenue Per Order has consistently increased across the years. This indicates that while fewer subscribers are being converted, those who do are paying a higher subscription rate and/or choosing a longer term.

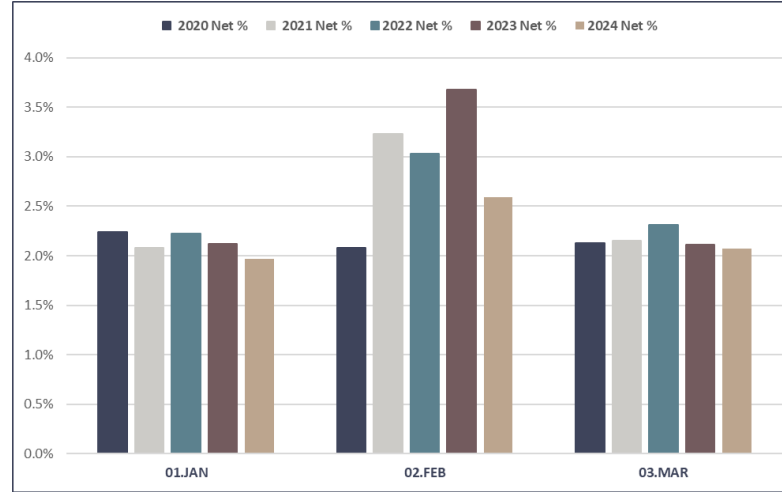
Average revenue per order has steadily increased the past three years. Publishers should continue to focus efforts on incentivized multi-term pricing as well as bundled subscriptions.

1st Quarter Review - Four Year Comparison

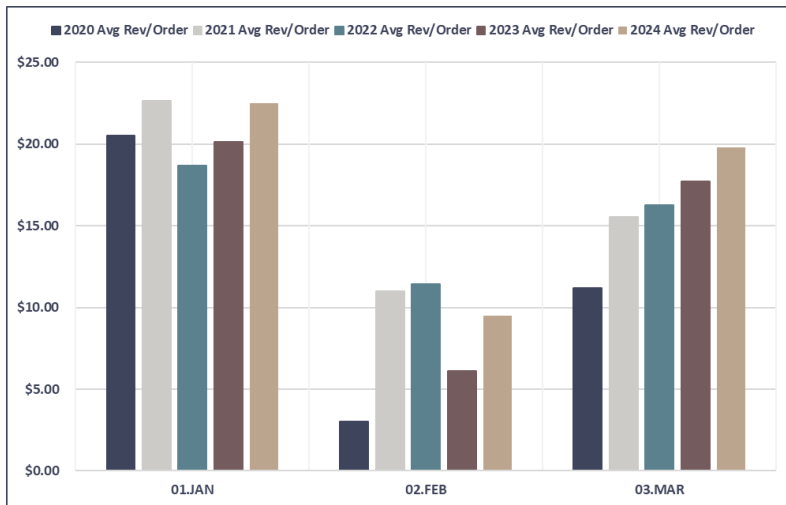
Mail Volume



Net %



Average Order



Mail volumes look to be trending back to 2020 pre-pandemic volumes. As publishers focused more on bundled subscriptions, price points and multi-year subscriptions. The trend in average order continues to be positive.

Highlights

- **Mail Quantity:** January 2024 has returned to 2020 levels when mailers were still navigating the impact of covid. February has remained relatively consistent but continues to only play a small part in publishing mail plans. March has seen greater volumes than January but has also seen slight declines each of the past four years.
- **Net response:** Response levels have remained consistent in January and March for the past five years, with some ebbs and flows. Interestingly, although February is not a popular mail month, publishers have seen strong results during that period. This could indicate an opportunity for publishers looking to capitalize on reduced competition.
- **Average Revenue Per Order:** Average Revenue Per Order has generally improved over the past five years. This indicates that while fewer subscribers are being converted, those who do are paying a higher subscription rate, choosing a longer term, and/or print & digital bundles.

Next Steps



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Thank You!