

deepermedia

FULL SERVICE PUBLISHING CONSULTANCY

CONTRACT PUBLISHING
EDITORIAL CONSULTANCY
PUBLISHING CONSULTANCY
DISTRIBUTION AND SUBSCRIPTIONS MANAGEMENT
ADVERTISING SALES
MARKETING AND PROMOTIONS
NEW MEDIA
EVENTS MANAGEMENT

A FULL SERVICE PUBLISHING OPERATION
CREATED BY CONSUMER MAGAZINE EXPERTS

deepervision

Deeper Media Ltd is a full service publishing agency and consultancy, launched by a group of senior magazine publishing professionals with experience across a broad range of glossy consumer and contract publishing sectors.

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The multi-award-winning Deeper team and the company's media partners have worked at a senior level on more than 25 of the UK's biggest and best-known newsstand magazine brands.

MEN MUSIC TEEN

- *Ministry*
- *Bizarre*
- *Viz*
- *Aware*
- *Ice*
- *Hip Hop Connection*
- *ClassicFM Magazine*
- *Fortean Times*

WOMEN LIFESTYLE

- *Shape*
- *Shine*
- *Real*
- *Pink Ribbon*
- *Homes and Ideas*
- *Good Health*
- *Beautiful Living*
- *Gardens Illustrated*

Deeper Media helps both consumer and customer publishers to launch new products and turn around troublesome titles, advises on editorial and publishing strategies, and runs departments or even whole magazines for its clients.

Deeper and its partners can sell advertising space, buy paper and print, manage both newsstand circulation and subscriptions, and develop and implement marketing strategies to any desired budget.

Now that wealth of experience – and the contents of the team's fantastic contacts book – is being put at the disposal of clients for the first time.

“Deeper Media is a one-stop shop for anyone seeking solutions across a broad range of publishing and related media”

MIKE DASH, MANAGING DIRECTOR

deeperchoices

Deeper Media has one of the best and most experienced magazine launch teams in the country.

All the principals have been rainmakers for many of the top ten publishing companies in the UK.

In fact, Deeper Media's principals have launched nine titles over the past five years – comparable to the launch output of IPC Media. This gives the company experience of developing titles across the broadest range of sectors, including the glossy women's, men's, health & beauty, and lifestyle markets.

Deeper Media Ltd was established in January 2001, incorporating an already established consultancy, Chocolate Media, and now works for a wide variety of clients, as both a consultant and a contract publisher.

Deeper brings newsstand values to customer publishing at a fraction of the cost of employing senior staff with such a broad range of skill sets.

DEEPER VISION FOR MAGAZINES

Deeper Media can:

- Restructure or reposition a title
- Conduct reader research groups on new or existing titles
- Launch new titles onto the UK newsstand
- Improve and expand the circulation patterns of existing titles
- Develop new marketing initiatives and promotional campaigns
- Work with smaller companies to achieve print savings and cost efficiencies

DEEPER VISION FOR NON-MAGAZINE MEDIA

Deeper Media can:

- Conceptualise and produce a range of non-magazine print media from brochures and mini books, to flyers, posters and calendars
- Advise on website communication models and ecommerce practicalities
- Enhance any website with outstanding editorial content
- Produce any communication which provides sales support, from corporate brochures to product information leaflets and direct mailshots

"The team has extensive experience of both consumer and customer publishing. Its members have worked for some of the biggest names in magazine publishing: IPC, H. Bauer, BBC Worldwide, Attic Futura, Emap, Dennis Publishing, John Brown Publishing and Ministry of Sound. We make that experience work hard for our clients" PENNY DASH, NEW BUSINESS DIRECTOR

deeperclients

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- Carat Media
The UK's biggest media buying agency, publishers of *Roost*
- H Bauer
Publishers of *Bella*, *That's Life*, *TV Quick* and *Real*
- Clarion Communications
One of the UK's premier consumer PR companies
- Dennis Publishing
Publishers of *Maxim*, *Computer Buyer*, *AutoExpress* and *Shape*
- Candy & Candy
Millionaire interior designers, publishers of *i-Candy*
- Erotic Review
Publishers of *The Erotic Review*
- Newtrade Publishing
Publishers of *Retail Newsagent* and *Retail Express*
- Technogym
Manufacturers of the world's most upmarket gym equipment

Before establishing Deeper Media, the company's principals enjoyed successful careers at major consumer publishing houses and worked on contract projects for a wide range of Blue Chip clients, including:

- Virgin Atlantic Airways
- The Sunday Times
- The Dorchester Hotel
- Le Shuttle
- Classic FM
- The Halifax Building Society
- Storehouse Group
- Wisden

Deeper Media thus draws on an unusual breadth of experience, offering its clients access to tried-and-tested ideas and solutions from a wide variety of markets.

deeperpeople

MIKE DASH MANAGING DIRECTOR

Mike was formerly Managing Director of Ministry of Sound Magazines, including flagship *Ministry* magazine, and Group Publisher of the John Brown Publishing Men's Group.

Mike also acted as Circulation Manager at John Brown Publishing for several years. He developed John Brown Publishing's subscription management operation from scratch, taking *Gardens Illustrated* to 22,000 fully paid subscriptions, and has first-rate contacts at board level with all major UK news-stand distributors.

He was Executive Producer for two series of Channel 4's *Fortean TV*, and ran John Brown Publishing's book publishing arm for more than five years.

Mike has twice been short listed for the title Publisher of the Year at the annual PPA Awards, and won an ACE silver award for the hugely successful launch of *Bizarre*.

He's also promoted titles that he has published on well over 300 television and radio shows around the world, from the *Today* programme to *This Morning with Richard and Judy*.

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"As a Managing Director, he cut costs at Ministry by over 40 percent and licensed titles to overseas markets. As a Publishing Director, Mike tripled the circulation of *Fortean Times*, took *Viz* to 750,000 sales and launched both *Classic FM Magazine* and *Bizarre*"

PENNY DASH
NEW BUSINESS DEVELOPMENT DIRECTOR

Penny's experience of research and development extends across several of Britain's most important publishing sectors, including general women's; fashion; lifestyle; and health and beauty.

Penny has an unusual ability to deconstruct any magazine on sight and has rebuilt many failing titles from scratch.

Penny's first launch was with IPC, where she developed Homes and Ideas, which sold 284,000 copies at the time of her leaving.

From there, Penny moved to German publishing giant H. Bauer, launching that company's first ever UK monthly, before joining Attic Futura – publishers of Sugar, B and CD:UK – as Editorial Director in charge of launch development.

Penny led Attic's move away from being a teen publisher into the woman's market, launching or re-launching three health titles including Shine. This magazine was selling 106,000 copies when Penny left Attic Futura to establish her own editorial consultancy, Chocolate Media, which has now merged with Deeper Media.

Penny has also been Group Editor of contract magazines at Maxwell International Contract Publishing, where her clients included the Abbey National, the Halifax Building Society and the Sunday Times Wine Club.

“Penny is one of the top Launch Editors in the UK, having created no fewer than five major titles and achieved circulations in excess of 350,000 copies. At Deeper she has worked with Carat, Europe's largest media buyers, to launch *Roost*”

FIONA JEROME
CREATIVE DIRECTOR

Fiona worked across numerous markets at John Brown Publishing, where she became Editor-in-Chief of the Men's Group. In 1996 she launched the groundbreaking men's magazine *Bizarre*, before joining Ministry of Sound as Head of Launches.

Fiona worked across John Brown Publishing's contract and consumer divisions, liaising with clients including Virgin Atlantic (for whom she managed *Hot Air*, the five-times world in-flight title of the year), Britannia, Le Shuttle and many others.

While at John Brown Publishing, Fiona broke every conceivable record by delivering printed copies of the launch issue of South West Trains' contract title *Outlook* only 16 days after the contract was signed.

Fiona took on the task of IT Manager at John Brown, running a 50-station network, and she also developed expertise as a trainer, running classes in both editorial and IT.

She also developed a sell-through video line on the back of *Bizarre* magazine, before launching bluesnake.com, the *Bizarre* e-commerce site – one of the few profitable dot.com launches of 1999.

“In 1996, Fiona was appointed launch editor of *Bizarre*, John Brown Publishing's outstanding new men's title, and in three years took the magazine to 120,000 monthly sales – passing *Arena*, *The Face* and *Esquire* along the way”

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Case study one

REAL

(December 1999-November 2001)

CLIENT: H BAUER PUBLISHING

Deeper Media assisted with the £10 million launch of Real for European publishing giant, H. Bauer.

This was one of the biggest launches of 2001, and our task was to work with the Editor to create the whole lifestyle section, a complete department for a fortnightly.

This section covered 30 pages of shopping, interiors, cuisine, food news, gardening, home style – some 25 percent of the total pages. Using our specialist lifestyle knowledge, we reported to the Editor throughout the launch, allowing her to direct the practical pages through Deeper Media, whilst concentrating her energies on the crucial and competitive area of the news features on a fortnightly publication.

After seeing the section through its first 12 months, we handed over to the incoming Lifestyle Editor, planning and shooting 12 issues ahead to allow her strategic planning time when taking over the desk.

This was an on site project, working directly to the Publishing Director Louise Newton and the Editor, Janice Turner. There was an incredibly fast turnover of material for this department. The whole structure had to be created to be fast, efficient and streamlined to supply so many early pages.

We brought in a large number of photographers, stylists, creatives and practical decorating experts and integrated them into the Real team.

We shot all features – managing up to 30 shoots at any given time. This included two complete room makeovers every month, from scratch.

“Thanks for everything – we couldn’t have done it without you”

LOUISE NEWTON, PUBLISHING DIRECTOR, H.BAUER



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Case study two

SHAPE

(May 2001 – date)

CLIENT: DENNIS PUBLISHING

This brief centred on confidential work in the consumer division of Dennis Publishing on Shape magazine.

Prior to Deeper Media's arrival, Dennis had already increased Shape's circulation by 13 percent to 55,458 (Jan-Jun 01). Deeper Media's task was to help contribute to the title's acclimatisation to a 'big company' environment and to make the editorial pages sparkle. The June-Jan 02 sale increased 38 percent year on year and 22 percent period on period to 67,617. This coincided with Deeper Media's tenure.

The consultancy began with an off-site strategic editorial overview to Managing Director, Alistair Ramsey, in May 2001, then a move on site in July, 2001. We then worked with the management team to create an entire redesign and rebranding of title content, working to the Publishing Director, Susan O'Hare.

After a change in the management structure, Penny Dash took over the Editorship for the March and April issues of the magazine. This meant that Dennis was able to take the appropriate time to find a permanent replacement Editor for Shape.

To complete the contract, Penny Dash prepared and presented a handover brief for the new Editor.

"Deeper Media were most useful during our market and product analysis for *Shape* magazine after our acquisition of the title, and beyond that were a fantastic resource during the re-positioning of the title. A truly professional company, who I would be more than happy to use again in the future"

ANDY SEMPLE, GROUP PUBLISHING DIRECTOR (CONSUMER DIVISION) DENNIS PUBLISHING LTD

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Case study three

ROOST MAGAZINE

(July-September 2003)

CLIENT: CARAT

10 Deeper Media have been appointed by Carat Media's Strategy Department to coordinate 'Project Torchlight', a series of marketing tools that reflect the activity of the department, and which can measurably demonstrate the effectiveness of the Strategy Department's media planning service to prospective clients. The first incarnation of 'Project Torchlight' is a 68-page oversize glossy magazine, Roost, which explores the future of the home, but subsequent incarnations may be in other formats, and take other approaches.

Carat Media, the UK's largest media buying agency, is responsible for such multi-million pound deals as the Cadbury sponsorship of *Coronation Street* and the Bailey's sponsorship of *Sex And The City*. They turned to Deeper for our flexible and extremely creative response to the broad briefs involved, and our ability to offer multi-media, integrated products as well as regular publishing.

Roost was produced in less than two months from initial ideas to printed copy, and involved intensive client liaison to fully explore the brief. Important photographers were enticed into helping us with the project, culminating in a ground-breaking X-ray cover being shot by Nick Veasey, a first for a contract magazine. Veasey had achieved industry significance by previously shooting the Nike Alpha Project campaign.

Penny and the team at Deeper played a hugely influential and valuable role in ensuring that the biggest contract publication launch in the UK went ahead smoothly"

GRAHAME LAKE, MD, JUST CUSTOMER COMMUNICATIONS, (PART OF McCANN ERICSSON)

deeperconsultants

The wide-ranging expertise of Deeper Media's core team can be supplemented both by the company's specialist consultants and by a huge variety of freelancers drawn from the fattest contact book in the industry.

DESIGN ASSOCIATE

Deeper Media work closely with Shirley Saphir, former Creative Director of Cosmopolitan, who worked on the development and launch of Shine and Beautiful Living magazines.

Shirley has set the style for a plethora of well-known news-stand magazines, has designed supplements for The Times, The Mail on Sunday and The Sunday Telegraph, and helped to revive the fortunes of several flagging titles. Her extensive experience covers most of the 'lifestyle' magazine sectors, including women's/men's fashion, beauty, health, interiors, food and travel, as well as consumer and customer publications.

"The range of titles she has worked on is huge – from newspaper supplements to contract titles – and this experience means that she understands visual marketing and can assess and meet a client's communication needs from a commercial point of view, as well as an aesthetic one"

PRODUCTION CONSULTANT

Deeper Media work with Vic Lime, one of the best-known names in magazine production. He has worked with some of the UK's leading newsstand and contract publishers for more than 20 years, and has extensive experience of the paper buying, printing and repro markets in the UK, Europe and America.

In the past two months alone, Deeper Media have worked with Vic to save clients in excess of £250,000 in production costs by arranging improved print and paper deals.

"As an independent consultant buying paper and print for companies with seven-figure production budgets, he can offer Deeper Media's clients the chance to harness the buying power of some of Britain's biggest publishers"

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FUSION MEDIA

Fusion, established in 1998, is a contract ad sales house based in Surrey. The company employs five full-time and six freelance sales staff with experience in a broad range of sectors, from youth magazines to national newspapers.

Fusion's clients range from the NASDAQ to several Scottish football clubs, and from Middle Eastern publishers to Surrey contract publishers. Among the services offered by Fusion is the company's dedicated American advertising sales operation. A special shift of salespeople works from the Fusion offices from 2pm-10pm, selling to US clients.

Fusion normally requires a minimum of three months notice to take on a new advertising sales contract. New clients pay a small monthly retainer plus commission on sales. Established clients pay commission only.

"Fusion's principal, Marco Bonini, has unmatched experience selling across major customer and newsstand titles, and national newspapers including being Ad Director for the launch of *Waitrose Food Illustrated*."

SPECIALIST KNOWLEDGE SERVICES

SKS, based in Frome in Somerset, offers data capture and analysis at extremely competitive rates. They work with our Marketing Director to produce effective in-magazine surveys and analyse reader response to offers and competitions.

In addition to the above companies, Deeper Media can recommend and represent clients to quality practitioners in the following fields:

- UK subscription management
- e-commerce fulfilment
- US circulation consultancy
- Book publishing consultancy

deeperpartnership

CONTACT US

Over the years, Deeper Media's principals have been involved in so many different projects and titles that we've only been able to touch on the most important ones here.

We'd be happy to tell you in more detail about our ability to run conferences, put together exhibitions, manage export distribution, publish free magazines, build financial models, develop web sites or publish books, if those are your requirements.

For more information, or to request a meeting, please phone

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