



FOUR STRING MEDIA

Strategy . Consulting . Projects . Training . Full Circulation Outsource



Bringing Unparalleled Service and Expertise to the Magazine Media Community

OUR SERVICES:

- ▶ Audience and Publishing Strategy
- ▶ Planning & Budgeting
- ▶ Copy & Design for subscription marketing
- ▶ Full outsource circulation management
- ▶ Online and offline subscription marketing for new businesses and renewals
- ▶ Paywall and metered paywall development and management
- ▶ Fulfillment house, RFP's, contracts, conversions and ongoing management
- ▶ Subscription Agent management
- ▶ Postal and Circulation Audit management
- ▶ Circulation reporting and analysis
- ▶ Newsstand distribution

ABOUT US:

Four String Media was founded in 2020 by veteran magazine audience professional, Greg Wolfe.

Greg is the former President and owner of renowned circulation outsource agency, Circulation Specialists. Greg was also President and COO of NPS Media Group, a leading magazine services agency.

Greg and the team at Four String Media provide high-level circulation and audience consulting and outsource management services.

For more information please contact us:



Greg Wolfe

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203-451-6026

Four String Media, LLC

7 Otter Trail, Westport, CT 06880

“ I worked with Greg for over fourteen years. Greg managed the circulation for both my trade title, Inside Archery, and my consumer title, Bowhunt America. He was exceptionally knowledgeable in both categories. Greg brought new ideas for circulation strategies and gave his expert advice as we discussed the options being considered. Greg was not only there for the good times. Ten years ago, I lost my partner/husband suddenly, and Greg was sympathetic and supportive, as we navigated through this major challenge in the business. Greg was always very responsive, just a phone call or email away. I was in business for 24 years, and I have to say that Greg was my favorite strategic partner to work with.”

Sherry Krenz

Founder & CEO
Zebra Publishing Inc.

“ The Sun is an independent publication with a small staff, but working with Greg Wolfe made me feel like we had an entire circulation and marketing department to help us meet our goals. Not only did his expertise and guidance help The Sun to become more profitable as it grew, but he helped me to stay abreast of new trends and build my own professional skills. Every payment to Greg came back to the magazine in spades. And on top of that, he was a true pleasure to work with.”

Krista Bremer

Associate Publisher
The Sun Magazine

WHAT FSM CAN DO FOR YOU: (just a few of the many things we help with)

1. Build a 5-year circulation and publishing model which includes print order projections, revenue, expense, P&L and cashflow. (We can do for existing publications or launches.)
2. Evaluate your subscription renewal process and refine your schedule, offers, creative, autorenewal process. This can add significant profit to your bottom line.
3. Develop an email “welcome” series to promote new email newsletter subscribers.
4. Develop an email “win back” series to recapture expired subscribers that lapsed one year, two years, and three years ago.
5. Build a direct mail program utilizing highly targeted prospect names from the publishing cooperative databases such as Wiland and Epsilon, and “best practices” creative and offer for your mail package.
6. Review your fulfillment house contract and conduct an RFP to determine if it makes sense to move the fulfillment. This could save significant dollars in fulfillment house expense, especially if you have not gone through this process recently.
7. Manage an initial audit with the post office for periodicals postage or with one of the circulation audit bureaus (AAM, BPA, CVC, VAC) and provide ongoing support.
8. Refine and expand your newsstand distribution to cut out unprofitable dealers and chains, and add new better-selling ones.

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