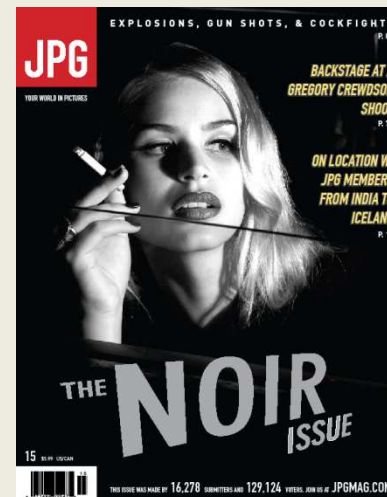
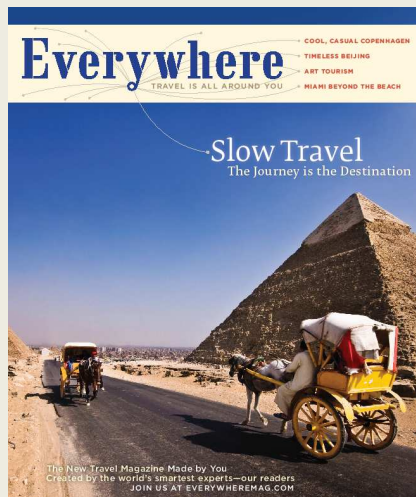


8o2o publishing



LAURA SIMKINS
VP, CONSUMER MARKETING



Best Circulation Practices for Indy Publishers



- Be aggressive with testing
- Partner with other independents
- Leverage your unique assets
- Strategize with other departments

Modern address labels = 18% lift



Top Label (Standard):

- Red icon: Bed
- Yellow icon: Staircase
- Blue icon: Chair
- Green icon: Bed
- Red icon: Bed

Bottom Label (Modern):

- Yellow icon: Staircase
- Blue icon: Chair
- Green icon: Bed
- Red icon: Bed
- Yellow icon: Staircase

Modern Label Header:

Compliments of **dwell**
AT HOME IN THE MODERN WORLD

Modern Label Footer:

A010019 FLF-7F

Dwell/Yoga Journal Combo Offer



Save
78%
off the cover
price

Experience the world in new ways!

Get
yoga & dwell
JOURNAL
magazines for only

\$20

Create a more nourishing environment with:

Yoga Journal, which for more than 30 years has been helping people achieve balance and well-being in their everyday lives.

And

Dwell, the only magazine dedicated exclusively to good design and creating smart, socially conscious living spaces

Enrich your life!

Take advantage of this special offer today.

SUBSCRIBE NOW!

Leveraging Unique Assets




The screenshot displays the homepage of the JPG website. At the top, a dark navigation bar includes the user's name 'Hi, Brian', a mail icon with 'Mail (1 new)', a 'Log Out' link, and icons for 'Upload Photo', 'Write Story', and 'Submit'. The 'JPG' logo is on the left, and a 'NOIR SUBSCRIBE' button is on the right. Below the navigation bar, a horizontal menu lists 'PHOTOS', 'STORIES', 'THEMES', 'ISSUES', 'PEOPLE', and 'ABOUT'. The main content area is divided into several sections: 'WHAT'S NEW' with links for 'Activity' and 'Downloads'; 'Recent Photos from Contacts' featuring a grid of images and the article 'The Record Salesman'; 'Recent Stories from Contacts' with articles like 'Covered In Flowers' and 'Tidepooling Is For Kids'; a 'JPG News' section for a 'Photo Challenge: Found Type'; a 'NEXT ISSUE' section with a 26-day countdown; and a grid of featured articles including 'Street Fashion', 'Creatures', 'Favorite Hangouts', 'A Beautiful Nerd', 'The Power In Names', and 'African restaurant'. A vertical rainbow-colored bar is on the right side. At the bottom, a 'CURRENT ISSUE' section promotes the magazine and includes a 'Subscribe today!' link. A 'NYPH 08' logo for the New York Photo Festival is also visible.


Using the Power of Evangelicals




Hi, Brian Mail (1 new) Log Out Upload Photo Write Story Submit

JPG PHOTOS STORIES THEMES ISSUES PEOPLE ABOUT  **NOIR** [SUBSCRIBE](#)


elephant eye
14 April 2008
4 comments



surf shadows
10 April 2008
1 comment



Brian Jones
has been a member since **November 2007** and goes by **bojonvelvet**.



- 1 New Message
- Account Activity
- Edit Your Profile

I am an ex-nomad with a half Thai/half South African tooth, and a zig-zaggedy scar from Istanbul. I've been shot at by Chinese police siding with the Tibetans, made an emergency landing in Latvia, and just missed getting run over by a crazy Russian. When not getting in trouble about the planet, I sell advertising.

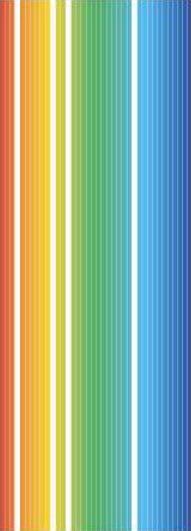
You can also find me at flickr.com/photos/nvelvet/sets/

Brian Jones's

- » Photos
- » Stories
- » Favorites
- » Contacts

Archives by Date

- » April 2008
- » February 2008



The Future of Contemporary Photography

NYPH
08 New York Photo Festival
May 14-18

Advertise with Us

Strategize with Other Departments

