



Background

POWER Magazine was started in October 2009 by Mark and Andee Bell. Mark has been in powerlifting his whole life and Andee has been in the magazine industry for over 10 years, making their partnership a perfect platform to launch POWER! POWER is about helping lifters get stronger by lifting smarter, training better and understanding all there is to know about powerlifting equipment and gear.

POWER Magazine is currently the only magazine in the world covering the world of powerlifting. It currently serves its 10,000 print readers via paid subscriptions and newsstands throughout the US.

The Vision

POWER hopes to remain true to its core focus of powerlifting but also add in the other strength sports of Strongman, Olympic lifting and aspects of CrossFit. The overriding principal is to be THE magazine that services its core markets without compromising on its core values. Given their younger demographic and international focus, POWER plans to grow its circulation using their digital version as the key driver. Having a digital version available on tablets and mobile devices is also key to attracting this new audience. This digital strategy will allow POWER to grow its business without adding significant overhead and print costs.

With added circulation, POWER anticipates advertiser excitement will grow and they plan to engage advertisers in the interactive power of the digital version to drive both advertising rates and new ad opportunities for elements such as video, audio, and premium positions created in and around the digital edition.

The Solution

POWER chose Advanced Publishing to work with them to create a digital magazine that would meet its vision. With web based viewing on PCs, mobile phones, and tablets, easy archive and searching capability, and strong reporting capabilities, Power launched its first digital magazine issue in October 2011.

In order to get exposure, POWER promotes the digital edition heavily on its website and via social media – primarily using its Facebook page. Initially, POWER offered a FREE digital subscription for new print subscribers, but they quickly found that many of their new readers wanted a digital only subscription. Upon release of a new issue, the team posts article teasers on their Facebook page with invitations to subscribe and this has continually generated spikes in new subscriptions. New readers hate to wait weeks to receive a new print issue in the mail, so digital subscriptions have taken off.

POWER offers digital subscriptions for \$20 per year, or a print/digital combination for \$39. They offer digital subscribers full access to the digital archive as an added bonus.

The Result

In the first six months, POWER reported about 5% penetration of digital subscriptions vs. print. This growth then accelerated to reach over 12% penetration by the second year and shows no sign of slowing down! Currently 80% of digital subscribers are choosing the digital only option, and these subscribers are primarily new readers to the magazine.

These readers have become avid readers of the digital magazine, with approximately 3,000 reported visits and over 60,000 pages viewed for the average issue. These readers also interact directly with advertisers via reported “click throughs” to advertiser websites and promotions.



The geographic reach of their publication has been dramatically increased with digital magazine distribution as well. Before the introduction of the digital edition, readership was primarily North American based due to the high cost of print subscriptions overseas. With significant interest in countries like Russia and Australia, the digital magazine has allowed POWER to quickly expand its reach to these markets – currently reporting 16% readership in Europe and 6% in Australia.

These new subscribers are also proving to be strong mobile device users, with usage showing that 34% of digital subscribers are accessing the magazine via their iPad/iPhone, or Android devices.