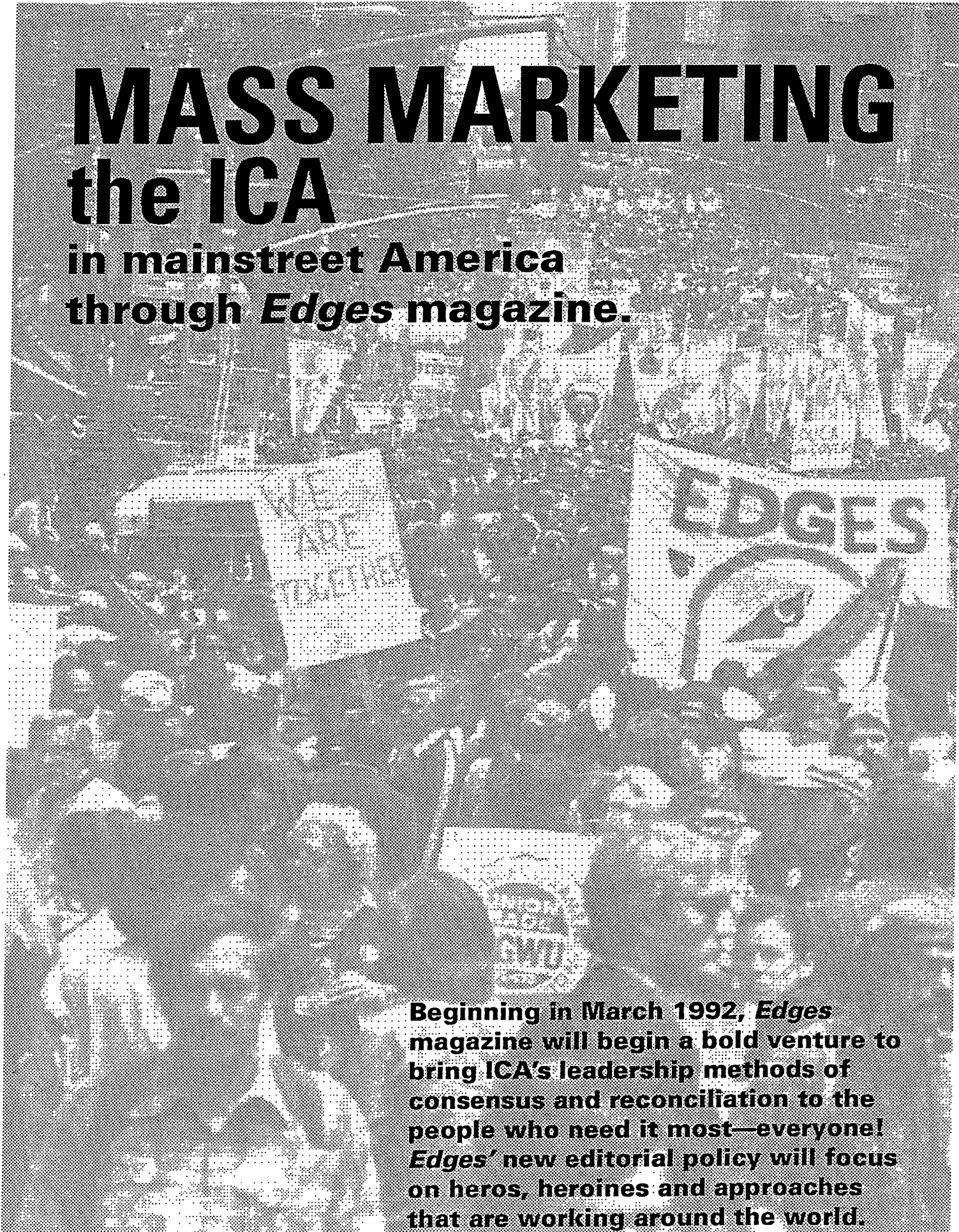


MASS MARKETING the ICA

in mainstream America
through *Edges* magazine.



Beginning in March 1992, *Edges* magazine will begin a bold venture to bring ICA's leadership methods of consensus and reconciliation to the people who need it most—everyone! *Edges'* new editorial policy will focus on heroes, heroines and approaches that are working around the world.

EDGES MAGAZINE TO PROMOTE PRACTICAL ACTION ACROSS NORTH AMERICA

The publication of the Best of Edges in December 1991 marks the conclusion of the theoretical phase of Edges: New Planetary Patterns. For four years Edges has outlined the theory and images of change on a global scale by some of the most authoritative writers in the world.

With the March 1992 issue, Edges makes a shift to provide practical examples of the positive changes that are taking place in the world. Gutsy articles will illustrate the initiatives, heroes and heroines who are committed to making a difference, illustrated with more photographs of people and events than ever before. The same compassion and understanding will come through the pages of Edges, but a new energy will be evident in the shorter, less complex articles. Edges Editor Brian Stanfield says, "Some of the great events taking place in the world today will be used to provide the cover stories for Edges, such as the 50,000 person United Nations Conference on Environment and Development in Rio de Janeiro, the formalization of the European Economic Community and the quincentennial celebrations of North America in 1992. The utmost care will be used to ensure that all perspectives are reported."

68,000 AUDIENCE IN THE UNITED STATES WITHIN TWO YEARS.

"Edges could be reaching 68,000 people in the United States," says Publisher Bill Staples. "We have determined that the the best distribution mode for Edges magazine in the United States is through the Waldenbook and B. Dalton Book Store chains, and through thousands of small independent bookstores. These places, even more than libraries, are where socially active people go when they want to shop for new ideas. The bookstore chain equivalent in Canada, W.H. Smith Books, currently enjoys a sell-through rate of about 68% of Edges. Seven of every ten magazines put in a bookstore are picked up and bought by the general public."

There are 1,300 Waldenbook Stores, 400 B. Dalton Bookstores and well over 3,000 small independent book stores in the United States, totalling close to 5,000 stores. "By stocking up to ten Edges magazines in each store, we

would be reaching a potential of 5,000 stores times 10 magazines times 68% sellthrough, or 34,000 people. The readership figure for most magazines is usually double the circulation. We could be reaching 68,000 people in the United States alone. We want to become the National Geographic of the change agents' scene," says Staples.

STAMPED APPROVED

Waldenbook's top management has already approved Edges for distribution in all of their bookstores, but each store must decide how many it wants. Edges is only one of about 3,000 titles carried by Waldenbooks across the United States. Steps must be taken to make the local managers familiar with Edges. This means sending sample copies and taking other steps.

N. AMERICAN TARGET AUDIENCE

In English speaking North America there are 150 million adults, with about 0.5%, or 750,000, who see themselves as responsible for taking leadership roles in major social shifts. About 60% of these, or 450,000, are well educated people who look for effective tools to help them in their lives and in their work. This target audience, many of them women, is the natural audience for Edges magazine and also for the programs of ICA. An Edges readership survey showed that 67% of readers were women, with an average age of 43, an income of \$40,000 and a degree from college or university. Over the next three years, Edges magazine has decided to take major and dramatic steps which will increase Edges sales and ICA program marketing efforts. "We want to promote ICA as a major player in the field of leadership training, facilitated planning and public consultation, and Edges as the best place for information and examples of leadership," says Ronnie Seagren, Assistant Editor.

PROGRAM PARTICIPANT = READER

Edges wants to develop synergy with all ICA offices to the extent that any person who attends any sort of ICA event or who becomes a member of any ICA locally or internationally, will automatically be eligible to receive free sample copies of Edges. "We will take responsibility for getting these sample copies out to program participants."

reports Subscription Manager Jim Wemigwans. The intent, however, is to turn sample copy receivers into long term subscribers by making Edges into a magazine that they will find stimulating and indispensable in their lives and work.

THE NEW EDGES IN 1992

Beginning in March 1992 Edges will have sections like:

GEOSCAN - illuminating events, projects, discoveries from the nine continents.

ESSAYS - the depth of the transformation written by high profile, knowledgeable people

TREND BENDING - who and what are on the cutting edge of planetary trends

LETTERS AND MEDIA REVIEWS will remain.

Artist and Art Director Ilona Staples would keep, as usual, the same high quality of colour design and graphics.

MARKETING HIGHLIGHTS

- 4% of people who buy single copies in bookstores become subscribers.
- 50% sellthrough rate at bookstores is a conservative estimate.
- 73% of one year subscribers convert to long term subscribers.

1993 PLAN

To promote Edges and ICA simultaneously Edges staff want to market an ICA Global Think Tank which would be, in actual fact, any ICA affiliated program with a five to ten minute research survey added in at the facilitator's convenience. The research survey would be simple and interesting to complete. All participants would automatically be eligible to receive a free sample of Edges magazine. With 6,000 or more people participating in ICA affiliated programs annually, there is potential for a hundreds of new subscribers.

1994 MAINSTREAM EXPANSION

Edges will become a mainstream vehicle. There will be six issues per year with 72 pages. There would be a paid editorial board to help sort through material. With a staff of ten people, we are aiming to handle a circulation of 100,000, about 90% which would be in North America. ❖

Edges Mass Marketing Proposals to the ICA Board

November 16, 1991

Membership

People become members of ICA for several reasons. They like the work and all that ICA represents. They get special benefits as members. They want official acknowledgement of their being part of an effective international network. Whenever the US Board decides to implement a policy of membership on a large scale, Edges is ready to be part of the membership package. For as little as \$11.00 per member for several thousand members or donors, Edges can be sent directly quarterly to every member. Members will see Edges as their concrete link to the ICA. In Canada, every donor automatically receives Edges and every donor over \$50 is automatically a member. Membership works!

Facilitation Methods Courses and Rites of Passage

The number of Facilitation Methods courses scheduled quarterly in the United States is impressive. Edges readers will always find the upcoming course schedule on page 44. They will be able to direct their friends and colleagues to these courses. Since Edges is not a brochure or newsletter, it never gets thrown away, therefore the course schedule is always available. In Canada, Edges plays a large part in keeping our Facilitation Skills seminars filled up almost monthly with 15 people.

Leadership Options and Other Major Events

When Edges is available on a mass scale, major events like Leadership Options will suddenly become accessible to thousands more people. Major events usually need plenty of lead time. Edges can reach a mass audience 6 months to one year prior to an event, so that potential participants have plenty of time to plan their hectic schedules and send in for registration forms.

TOPS Strategic Planning

Edges Magazine provides the very best opportunity for commonly marketing ICAs highly successful strategic planning methods. We can promote TOPS methods right across the nation, precisely to the people who want them most...change agents. Edges can create a powerful, and truthful, mystique about the methods. Anyone who wants effective planning or leadership methods will come to ICA first.

Winning Through Participation

With an excellent book like Winning Through Participation, ICA has the opportunity to really change the way people work and think together. Edges wants to promote the book in a big way. Our main intent will be to sell the book and to generate more consultations and programs than the current ICA staff in the US could ever hope to handle. In Canada, there is a brisk sales of Winning Through Participation, and some programs are generated directly from Edges ads.

International Events

It is important that our membership and readers know of the opportunities for global networking and participation with ICA. Edges ads already generate requests for more information about The Space Between, the Global Conferences and international work opportunities. With a 68,000 readership, these programs might generate enough business to jump to a another level of stability.