

## Helping you generate more revenue and give customer benefits

Magazine readership is universal. So think of the benefits of being able to offer over 750 of the UK's top titles to your customer base or from your website.

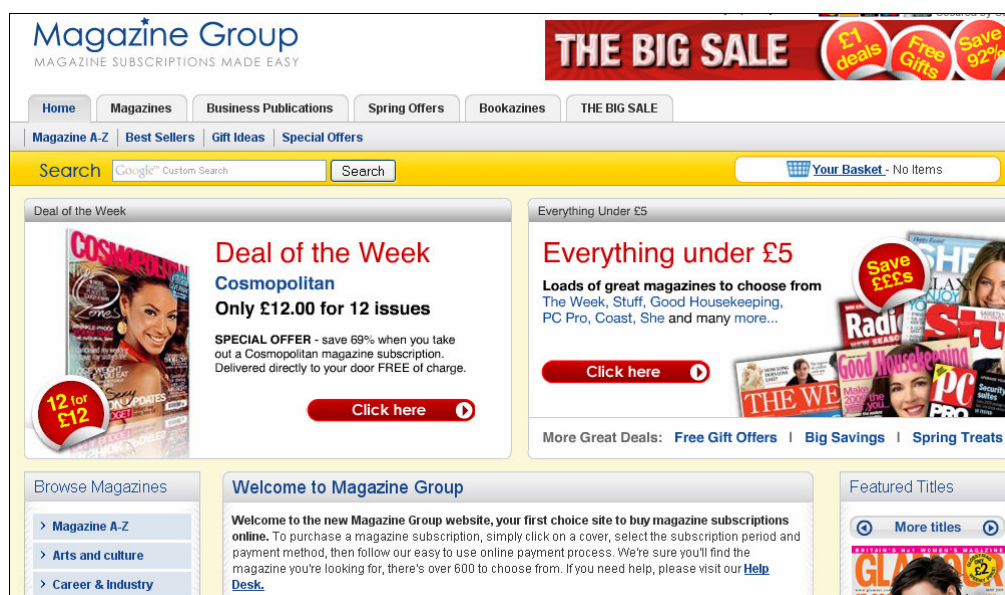
Perhaps you want to give your customers access to special offers on their favourite magazines; or you might want extra offers for your loyalty programmes; or perhaps you're looking for ways to generate extra revenue.

Whichever it is, 3PM can help.

## Who are 3PM?

3PM is an online subscription service, offering over 750 magazines from over 120 companies. These include consumer, specialist, B2B and professional titles.

We are the biggest such company in the UK, generating over 120,000 paid subscriptions last year. Our main site is [www.magazine-group.co.uk](http://www.magazine-group.co.uk).



The screenshot shows the Magazine Group website interface. At the top, there's a navigation bar with links for Home, Magazines, Business Publications, Spring Offers, Bookazines, and THE BIG SALE. A search bar is present with a 'Search' button. Below the navigation, there are several promotional banners. The main banner is 'Deal of the Week' for Cosmopolitan magazine, offering 12 issues for £12.00, a 69% saving. To the right, there's a 'Everything Under £5' promotion featuring various magazine covers like 'The Week', 'Stuff', 'Good Housekeeping', 'PC Pro', 'Coast', and 'She'. Below these, there are sections for 'Browse Magazines' (with links for Magazine A-Z, Arts and culture, and Career & Industry), 'Welcome to Magazine Group' (with a brief description of the service and a 'Help Desk' link), and 'Featured Titles' (showing 'GLAMOUR' magazine).

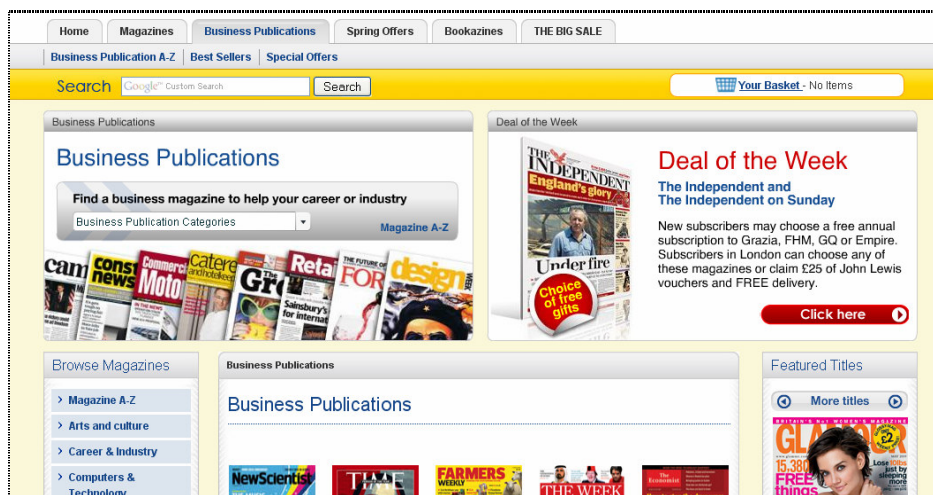
## Make money from our sites

3PM works with organisations – companies, publishers, charities, membership organisations, professional bodies – with significant customer data or well-visited web sites. We can help you generate additional revenue from your resources in a variety of ways.

- Emails – we'll design and produce (within your brand guidelines) an email to send to your email lists. Customers click through to the 3PM site and we pay you for every single order that is generated.
- Affiliates – put a button or a banner or a link on your site and anyone who orders a magazine via your site will generate revenue on your behalf.
- Partnerships – for major partners we can produce a 'white label' site: a version of the 3PM site that has the look and feel of your own and which can be tailored to reflect the demographics of your site visitors.

There's **no set-up cost or development charges** – we pay you a fixed fee for every order that you generate via our site.

Should you want it, we're on hand to provide support and advice based on our subscription marketing experience, so you can maximise your sales.



### The process

We believe in complete transparency with our partners. Links from your promotional activity to our site are given a unique tracking code so that all orders are recorded, and we will provide you with regular reports.

#### What happens to orders?

1. The partner emails their list or sets up links from their website. A tracking code records the customer journey to the 3PM site
2. Customer orders a magazine subscription
3. An email is sent automatically to tell the customer that the order has been received
4. The order is sent to the magazine publisher for processing
5. Payment is debited from the customer's account
6. A second email is sent to the customer to say the order has now been processed
7. 3PM provide the partner with a monthly statement of the orders their activity has produced
8. Partner invoices 3PM

All data is shared with you, so you get a list of people that have ordered, the titles that they selected and the amount they paid. You could find this information invaluable for your future marketing.

### What do I do now?

To find out more just email [don\\_brown@threepm.co.uk](mailto:don_brown@threepm.co.uk) or call him on 020 7907 6167.