

# Canterbury Graphics Strategic Marketing creates Metro Corp.'s campaign

By Nicole Smith

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Direct marketing agency, Canterbury Graphics Strategic Marketing, has produced a creative campaign for Metro Corp., publisher of Boston Magazine and Philadelphia Magazine.

The integrated campaign aims to increase subscriber rates with a focus on copywriting.

Metro Corp. went to CGSM to boost response rates to its standard acquisition offers and to take advantage of a revenue opportunity by putting an integrated gift series into place.

CGSM designed a campaign that drew reader attention to the subscription offer and focused on the content of the magazines.

The offer's copy highlighted how it kept magazine readers "in-the-know" about specific neighborhoods and their individual qualities.

Along with print materials, which included insert cards and a cover wrap, electronic media was used with the same copywriting focus.

E-mails will be sent to subscribers who are potential gift givers and current gift-givers (both subscribers and non-subscribers).

The total creative effort included inserts cards, a gift series for gift renewals and four mail and four e-mail efforts for each magazine.

The campaign will run through the end of the year and can be read in detail at [www.cgsm.com](http://www.cgsm.com).

*Editorial assistant Nicole Smith covers lists and databases, circulation marketing and nonprofit fundraising. Reach her at [Nicole@dmnews.com](mailto:Nicole@dmnews.com). To keep up with the latest developments in these areas, subscribe to our daily and weekly e-mail newsletters by visiting [www.dmnews.com/newsletters](http://www.dmnews.com/newsletters)*