



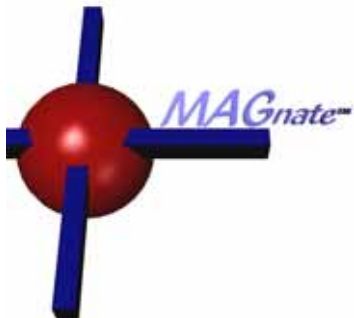
## **MAGnate™**

### **An Interactive Magazine Publishing Exercise**

With over 800 new publications entering the market every year, what are you doing to ensure that your publication stays ahead of the competition?

People are the key to long-term success. If your decision-makers were president of your publication for a year, would they know how to:

- Position the publication with readers and advertisers?
- Profitably meet rate-base commitments?
- Analyze and incorporate new sources of circulation such as the Internet?
- Optimize advertising and circulation margins?



*MAGnate*, an interactive business exercise, allows participants to make decisions such as these without risking the reputation and earnings of your organization!

The core tool of the *MAGnate* exercise is a computerized business simulation that models the operations of a consumer magazine company. The simulation challenges teams to select an editorial position, manage new and existing circulation, determine advertising rates, and balance the inter-relationships between editorial, circulation, advertising, and production. Teams compete to outperform the competition in terms of growth, revenue, and profitability.

During multiple decision rounds and lectures, teams apply business theory to the operation of a magazine company. The teaching method ensures that each participant internalizes the concepts explored during the exercise and incorporates these concepts in their daily decision-making.

*“ ... by far the most useful, learning-intense workshop I've ever attended. Great information and great 'real life' simulation. This is essential for anyone wishing to understand the complete publishing business model.”*

**Director of Marketing  
Magazine Publishing Company**

*Does your team need to be ...*

- More Strategic?**
- More Financially Aware?**
- More Customer-Focused?**
- More Market-Aware?**
- More Business-Savvy?**
- More Involved and Energized?**

### **Equip Your Team for ALL the Challenges of Business Management!**

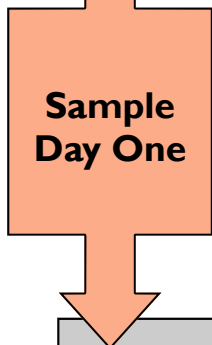
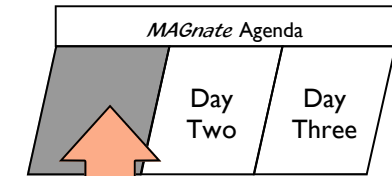
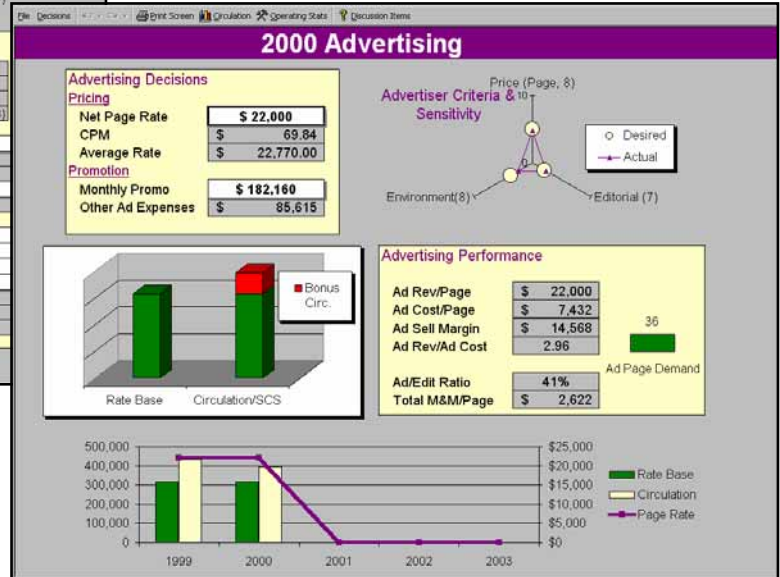
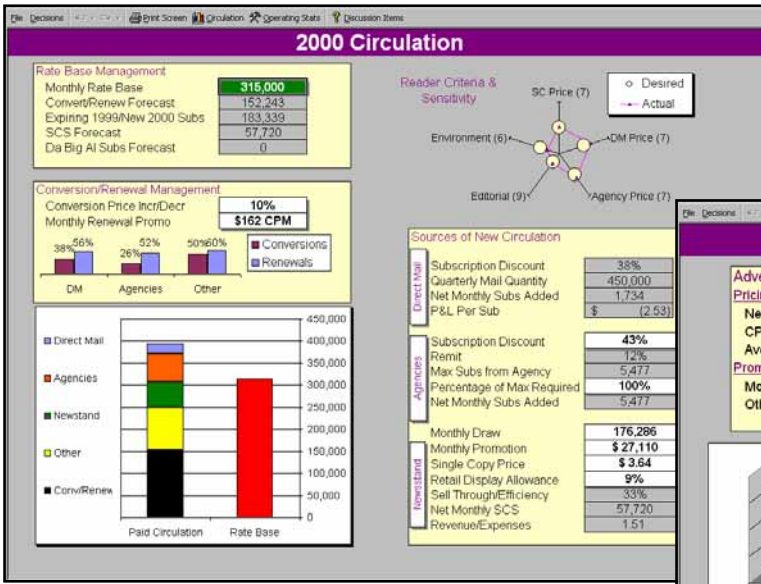
#### **Participants Will Learn:**

- How to read an Income Statement and a Balance Sheet
- The 4 P's of Marketing
- How to manage fixed and variable costs effectively
- How to measure success using financial ratios (ROS, ROE, ROA, asset turnover, leverage, etc.)
- Market segmentation and targeting
- How to manage inventory, capacity, and production
- The difference between strategy and tactics
- Effective group decision-making roles and processes
- How decisions in each functional area



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# A Snapshot of MAGnate™



- MAGnate Simulation Introduction
- MAGnate Acquisition & Positioning
- Strategy Lecture & Discussion
- Round One Competition and Debrief
- Circulation Profit Levels
- Sustainable Competitive Advantages

## SAMPLE TOPICS

### Positioning Your Publication

- SWOT analysis
- Internal and external strategic alignment
- Competencies needed to implement successful strategies

### Making Money

- How to measure profitability
- How to interpret financial and operational ratios

### Pricing and Expenses

- Optimizing performance: revenue profit levels
- Optimizing performance: expense profit levels
- Managing sources of circulation

### External Factors

- Competition, regulation, and alternative media

*Although the final exam takes place in the real world, wouldn't it be nice if your team already had some of the answers?*