

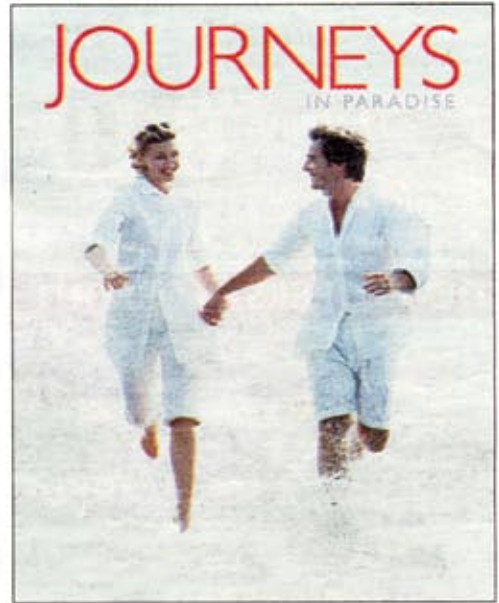
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ADVERTISING & MARKETING

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READING MATERIAL: The Sandals and Beaches chain of resort properties and duty-free retailer Little Switzerland offer magazines aimed at building loyalty among travelers.

Travel-oriented magazines help build repeat business

When 250,000 copies of *Sandals Style* rolled off the presses this summer, the magazines represented the latest salvo in the struggle to keep past guests loyal and interested in future travel.

The high-end, glossy magazine includes articles and photographs on destinations, new properties and trip-planning ideas. That it's focused on the Sandals and Beaches chain of resort properties is no coincidence. The magazine was paid for by the resort chain, and the goal is to steer past guests and members of its "Signature Guests" program to become repeat visitors.

In the travel industry, keeping customers is a constant challenge. It's not enough to lure a vacationer to the destination or cruise liner the first time. Marketers have to entice them to come back.

Magazines serve that goal by delivering content on new trends and promotional offers, and presenting a recurring touch-point that keeps past



JEFF ZBAR
ADVERTISING &
MARKETING

guests informed and interested, said Peggy Nordeen, president of Starmark International. The Dania Beach advertising agency produces nine custom titles for such clients as Sandals, **Norwegian Cruise Line** and **Orient Lines**, among others.

Whether the title is from a travel company or a retailer, executives can speak directly to customers to present their vision for the company, she said.

"It's an ongoing educational process, and a quarterly magazine allows them to do that," she said.

Custom magazine publishing and other "custom communications" have undergone an evolution over the past 20 years, and today is a \$45.8 billion-a-year industry, with 25 percent of that spent on custom-published magazines, according to the Custom Publishing Council, an industry trade group. Among the other "custom published" media are Web sites, electronic newsletters and various print vehicles.

Facing stiff editorial guidelines from the general media in the 1980s, companies began seeking print outlets to help hone their message. In the 1990s, the concept gained steam as the price of advertising rose; travel companies were able to reach specific past guests and prospects with targeted messages, without paying hefty ad rates, Nordeen said.

Today, a fragmented media universe makes it challenging for companies to reach specific

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