

# SMARTmodel™

BY LADD ASSOCIATES, INC.



OPTIMIZING BUSINESS DECISIONS FOR PUBLISHERS

## THE SMARTmodel™ ADVANTAGE

### COMPLETE FINANCIAL MODELING

Budget/planning for all titles in one powerful database system.

### AUDIENCE DEVELOPMENT PLANNING

Project print orders and ratebase levels; develop circulation promotion plans; budget expenses; evaluate promotion timing issues, spending, and price/term/offer options.

### BUDGETING

Build a complete business budget including circulation, advertising sales, list rentals, printing and distribution, editorial, and department expenses. Run detailed cash-flow forecasts, P&L statements and actual to budget reports. Actualize your budgets automatically using direct data feeds from your fulfillment service.

### LONG-RANGE PLANNING

Quickly and accurately assess "what-if" planning scenarios.

### EVALUATE YOUR OPTIONS

Analyze circulation marketing decisions, issue frequency, book configurations, ad sales programs, internet publishing; web sales, start-ups, acquisition opportunities and many other decisions facing your business.

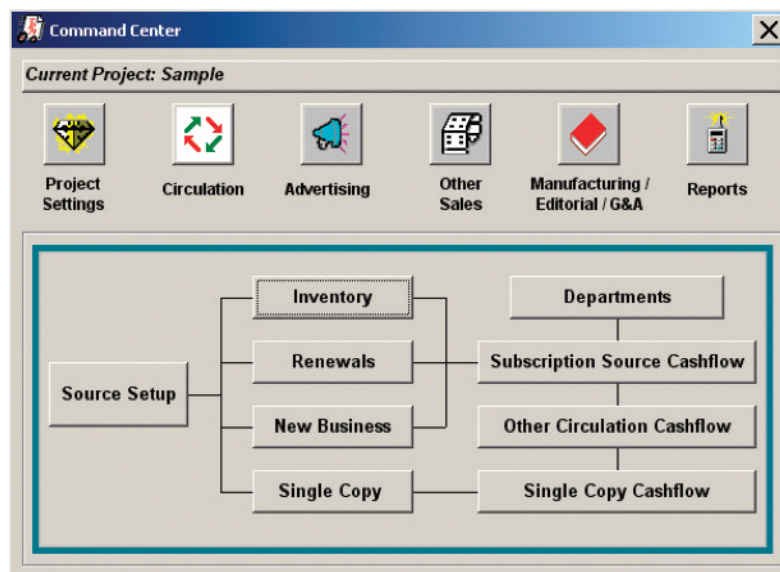
**A must have  
planning tool  
for all publishing  
professionals**

## With today's pressure to produce better bottom-line results, you deserve a smarter planning tool

Budgeting and forecasting your magazine, newsletter, or membership business can be complicated and time consuming. Maybe you're using an application with roots in early spreadsheet days. Or perhaps you're using a custom — though perhaps cumbersome — in-house system to budget and plan your publication's activities. Whatever the case, there is a smarter, more flexible and powerful way to do circulation planning and overall budgeting.

**SMARTmodel™ — the system used by America's leading publishers — is the complete circulation and financial planning software system for budgeting circulation efforts, advertising sales, ancillary revenue streams and associated cost centers.**

From issue-to-issue print order management to long range "what-if" analysis, this expert planning tool gives you answers to your toughest questions, quickly, accurately, and efficiently. With its powerful yet flexible report generator, direct data load and circulation optimizer features, SMARTmodel accurately evaluates the current — and future — performance of your publishing business. An ideal tool for evaluating start-ups and acquisition opportunities SMARTmodel features a unique "chinese firewall" methodology for developing confidential financial plans.



SMARTmodel™ is the essential planning tool for all executives who make key decisions for their publication or membership businesses:

- Publishers
- Marketing planners
- Start-up entrepreneurs
- Circulation planners
- Business managers
- M & A specialists

## Features & Specifications

### OVERALL

- Complete modeling and budgeting system for publications
- Unique Command Center for efficient system navigation
- "Chinese firewall" to separate departmental budgets
- Multi-user and network ready
- Annual repeat patterns for quick long range planning
- Multi-scenario planning methodology
- Powerful—easily models weeklies for up to 10 years

### CIRCULATION

- Initialize and update directly from fulfillment feeds
- Unlimited marketing sources and cost accounts
- Circulation Optimizer to manage rate base options
- Advanced and unidentified renewals
- Sub agency accounting options
- Fixed term or issue-to-issue attrition option by source
- Subscription starts by issue and production by month
- ROI Plan Analyzer for source evaluation

### ADVERTISING/ANCILLARY

- Multiple ad page categories including ad inserts
- Alternative ad rate base and revenue methods
- Unlimited rep commission and cost accounts
- Repeat page sales patterns for multi-year planning
- List rental and ancillary income

### MANUFACTURING & DISTRIBUTION

- Multiple book configurations
- Variable costs by circulation source

### ART AND EDITORIAL/G&A

- Cost accounts compatible with accounting programs

### COMPREHENSIVE REPORT PACKAGE

- Circulation: print order, subs sales, on-off, source analysis
- Financial: profit loss, revenue expense, cash-flow
- User-defined free-form financial reporting
- Actual to budget comparison
- Report consolidation for multiple titles
- Import/export/email data to spreadsheets

### MINIMUM SYSTEM REQUIREMENTS

- 1 GHz + Pentium IV
- 1 GB RAM
- 100 MB free storage
- 10 millisecond access speed or less
- 2000, XP, Vista, Win7

## With **SMARTmodel's** unique model-building methodology, you can quickly develop circulation budgets and multi-year strategic plans for each publication—all in one planning model.

**SMARTmodel's Command Center** lets you easily navigate the system to initialize and actualize budget plans directly from your fulfillment feeds. All circulation assumptions can be processed including price term configurations, subscription production, single copy draw/sales, order and pay-up flows, and direct/unidentified renewal rates for each subscription and single copy sales source. Factors can be applied to show repeating marketing assumptions, price and cost increases in a long-range plan.

With circulation budget assumptions entered the **Circulation Optimizer™** takes over.

This unique tool lets you specify circulation targets while optimizing circulation profitability. It's ideal for testing many circulation marketing scenarios: adding more sources versus eliminating marginal sources, analyzing price elasticity, determining grace policies and reviewing many other "what-if" possibilities.

## ROI Plan Analyzer™ lets you easily analyze and compare selected circulation sources or total plan scenarios.

The **ROI Plan Analyzer** is ideal for examining price-term options, renewal response levels, direct marketing roll-out options, circulation growth plans and comparing multiple sources and complete financial plans for your business. With ROI Plan Analyzer you can quickly and thoroughly cover the range of possibilities and put the odds in your favor!

The screenshot displays the SMARTmodel software interface. A 'Basic Circulation Plan' dialog box is open, showing a 'Description' field with 'Basic Circulation Plan', a 'Last Calculated' date of '03/30/04 11:32:21', and a 'Circulation/Project' field. The dialog has 'OK', 'Cancel', and 'Help' buttons. Below the dialog, a table titled 'Circulation Optimization Assumptions' is visible. The table has columns for 'Assumption Name', 'Optimizable Option', 'Target Circulation Level', and 'Use Goal?'. The table lists various assumptions such as 'Jan 2004 (1)', 'Feb 2004 (2)', 'Mar 2004 (3)', 'Apr 2004 (4)', 'May 2004 (5)', 'Jun 2004 (6)', 'Jul 2004 (7)', and 'Aug 2004 (8)'. The 'Use Goal?' column contains 'Yes' and 'No' entries. The background shows a spreadsheet with columns for 'Circulation' and 'Revenue'.

- » **Powerful database engine:** total financial planning for magazines, newsletters and membership
- » **Automatic updating:** actualize monthly order production directly from your fulfillment sources
- » **Comprehensive report package:** designed for in-depth analysis
- » **Versatile analytical tool:** "what-if" analysis for optimal decision-making

## **SMARTmodel** – the complete financial planning system for your publishing business!



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