

Like

Tweet

+1

in



July 2016

Welcome to News with Edge!

The Surge in Subscription Based Outlets

Did You Know...?

Industry Stories and News

Upcoming Events

Connect With Us

Welcome to News with Edge!



This month's feature article talks about the surge in subscription-based media outlets and how to determine where to invest your time and marketing spend.

While some people may find "gated" content a pain, we have found that with the right strategy in place, subscription-based article placements can be a gold mine.

Enjoy this edition of News with Edge!

A handwritten signature in black ink that reads 'Amy Juers'.

Amy L. Juers, MBA

Founder and CEO

Edge Marketing, Inc.

The Surge in Subscription-based Outlets



Trending now... How many times a day do you see those words pop up on your social media feeds? You click on the link, eager to read the latest news, only to find that you are locked out. How frustrating! It's all the more so when you are the author of that article. You are unable to access your own content. What do you do?

As traditional print advertising goes away, digital media outlets have been challenged with creating and growing sustainable revenue streams. It's becoming more common for content to be locked. Keep in mind that just because content is online only, does not mean that it is free to access. Because many publications are subscription based, content is kept behind a firewall with access restricted to users who have paid for it.

Your overall PR and marketing strategy should include selecting subscriptions to outlets that are most relevant to your company and the content you are generating. Here are four considerations to keep in mind when deciding on which subscriptions to spend your marketing dollars on.

[read more...](#)

About the Author

Vicki LaBrosse has been with Edge Marketing since 2007 and currently serves as the senior director of media relations. Not that anyone is counting, but she has more than 20 years of marketing and communications experience in both the legal and accounting industries. LaBrosse loves nothing more than to work with clients to develop and execute comprehensive PR and marketing strategies that will help grow their business and pay her mortgage.



Did You Know...?

According to [PewResearchCenter's 2016 State of the News Media report](#), total digital ad spending grew another 20% in 2015 to about \$60 billion, a higher growth rate than in 2013 and 2014.

Industry Stories and News

Read the latest top stories and industry news!

[What's on the Frontier in Legal Tech?](#)

[International Ediscovery: Best Practices Around the World](#)

[How Much Manual Practices May be Costing Your Firm](#)

[Linked to Legal: A Q&A with Ben Robbins, LinkedIn's E-Discovery and IG Expert](#)

[Accounting Today: 2016 Top 100 Firms and Regional Leaders](#)

[Finance Execs Anticipate Growing Compliance Costs](#)

[12 Questions You Should Ask Your Cloud Provider](#)

Upcoming Events

Check out these upcoming industry events!

[2016 New York Accounting Show and Conference, July 13-14](#)

[American Accounting Association Annual Conference, August 6-10](#)

[ALA Business of Law Conference, Sept 8-10, Boston](#)

[ILTACON 2016, August 28 - September 1](#)

[PREX16 Conference on Preservation Excellence, Sept 14-15](#)

[ARMA Live Conference & Expo, Sept. 25-27](#)

Connect With Us

Visit [Edge Legal](#) and [Accounting Edge](#) company pages on LinkedIn to see the latest info!



Click here to get Edge!

Visit [The Edge Room](#) Blog -- the place for leading industry articles, news and events.

Feel free to forward this to a colleague or [contact us](#) with any questions or comments.



©2016 Marketing | Minneapolis MN

Web Version

Forward

Unsubscribe

Powered by **Mad Mimi**®
A GoDaddy® company