

Celebrate Magazine Request for Proposals

Background:

The New Hampshire Liquor Commission (“NHLC”) produces a monthly magazine, Celebrate, for distribution in 80 retail stores. The magazine is published for entertainment and the education of consumers. The content promotes products, industry news, presents feature stories, and contains a complete price list of all in-store products. There is a combination of editorial content, as described, and advertising.

The magazine is published monthly and delivery of the final product to the client warehouse for final distribution must align with the monthly sale periods utilized in the retail stores. Scheduled deliveries are critical, and no exceptions will be allowed.

The magazine content should be considered in four parts – Cover Image, Editorial Content, Monthly Price List, and Advertising. The editorial content of the magazine remains consistent for each two-month period (Jan/Feb; Mar/Apr; May/June; July/Aug; Sept/Oct; Nov/Dec). Within the two-month publishing cycle, the monthly magazines only vary in a change of the Cover Image, advertising and the Price List. There are a few pages of other timely information such as events that will also update each month. This bi-monthly format allows the magazine to be efficiently and cost effectively produced while maintaining a new appearance each month.

The current publication is managed and produced by a single vendor that provides all required services. To produce this magazine the vendor must be able to:

- Generate advertising sales
- Write editorial articles with the direction supplied by the client
- Design and layout all pages
- Photograph 2 geographic locations (per monthly issue)
- Provide high quality commercial offset printing
- Distribute through the Concord warehouse

Vendor Selection:

The winning vendor will exhibit a proven track record in the publishing of periodicals, creating editorial content, generating advertising revenue, and an overall ability to manage and produce a high quality publication. It is preferred that the vendor or vendor representative be located within the State of New Hampshire to help facilitate advertising sales and production/deadline requirements.

Deadlines are critical and cannot be altered as they are dictated by required approvals and meetings of the NHLC for content which will be contained within the publication, as well as the required delivery of the final product to the NHLC warehouse for final distribution to all stores, and the required deadline corresponding to retail store sale periods.

The NHLC marketing team will support the publisher by providing editorial direction and establishing connections for phone interviews with industry leaders. It is important that a vendor demonstrates a high degree of professionalism, as they will be representing the NHLC when conducting interviews and

research for editorial content. In order to obtain the best editorial product, it is understood this portion of the project may be outsourced to freelance writers or other professionals. This approach is acceptable, but final talent selection will be at the discretion of the NHLC marketing team.

Experience within the spirit and wine industry is ideal, but not required.

Successful Partnership:

The success of this contract will be measured by the following criteria:

- **Production of a high quality publication.** This includes a vendor who is involved in the industry, conscious of current events and trends, able to produce high quality editorial content, exceptionally conscious of quality writing, design and production work, and requires minimal oversight.
- **Timely performance of vendor and an adherence to deadlines.** The deadlines are critical and must be met. Additionally, the vendor must be able to work with the internal marketing team to provide a reasonable timeline for materials, contacts and monthly content to be supplied and approved.
- **Reduction of demands on the internal NHLC team.** The vendor must be able to produce high-quality content, generate advertising revenue, organize and engage provided contacts for content creation, and exhibit a high degree of accuracy to minimize the demands on the internal marketing team at the NHLC.
- **Advertising revenue generation resulting in excess revenue over cost of production.** Vendors will be responsible for ensuring that revenue minimums to cover the cost of production are met. Revenue sharing should be provided as an option for revenue exceeding the cost of production.

Publication Specifications:

Quantity: 30,000 for 4 issues (8 months of 15,000 each)
45,000 for 2 issues (4 months of 22,500 each)

Size: Folded 8 3/8 x 10 7/8; Flat 17 1/4 x 10 7/8

Stock: 100# gloss txt cover
60# gloss txt inside pages

Ink: 5/5 process color & aqueous cover
5/5 process & varnish inside pages

Finishing: Fold / collate / trim / saddle stitch
Carton packed in 100s for easy Outlet store distribution

Page Count: Standard issues will contain a total page count of 60 consisting of 56 internal pages and a 4 page cover. No issue will contain fewer than 52 internal pages and a 4 page cover. Peak seasonal issues will contain 60-64 internal pages and a 4 page cover.

Editorial / Advertising Ratio: The advertising to editorial ratio shall not exceed 50% of advertising within the magazine. Ideally, the magazine is comprised of 40% advertising and 60% editorial. Bidders

should provide their intended range of advertising to editorial.

Design & Content:

Creating the editorial content for the magazine will be the responsibility of the selected vendor. The NHLC internal marketing team will support these efforts by providing direction for editorial content of featured articles, products, restaurants, vineyards, distillers, etc. The NHLC will provide appropriate contact information for the vendor. For each issue, the featured article topics and any featured personality or business/location will be provided with supporting contact information.

The design of the magazine will follow a standard monthly format. Vendors are able to view the current full publication online at the web site: www.liquorandwineoutlets.com (Learn & Entertain Menu/Celebrate NH Magazine). The consistency of all sections contained in the magazine can be easily seen by viewing two issues online. The last redesign of the magazine was completed a few years ago, and thus design samples may be a requirement of finalists in this RFP process.

The following is a summary of the monthly design and content requirements:

- Write original articles with local focus / direction
- All content ownership is assigned to the NH Liquor Commission
- Photography - Original and stock photography will be required. Original photography will be centered around the articles of local content
- Editing and proofreading to be of the highest level
- Design of full publication with options for covers provided each month
- Format monthly and/or quarterly sale price pages from supplied data file
- Minimize demand on NHLC staff with feasible deadlines for material submission and proof approvals
- Share content with marketing agency for utilization in other media channels

Advertising Sales:

The selected vendor will be responsible for actively selling advertising placement, and managing the collection and placement of all advertising. The vendor must be able to work with the advertisers, including the individual brokers and suppliers, to ensure all advertising materials meet NHLC standards in quality and content.

The following are requirements for the advertising portion of this contract:

- Responsible for selling advertising to cover the magazines' production costs
- Media kit to be reviewed and approved with NHLC team
- Revenue sharing options to be provided to NHLC
- An appropriate salesperson for advertisements will have existing relationships in the industry and in the local market
- Additional areas of advertising may potentially be sold through this relationship
- Bidders are asked to share examples of existing relationships in which they are providing advertising sales as part of the production of a publication
- In addition to Celebrate Magazine advertising sales, the winning bidder would be eligible to solicit in-store signage and video display advertising, as well as advertising for digital assets such as email campaigns and web site promotional areas. This is not a requirement of this

RFP, however, it is understood this may be an asset in identifying the best vendor. As such, please allow for inclusion and exclusion of this in your proposal.

- Vendors should provide an overview of how advertising revenue would be shared for the sale of advertising for channels other than the magazine
- The current media kit is included for review. Please provide your assessment of the media kit specifications regarding advertising size, distribution/circulation and pricing models.

Vendors should provide options for revenue share structures based on the channels being managed independent of each other, (i.e. magazine only, in-store signage only, in-store video only, etc.) or for advertising ‘packages’ to be created.

Proposal Requirements:

Bidders must address all requirements of this RFP. The following are general guidelines for submissions:

- About the Company – size, location, overview of operations and focus services
- Team structure for this engagement
- Approach to the overall project
- Scheduling and handing of deadlines, along with a sample timeline
- Editorial content and talent structure to maintain a high quality publication
- Outline of advertising sales and revenue share methodology
- Overview of similar existing relationships with references
- Examples of current publications
- Provide examples of alternate creative design for at least 2 articles in a past issue of Celebrate

RFP Timeline:

RFP Questions due	October 11, 2016
Answers provided by wedü	October 14, 2016
RFP Proposals due	October 28, 2016
Interviews of Finalists Completed	November 11, 2016
Contract awarded	November 25, 2016

Submission:

All questions and final proposal submissions may be sent to the attention of:

James Basbas
wedü
20 Market Street
Manchester, NH 03101
James.basbas@wedu.com