

MEMBERSHIP ORGANISATION Magazine

Inform, entertain and connect members across
your business with **Monitor Creative**



WHAT'S
INSIDE

Benefits of magazines

How to make the most
of your magazine

Build a community
feel for your organisation

MONITOR

Contents

We're Monitor Creative, a full-service creative agency based in Manchester. At Monitor, we specialise in print and digital publications, helping companies communicate their messages effectively. With over 30 years of experience, we've worked on a diverse range of projects, including monthly magazines, strategy documents, brochures as well as regular newsletters for a variety of clients.

Our extensive experience in publications has demonstrated their powerful impact, particularly for businesses looking to enhance member retention. A thoughtfully designed magazine can foster a sense of community within an organisation, helping to strengthen engagement and loyalty.

Sound interesting?

This magazine highlights various elements that could be featured in your members publication to engage and retain members and connect locations.

Take a look inside to discover how your magazine can bring your business community closer together!



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“With a commitment to creativity and a passion for doing things differently, we bring your vision to life in ways that captivate and inspire.”

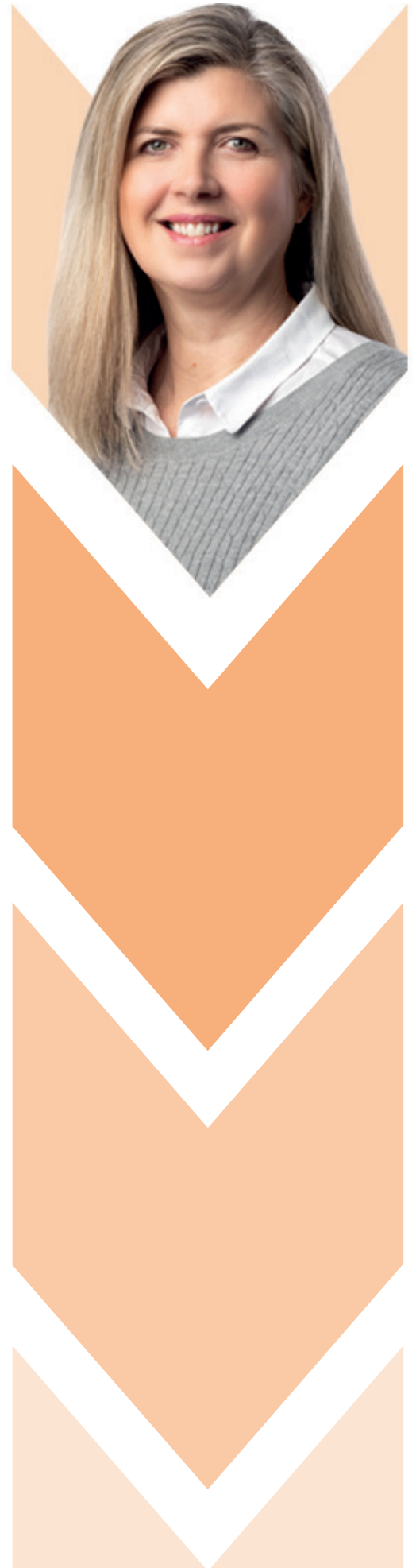
A welcome from our Managing Director **Laura Thomas**

As a full-service agency, we pride ourselves on our ability to deliver exceptional results across a broad spectrum of services. Our talented creative team thrives on innovation, constantly pushing the boundaries to do things differently. Clients consistently turn to us for support in three core areas:

- 1. Core Marketing:** We develop strategic marketing solutions that connect brands with their audiences. From brand strategy and campaign management to content creation and media planning, our marketing expertise ensures your message resonates.
- 2. Digital Solutions:** We specialise in crafting digital experiences that engage and convert. Whether it's website development, social media management, SEO, or digital advertising, our digital solutions are tailored to meet your unique business goals.
- 3. Magazine Publishing:** We manage the entire editorial and production process from start to finish. Our team oversees content creation, design, and printing, ensuring that every publication is polished, engaging, and delivered on time.

With a commitment to creativity and a passion for doing things differently, we bring your vision to life in ways that captivate and inspire. Our clients trust us to craft strategies and tactical campaigns that help them achieve their marketing goals. Whether it's expanding customer numbers, increasing internal engagement, enhancing customer experience, or boosting brand awareness, we are dedicated to finding the right solutions tailored to each client's specific needs.

Take a look at our magazine proposal and discover how we can connect, inform, and engage your members. Whether in print or digital, we can craft a solution that highlights your strengths and opens the door to new possibilities.



Latest highlights



The Key to a Successful Magazine Production

Magazines, whether in print or digital format, serve as powerful platforms to inform, entertain, and connect members across your organisation. By offering a personalised and convenient way to deliver valuable insights, resources, and updates tailored to interests and preferences, magazines help foster a sense of community across an organisation.

A high-quality magazine can do more than just communicate; it becomes an essential tool for engaging members, strengthening internal culture, and even serving as a promotional asset. The power of print publications cannot be undermined, especially for companies with members who don't access online platforms such as email.

Benefits of Magazines:

- 1. Improve Engagement Across Your Membership Organisation:**
Magazines offer a unique way to share stories, celebrate successes, and keep everyone in the loop, no matter where they're located. Organisations can be spread all over a country or even the world so a magazine is an asset everyone can receive and be part of the membership culture.
- 2. Foster a Community:**
By spotlighting different members and sharing relevant content, magazines help create a shared identity and strengthen connections within the organisation.
- 3. Facilitate Member Communication:**
A magazine can serve as a voice for your members, providing a platform for sharing ideas, achievements, and feedback. And can be delivered to every member of your organisation as an essential tool for reaching your audience effectively.



Our Production Process

We use a robust, streamlined process to create your magazines, whether monthly, quarterly, or at any interval in between. Our end-to-end service ensures that each edition is expertly curated, beautifully designed, and effectively distributed, meeting your strategic objectives and keeping your audience engaged.

Let us help you turn your magazine into a vibrant communication channel that informs, connects, and inspires.

Producing a successful magazine involves a meticulous approach, ensuring that every detail aligns with the publication's objectives and resonates with the audience. Here's a look at our process that guarantees each issue is engaging, polished, and impactful:

Editorial Meetings: Editorial meetings are the cornerstone of our production process, providing a platform for the editorial team to discuss upcoming content ideas, themes, topics, and pagination. By brainstorming together, we ensure that the content aligns with the magazine's goals, audience interests, and editorial calendar, setting the stage for a cohesive and engaging publication..



Content Creation: The development of high-quality content that is informative, original, and well-written is key to any magazine. Using storytelling techniques help enhance engagement for each article. Content can be provided by your 'organisation' or we can create it.

Spread Design: Our in-house design team are experienced in creating engaging and visually compelling spreads that effectively communicate the magazine's content and engage readers (the proof is in this magazine!).

Proofreading: This involves reviewing all content for accuracy, clarity, and consistency, and editing articles for grammar, style, and tone. Proofreading the final layout to ensure there are no errors or inconsistencies before printing or publishing.

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Our collaboration with Monitor on our members' magazine The FED is a great success.

We work with them throughout the whole process, from monthly editorial meetings to plan content and discuss ideas, through to sending the magazine to print. The team at Monitor is always willing to work with us to enable us to achieve our goals. So much so that last year The FED was shortlisted for a prestigious award!

MUNTAZIR DIPOTI, NATIONAL PRESIDENT, THE FED

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MEMBER SPOTLIGHT

Monitor Creative

We are a full-service marketing agency with over 30 years of experience, providing a multidisciplinary perspective to every project.

Our client-focused approach, combined with deep expertise in publications, sets us apart in delivering exceptional service—a quality our clients consistently vouch for. With a keen understanding of publishing trends, leading organisations and businesses like The Federation of Independent Retailers (The Fed), Unitas Wholesale, Wienerberger, and World Netball trust us to create on-brand, audience-appropriate content that serves as a valuable investment in their business.

Full-service marketing agency

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Case Study: The Federation of Independent Retailers (The Fed)

The Federation of Independent Retailers is one of Europe's largest membership organisations, dedicated to helping its member retailers save money, increase profits, and simplify their business operations.

Our Partnership:

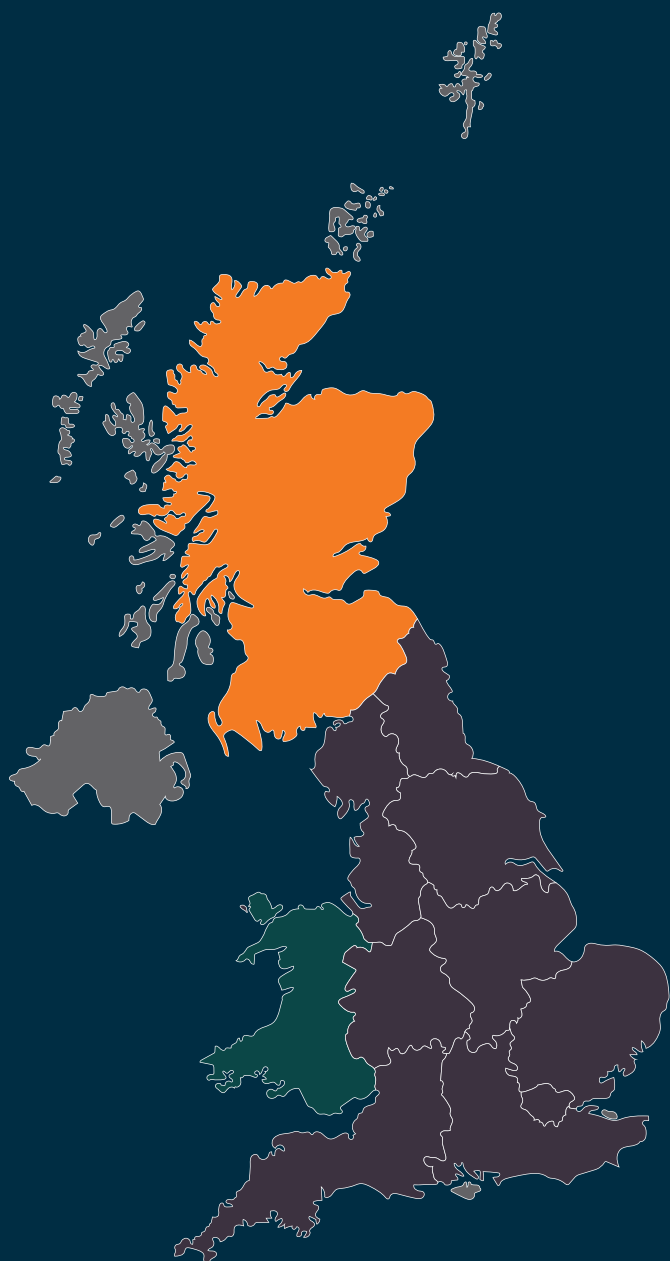
- Since March 2020, we have managed the design and development of The Fed's member magazine, consistently delivering a publication that resonates with its audience.
- Our team of designers continuously evolve the magazine's design to keep it fresh, engaging, and relevant.
- Each issue is themed and filled with essential news, features, and offers, directly benefiting Fed members by providing easy access to the advice and support they need to grow their businesses.
- The magazine has delivered measurable bottom-line benefits, with industry insights and advice leading to tangible savings, while peer-to-peer content has significantly boosted member engagement.

Award Recognition:

The magazine's impact and quality were recognised when it was shortlisted for the Publication of the Year award at the 2023 Trade Association Forum Awards.



If your organisation operates in multiple locations across the UK or within a specific region, a community round-up section in your magazine can bridge the gap between people. Whether your members are in the North West, Wales, South West, or beyond, this dedicated section will allow each reader to see what's happening elsewhere, fostering a sense of unity and shared purpose.



The Benefits of Community Building:

- **Shared Knowledge and Resources:** A community round-up allows you to share news, member benefits and resources, making everyone feel informed and connected.
- **Celebrating Achievements and Announcements:** Recognise the successes and important moments happening in your organisation, creating a shared sense of pride and motivation.
- **Event Highlights:** Keep everyone in the loop by showcasing upcoming events and activities, ensuring all members are aware of opportunities happening.

A community round-up section not only informs but also strengthens the bonds between your members, creating a cohesive culture no matter where they are based.

Scotland

England

Wales

Community Round-Up: Connecting Your Members

How to...

make the most of your membership magazine

Pullouts are a fantastic addition to your magazine, providing an individual section that can be removed and referenced separately. In this pullout, we've compiled key strategies to help you maximise the impact of your magazine.



1. Leveraging Digital Platforms

Engaging with your audience beyond the pages of your magazine is crucial, whether your publication is in print or digital format.

For digital magazines, interactive elements like embedded links, videos, quizzes, and landing pages can enrich the reading experience. For print editions, adding QR codes allows readers to access additional content on websites or social media, blending the physical and digital worlds seamlessly.



2. Use Email Marketing

Email marketing is a powerful tool, especially for digital magazines. Use it as an additional distribution method by sending direct links to your audience, encouraging easy access to your latest issue. Plus, email platforms provide valuable insights, such as open rates, click-through rates, and audience engagement metrics, helping you understand what resonates with your readers.



3. Analyse Your Performance

For digital magazines, analytics are essential for continuous improvement. Track who is reading your content, how long they stay on each page, and which sections are most popular. Use these insights to refine your content strategy. Additionally, leverage social media polls and feedback features to gather direct input from your audience on what they'd like to see in future issues.



4. Boost Visibility with Social Media

Social media is an ideal platform to promote your magazine and keep readers engaged between issues. Share previews of upcoming articles, behind-the-scenes images, and insights into the magazine production process. Highlight events from different members featured in your magazine, and direct your audience back to the publication for the full story. Social media helps build a sense of community among your readers and keeps the conversation going.

By incorporating these strategies, your magazine can evolve into a dynamic tool that not only informs but actively engages your audience across multiple platforms.

MAGAZINE CONTENT IDEAS

Magazine Content Ideas

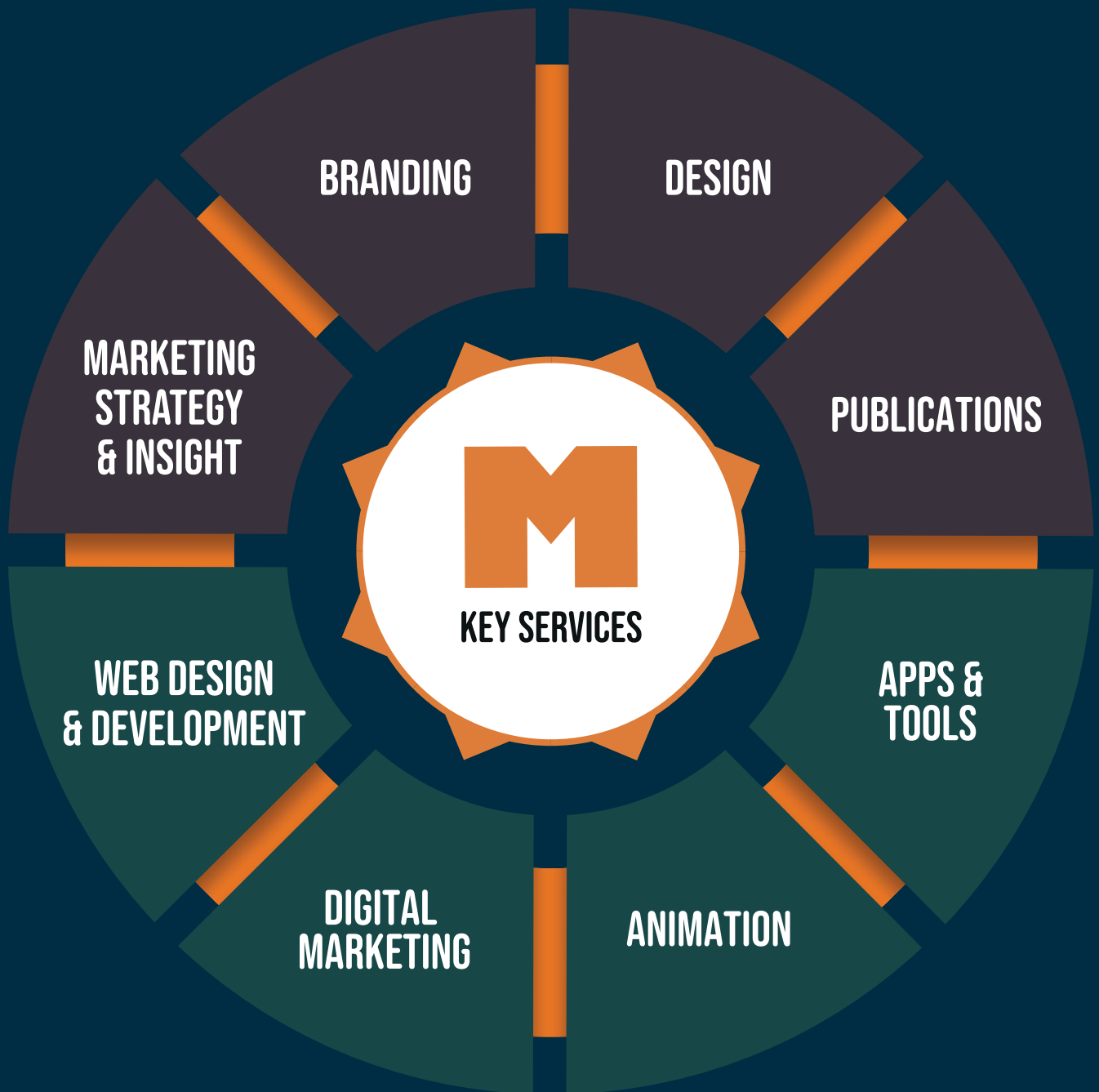
We understand that one of the challenges of producing a magazine—whether it’s weekly, monthly, or quarterly—is generating fresh content. To help, we’ve put together some ideas to get you started.

An effective way to plan magazine content is by using planning tools and scheduling seasonal events in advance, giving you a clear view of upcoming topics. At Monitor, we can collaborate with you to ensure each edition is packed with valuable content, tailored to engage your readers.

Our top 5 content ideas:

1. **Welcome** - Including a welcome at the start of your publication is the perfect way for the Managing Director / Chairman to address your members and directly communicate with those reading. It might be a organisation update or a well-done but it gives the opportunity for direct message to everyone wherever they may be!
2. **Features** - Although having regular sections in each edition is great, features provide the opportunity for fresh content and exclusive articles for your readers.
3. **News** - A news section is key for updates across the organisation. It might include personal achievements or share images from a recent event either way it provides a space to share stories and foster a sense of community.
4. **Members Benefits** - There will be many perks of being part of your membership organisation and your members might need reminding. Highlighting this in your magazine will not only be useful for the reader but also show the benefits of being part of your organisation for potential members.
5. **Seasonal Events** - Having a section in your magazine that highlights any upcoming events or activities means it’s all in one place and easy to manage.





**CREATIVE SOLUTIONS TO
POWER YOUR MARKETING**

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