

Marketing Plan

JOURNAL OF COMMUNICATION

OUP will conduct an aggressive marketing campaign for the Journal of Communication. We plan a major campaign exclusively for the journal and will also integrate promotion of the journal into our book marketing activities.

Direct Mail

We will mail a brochure on the journal with an emphasis on the broad scope of the articles published in recent issues. The direct mail package will consist of a brochure with subscription order form and a sales letter directed to the individual subscriber and one directed to the institutional subscriber. The mailing to individuals will also contain a routing device to the library so that the individual may subscribe and then recommend it to the library or pass the material directly to the library.

The mailing will be sent to the following lists:

Quarterly Journal of Speech (Speech Comm. Assn.)
Mass Comm. Review (Assn. for Education in Journalism and Mass Comm.)
Columbia Journalism Review (a select of 5,000 or 10,000 names)
Special Libraries: Advertising and Marketing section
Academic Libraries (2 and 4 year schools)
Large public libraries

Within the academic libraries we will include library personnel responsible for selecting periodicals in the following areas:

Speech
Journalism
Sociology
Psychology
Political Science

In addition to the above promotion, we will include the journal in the appropriate brochures and catalogs that we produce for our books each year. This would include pieces in communications, sociology, psychology, political science and law.

Space Advertising

We will advertise in the Columbia Journalism Review and the Quarterly Journal of Speech and include the journal in our advertising in such journals as American Sociological Review, Contemporary Sociology, American Political Science Review.

Exhibits

Oxford attends several professional/academic meetings each year and the journal will be featured at our exhibit for appropriate meetings with a poster, brochures, and sample copies. We will have the journal on exhibit at the Speech Communication Assn., American Sociological Assn., American Psychological Assn., American Political Science Assn., and the American Library Assn.

Library Mailing

The journal would be announced in our monthly library mailing which is distributed to academic and large public libraries.

OUP General Catalog

The journal would be included in the OUP General Catalog which is a full catalog of all OUP books in print and journals. The catalog is distributed to libraries and book-sellers.

Subscription Agencies

An announcement that the journal is now available through OUP will be sent to subscription agents worldwide.

International Distribution

Few publishers can equal Oxford's ability to reach the international market. We work closely with our office in England to ensure that our books and journals are marketed effectively in the U.K. and Europe. We also have branch offices in Canada, Japan, India, Pakistan, Australia, New Zealand, South Africa, Singapore, and Hong Kong. OUP's branches are actively engaged in selling books and journals of U.S. origin, unlike most publishers' overseas offices which tend to be either agents, distribution centers, or offices devoted primarily to publishing for the local market. We hold an International Sales Conference, attended by our branch managers and their sales representatives from around the world.

Because of OUP's extensive journals (see enclosed journals list), we maintain regular contact with subscription agents worldwide. In Japan and India, we have exclusive agents for our journals. OUP's agent in Japan, Kinokuniya, is the largest in the country and has a proven record of increasing subscriptions. Their mailings are in the Japanese language.