

## SPECIAL NOTICE

# TRANSITIONING WITH YOU IN MIND

BY PHIL CALHOUN

California Broker is headed into a transition for the print magazine.

**July will be the last issue for the print magazine without a subscription. Please make a decision before August 1 to either pay for print, choose our free digital option, or purchase a one-year eDirectory listing and receive a bonus one-year print subscription at no cost.**

Market trends and rising production costs have prompted us to make the tough decision to move to an \$18 a year subscription. Our costs for printing and mailing have doubled this past year and we expect more increases will come.

While we have put off charging for a print subscription, we are embracing the growing digital trend. We will offer a paid print and a free digital options for our readers. So, we need you to choose whether to continue to receive the print magazine or go to digital. Our subscribers have three options to get the monthly magazine. All of our print subscribers who want to receive California Broker Magazine can get it in either print or digital formats or both.

**A: Pay \$18 for an annual subscription for the monthly print magazine at [www.calbrokermagstore.com](http://www.calbrokermagstore.com)**

**B: Pay for a one-year eDirectory Basic Listing and get a free one-year print subscription at [www.ca-brokerdirectory.com](http://www.ca-brokerdirectory.com)**

**C: Sign up for the eMagazine for free at [www.calbrokermag.com/digital-subscriber/](http://www.calbrokermag.com/digital-subscriber/)**

### Why now?

**The way forward is to be more interactive.**

This past year, the first as the owner of *California Broker Magazine*, has been a learning process for me. With a 43-year history of success on my mind, the work to keep the magazine the leading resource for California brokers is my goal.

To build reader loyalty, our team has become even more

focused on articles of value — with content designed to help our subscribers, California licensed life and health insurance professionals, grow their business.

Since the ownership change back in June 2022, our effort has also been to build readership. In this effort, we have significantly increased our digital numbers. Our shift to digital follows the media industry trend as many publications continue to move more into digital. We have built our subscriber base from 4,000 in 2022, to adding over 10,000 new email subscribers monthly.

### Digital media provides maximum interaction.

Digital media offers flexibility to access our content from all electronic devices: phone, laptop, desktop, iPad, etc. Readers can link to our content authors and advertisers. More offers will be coming for readers. Digital links make it easier to retrieve an offer, respond to an article, and download and store value added content like important white papers and reports you can use to help your clients and colleagues.

- We are on pace to reach OVER 75,000 digital subscribers by January 2024.

- In addition to our monthly print magazine, we have two digital media products we send to our email subscribers

— a monthly California Broker *eMagazine* and the weekly *Insurance Insider eNewsletter*. The print magazine and *eMagazine* have the same content.

### eDirectory is our latest offering

One other digital product we started in March is our annual directory, now called the *eDirectory*, as we made the move from a print directory. For an affordably low price you can purchase a Basic Listing in the *eDirectory* for a full year. We will market the *eDirectory* to all of our print and digital subscribers. Our SEO strategy will help consumers find the *eDirectory* and see the listings.

To purchase a listing go to [www.ca-brokerdirectory.com](http://www.ca-brokerdirectory.com) and receive a bonus one-year print subscription at no cost.

**Thank you for remaining loyal readers!**

