

Media Release

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LEADING ONLINE SUBSCRIPTION BUSINESS iSUBSCRIBE LAUNCHES NEW WEBSITE AS SALES CONTINUE DOUBLE DIGIT GROWTH TREND

iSUBSCRIBE has overhauled its website (www.isubscribe.co.uk) and undertaken fresh branding with the launch of a new and innovative customer-focused website.

The revamped site comes during a period of substantial sales growth for iSUBSCRIBE, which is riding on the back of the current consumer shift out of retail sales and into subscriptions. The new site features a range of online magazine subscription deals and earlier this year the company launched a dedicated newspaper area.

The changes reflect iSUBSCRIBE's passion for publishing, with larger cover images and logos dominating the site, giving a complete 'newsagent' feel. Various new promotional spots provide publishers with an area to promote exclusive offers, special promotions and new launches.

Other novel elements include a comparison matrix within the site itself for customers to compare and save on various different magazines and their offers. There is also a Top 10 by title each day, week and month, showing the best-selling publications of the moment in real time. The introduction of a digital edition of each publication within that title's dedicated webpage allows customers the opportunity for deeper browsing in the decision making process without having to leave the site.

iSUBSCRIBE, which represents over 360 publishers and showcases more than 1,350 magazine and newspaper titles, managed the new website design and IT build in-house as part of a year-long project to refresh the UK market leader.

"We have spent the last 18 months analysing our customers' behaviour and interaction with the site. We have asked them questions and tested many different browsing elements," said iSUBSCRIBE CEO, Andrew Burge. "The result is a fully integrated website that meets the needs of our customers now, and anticipates how users will interact with the site in the future."

"Lying behind our site developments are some fundamental shifts in consumer behaviour. First, it is clear from publisher sales trends that many retail buyers are moving into subscriptions. Linked to that, consumers want more of a newsagent feel to a site like iSUBSCRIBE, where they can browse and compare and spend time rather than just blast in and out for a quick purchase. We are a specialist shop with range, service and personality, not a bare discount warehouse."

"We also offer our visitors some of the latest magazine news with stories developed from content from within a broad range of magazines and newspapers. There are daily updates fed directly into the site and more than 350 stories are already archived. Visitors can read the latest on Katy Perry's advice in *Shout* or how Mercedes has trumped BMW in *Autocar* as well as the top tips for improving your handicap with *Today's Golfer*," Burge said.

iSUBSCRIBE currently has over 385,000 registered active customers and attracts over 3 million unique visitors annually. Analysis of user activity on the site shows a high propensity of consumer browsing, for

What do you subscribe to?

iSUBSCRIBE.co.uk

example within the golf category an average of 7 minutes is spent viewing online digital samples of the magazines on offer.

With customers saving up to 91% off normal subscription prices on the site as well as exclusive offers not available on the newsstand, iSUBSCRiBE has seen dramatic high double digit sales growth in the last financial quarter with the trend set to continue. Whilst all categories of magazines listed on iSUBSCRiBE are showing subscription sales growth year on year, the two leading the way both with a 20% increase are that of Lifestyle and Fashion & Beauty. Meanwhile, the Home & Garden category (up 15%) and Entertainment category (up 9%) are also demonstrating consistent sales growth in the current economic downturn.

Another key element of the iSUBSCRiBE service is gifting with nearly 50% of the company's sales being gift subscriptions purchased for other people. "All the evidence points to there still being massive potential for magazines as presents," said Burge. "It's for this reason that the company invested in a major Christmas gifting campaign which included distributing a print catalogue to over 1 million UK residents."

The company also committed to its first major print campaign through *The Times & The Sunday Times* newspapers and also in *Jamie Magazine*. Coupled with pre-paid retail gift cards available through Sainsbury's, ASDA, Morrisons and Toys R Us among other retailers as well as gift vouchers available online via Voucher Express and the iSUBSCRiBE site itself, the company has developed additional offline marketing and retail sales channels. "We believe that we need a major offline presence in order to reach a bigger audience and to develop our image as a broad-based newsagent shop," added Burge.

"We are very happy with the new site. With high resolution covers, the best deals and special discounts on offer, there is now increased scope to put the magazine and newspaper brands we represent in front of new customers," said Burge.

"We anticipate increasing cross-selling and lead generation through the introduction of numerous magazines from abroad as well as initiating a dedicated section for travel related books and guides and free catalogues on the new site," he added.

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