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**A Cold, Hard Look At Why E-zine Advertising...Doesn't Work!**

**By Dave Cole**

A Cold, Hard Look At Why E-zine Advertising...Doesn't Work! by Dave Cole

As you know e-zine advertising has been touted by many of the Internet guru's as being the advertising method of choice.

And certainly advertising in the right e-zine will get you desirable results.

However.....

Today we're going to blow the whistle on it and take a look at some things about e-zine advertising you were never told.

A year or so ago, I placed a top sponsor ad in a fairly well known e-zine. The subscriber base was claimed at being over 45,000.

The ad I placed was a proven one, and I fully expected at least a 2% response rate.

The ad ran on a Thursday. I waited. Then I waited, and waited some more.

Not one single response.

Hmmm.....

A week later I wrote the editor and he ran it a second time.

Again, not one single response.

The plot thickens.....

A month or so after that, I happened to have some time on my hands and was actually reading through some of the messages in my test accounts at Yahoo and Hotmail. I use these accounts to mail tests of various newsletters/etc. to check for how they are going to come out.

Lo and behold, I noticed something very interesting. Not only was I getting the usual spam from address gleaners,

but also there were many e-zines being sent to me at these test account addresses.

There is absolutely no way I ever subscribed to any of these e-zines via the test accounts. The only way they could have gotten my address is to have harvested it or purchased it as being harvested.

(NOTE: there is software that runs over the Web harvesting email addresses. These addresses are then sold, and in many cases advertised as being opt-in addresses)

(Now you know why and how you have been getting so much spam...more about this in a future issue)

Back to the story.....just so happened that the e-zine I had placed that ad in had me subscribed to not only 1, but 2 of my test accounts.

So I really wonder, just how many other bogus addresses were in that guys list of 45,000? You know it's pretty easy to build a newsletter list of numbers using unscrupulous methods. The numbers look impressive and the editors can charge bigger and bigger dollars for adverts with the high numbers.....

But numbers don't necessarily mean readers or good addresses.

Another thing you need to watch for is: do editors remove their undeliverable addresses?

People change addresses, addresses get shut down, mailboxes

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get full, etc. and all these are undeliverable. But many editors never take those undeliverable numbers off their total subscriber count.

A 50,000 base e-zine may have 10,000 of those which are undeliverable.

Here's another way some e-zines gain big subscriber numbers, quickly and un-professionally. The editor will get some FFA or Links Pages accounts. Then when a person posts to their page, they will be automatically subscribed to the e-zine.

Some editors will say this in their confirmation messages to the post, others will simply add your address to their mailing

list.

But since folks almost always use submission software and never read these confirmation notices, they don't realize what happened. And again, these subscriptions are all going to trash accounts so no one ever reads them anyway.

All that really happens is the e-zines numbers go up and the editor's credibility goes down.

So be careful when placing e-zine advertising.

Before you buy advertising, write and ask the editor a couple of things.

1. Are ALL their subscribers opt-in addresses..... meaning do the editors have an actual subscription request on file.
2. What is the e-zines un-deliverable rate?
3. What is their un-subscribe rate?

I mean folks, why buy advertising if all your ad is going to be sent to trash accounts or undeliverable addresses or to newsletters that no one wants to read?

Fortunately there are a lot of quality e-zines out there with editors who take excellent care of who is on their list and

who isn't.

For instance, Prosperity has over 30,000 readers. Every single one of them has opted in to our list and we have a subscription notice for every single address.

Also, if an address has 3 undeliverables in a row, it is dropped off our list permanently. We allow three grace mailings cause some folks go on vacation or forget to check their mail, or things come up in their lives.

But 3 in a row, and you're gone. That gives us an undeliverable rate of less than 1%. And it's usually between 0.03 and 0.04%...less than one half of one percent.

And folks, I will tell you this, there are very few e-zines out there that can claim that low of an undeliverable rate.

We also have an exceptionally low un-subscribe rate of only about 5 out of a thousand.

We are quite proud of the fact that all our readers are such high quality readers.

We want to thank all our readers for being such quality folks. Without you, none of this would be possible.

Dave's E-zine provides you with valuable info on how to market your online business and how to make money online. Get your FREE subscription today.<http://choosetoprospers.com>

## **10 Choice Ways To Give Your Subscriptions A Boost**

**By Ken Hill**

### **10 Choice Ways To Give Your Subscriptions A Boost by Ken Hill**

1. Swap an ad.

Use ads that you've tested and that have proven to be effective in getting you more subscriptions.

You'll be able to get a greater response from your ads because you've already fine tuned them before swapping.

2. Write articles.

## A Cold, Hard Look At Why E-zine Advertising...Doesn't Work!

You'll be able to get more new e-zine subscribers that enjoy your writing and that are interested in the topics you write about.

### 3. Swap an article.

You could swap exclusive articles, or you could swap one of your reprint articles if you don't have the time write a new exclusive article.

### 4. Swap a "thank you" page recommendation.

You'll be able to successfully get more new subscribers through the other e-zine publisher's recommendation of your e-zine.

Only recommend e-zines that offer valuable content to their subscribers. You don't want to start off on the wrong foot by recommending something that is sub-par.

### 5. Swap a recommendation in your welcome message.

Swap your recommendation with a publisher that offers a bonus, and delivers it in her welcome message.

Her new subscribers will be looking for her bonus in her welcome email, giving her recommendation of your e-zine more exposure.

### 6. Swap an ebook ad or recommendation.

In addition to getting more subscribers, if the ebooks are brandable you can both earn money by offering each others' ebooks.

### 7. Promote your e-zine on the back of your business cards.

You'll be able to let your "real world" customers and prospects know about your e-zine.

You'll also be able to get more new sign ups from the networking events that you attend throughout the year.

### 8. Include an ad for your e-zine in your catalogs and brochures.

You'll be able to let your customers on your mailing list know about your e-zine.

You'll also be able to get more new subscribers that have proven themselves to be interested in your products by requesting your catalog or brochure.

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### 9. Publish testimonials for your e-zine.

Increase your subscriptions by posting testimonials on your site that share the benefits of joining your e-zine.

### 10. Purchase e-zine advertising.

You'll be able to get your ad for your e-zine in front of people interested in what your e-zine has to offer.

Purchasing e-zine advertising is also a very good choice if you don't have enough subscribers yet to begin swapping ads.

Article by Ken Hill. Are You Struggling To Get More New Subscribers? Want to increase your subscriptions fast? Now you can with amazing, breakthrough software that makes promoting your e-zine a snap! Get the details now at: [http://www.netpromarketer.com/ezone\\_announce.html](http://www.netpromarketer.com/ezone_announce.html)



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