

Unite Trade Union and Howse Jackson Marketing launch digital magazine

Submitted by: Howse Jackson Marketing

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Leading data, digital and affinity marketing specialist Howse Jackson Marketing has been appointed by Britain's largest trade union to launch a digital version of the union's magazine.

As a pioneering first for Britain's trade union movement, Howse Jackson Marketing will transfer Unite's quarterly trade union in-house magazine, called United, into a page-turning digital version available on the internet.

Unite have launched a digital version of United for a variety of reasons. Chief amongst these is the trade union's wish to be become more environmentally friendly and save on printing and distribution of the hard-copy magazine. The digital software's functionality also allows the trade union to bring an interactive component to their publications including interactive games and puzzles as well as videos.

Using Howse Jackson Marketing's digital software platform, the magazine will be distributed by email to an initial trial volume of 120,000 users nationwide.

Ian Jackson, Head of Digital at Howse Jackson Marketing, says: "With two million members, Unite is the largest trade union in Britain and its magazine has a huge circulation. By creating a digital version, the trade union has shown that not only is it pioneering and progressive but also environmentally forward-thinking."

Dai Davies, Head of Publications, of Unite the Union, says: "Unite is the largest trade union in Europe, and we have recently taken a huge step forward in our communication strategy with members, by creating a digital membership magazine. This step - unprecedented in trade unions - was one which we took carefully, but with the excellent support, consideration and confidence given to us by the team at Howse Jackson Marketing, we have never looked back. It is a pleasure to work with them, no problem is too complex, and no question is too trivial."

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Editors notes:

Formed on May 1st, 2007, Unite is the two million-strong combination of Amicus and the Transport and General Workers' Union. Unite has two million members and is the dominant trade union in manufacturing, transport, finance, food and agriculture, and printing; with a very strong presence in the public services, voluntary sector and services from construction to contract cleaning. It is the largest affiliate to both the Labour Party and the TUC and has an annual membership income of £150 million. United, the magazine of Unite, is distributed to 1.1 million members in printed format.

Websites:

www.hjmarketing.co.uk
www.unitetheunion.org.uk