

Econsultancy launches new print title: JUMP Magazine

Submitted by: Econsultancy

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B2B, digital marketing publisher launches first print publication focusing on integrated and multichannel marketing

London, 1 July 2010 – Econsultancy (<http://econsultancy.com>), the leading publisher of independent advice and insight on digital marketing (<http://econsultancy.com>) and e-commerce, has launched a new print publication called JUMP (<http://cometotjump.com>), which stands for 'joined up marketing and PR'. The biannual title will focus on providing marketers and business owners with insights into how to use online and offline channels together to run more effective marketing campaigns.

The magazine has been launched to support and promote a new conference – JUMP (<http://cometotjump.com>) – taking place for the first time on 13 October 2010. The groundbreaking event sees Econsultancy bringing together the UK's leading marketing trade associations – AOP, DMA, IAA, IPA, IPM, ISBA and the Marketing Society and PRCA – for the first time to discuss, debate and promote the idea of bringing online and offline channels together with over 40 speakers and 1,000 senior marketing professionals.

JUMP will be distributed to a controlled circulation of senior marketers and, as Editor Chris Lake explains, it is something of an experiment for the online publisher: "We started Econsultancy when there was a need for Econsultancy, and I think there's a real need for something similar in the multichannel space, hence JUMP. The magazine is not a brochure - it has a far higher content-to-advertising ratio than any business magazine I can think of and by moving into print, we hope to reach new audiences in a new way."

The first issue of JUMP was launched in June 2010 and the second issue is planned to hit the shelves in the autumn.

Lake concludes: "Interestingly, we were handed the opportunity and the impetus to launch a print title because other print publishers in the marketing sector simply wouldn't accept our advertising money. We had allocated six figures to promote the JUMP event via print advertising but they didn't want to do business with us, despite laying off lots of editorial staff at the time. As such we decided to use the budget to launch our own magazine. A far better idea, and more cost effective."

The magazine is also part of the event's wider marketing campaign which puts into practice a fully joined up marketing campaign for the event to see what works and what doesn't. The campaign encompasses direct marketing channels (mail, email, phone), viral marketing techniques, as well as editorial content both offline in the JUMP magazine and online on the JUMP blog, print advertising, paid search, PR (online and offline), Twitter, voucher codes, video, QR codes and Stickybits.

The JUMP event takes place on 13th October 2010 at Old Billingsgate, London. The standard registration fee is £895. More information can be found at <http://cometotjump.com>, by email (info@cometotjump.com) or via the @cometotjump Twitter account.

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Notes to editors:

About Econsultancy

Econsultancy is a community where the world's digital marketing and e-commerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do everything better online. It was launched in 1999 and since then has grown to a dominant position in the digital marketing industry. Its website and blog attracts over 180,000 unique users per month and its range of courses and conferences are attended by over 3,000 marketers every year.

Econsultancy's reports, events, online resources and training programmes help over 90,000 members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

For more information, visit <http://econsultancy.com> (<http://econsultancy.com>) or follow @econsultancy on Twitter

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