

The Hand Papermaking Magazine newsletter is a relevant, engaging, and vibrant quarterly publication focused on encouraging, promoting, and amplifying all voices in the handmade paper community.

Why a newsletter?

- Attract new magazine subscribers
- Enhance value of current subscriptions
- Community-building tool
- Extend the discussions started in the previous and/or upcoming magazine issue
- Provide subscribers opportunities for growth and self-promotion
- Offer topical (time-sensitive) content in addition to evergreen (anytime) content
- Create continuous value for subscribers

By putting in the effort to curate quality content on a regular basis, the newsletter will:

Convert social media followers to newsletter subscribers. Measurement (estimated) by increase in newsletter subscribers after three newsletter releases.

Convert social media followers and newsletter-only subscribers to magazine subscribers. Measure (estimated) by increase in magazine subscribers after three newsletter releases.

Increase the value of the newsletter to current subscribers, measured by approval ratings now and after two newsletters