

Abonnentenclub „RUNNER'S WORLD Laufhelden“



RUNNER'S WORLD Laufhelden - Übersicht

Rodale-Motor-Presse GmbH &
Co. KG Verlagsgesellschaft

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“RUNNER'S WORLD Laufhelden“ is the new subscriber club of RUNNER'S WORLD, the largest Runner magazine in the world. All 24.000 RUNNER'S WORLD-subscribers become automatically club members at no additional cost. A total of 6,100 subscribers registered online during the first six months and are therefore active running heroes of the online platform.

runnersworld.de/laufhelden

The Concept

Ongoing benefits instead of a single award: With the April 2013 edition Germany's leading running magazine RUNNER'S WORLD launched their new subscription club „Laufhelden“.

All subscribers became automatically free members of the club.

Instead of a one-time subscription award, members receive over the entire term of their subscription attractive benefits and services regarding their „Community of Interest“. For example

- Free starting places
- Exclusive promotions
- Exclusive Sweepstakes
- Exclusive content
- Training Plans
- Partners terms

Access to these benefits is granted through the club card containing an individual membership number. With this number and after a successful registration, members can login to the private Laufhelden-Club area online at runnersworld.de/laufhelden.



The “Laufhelden” membership including all benefits, is a free of charge service that comes with the subscription. Its price will not change. With the RUNNER'S WORLD „community of interest“, following objectives were achieved:

- Sustainable binding of subscribers
- Creating incentives for new subscribers
- Renunciation of cost-intensive subscription awards

The Implementation

The potential to make multi-media solutions for RUNNER'S WORLD and its subscribers usable and to integrate them wisely into the strategy and communication, was realized with the support of online specialists from Munich.

The team of Catenate GmbH has worked closely with the editorial team to work out the design, functionality and usability of the platform.

Here RUNNER'S WORLD benefited from a web-based standard solution of Catenate GmbH: The „Community of Interest tool“ is geared



to online-subscription-club solutions of various target groups such as Fashion, Family, Living, Food, Economy, Financial or sports.

The Catenate GmbH perceives itself as partner for innovative solutions in web-based IT environments with a profound understanding of customers and pronounced solution-orientation in all areas.

Within a few weeks, the online platform was implemented on the basis of the standard tool

and provides the subscribers as well as the editors with a variety of functionalities.

Heart of the development is an automated interface to the DPV (German Press Distribution), to allow the registration of current subscribers easily.

Within the first six months already 25% of all 24,000 online subscribers registered themselves and are now part of the new Laufhelden subscription club.

The Advantages

for the Rodale-Motor-Presse et al.:

- Sustainable positive impact on the subscription durability
- Innovative new sales leads
- Eliminating cost-intensive subscription awards
- Greater range, et al. through the viral social media effects

The screenshot shows the website interface for RUNNER'S WORLD. At the top, there is a navigation bar with links: HOME, ABO-CLUB, AKTIONEN, KNOW-HOW, E-PAPER, PARTNER, SERVICE, and a LOGIN button. Below the navigation bar, there are three main content areas. On the left, a large banner titled "NOCH KEIN MITGLIED?" (Not yet a member?) encourages registration with the text "Jetzt RUNNER'S WORLD-Laufheld werden!" (Now become a RUNNER'S WORLD runner!). It lists four benefits: exclusive advantages as a club member, staying up-to-date with no missed issues, saving money by avoiding kiosks, and free home delivery. A prominent "JETZT REGISTRIEREN" (Register now) button is at the bottom. On the right, there is a section for "Aktuelle Ausgabe" (Current issue) showing the magazine cover with the headline "DAS WIRD DIR BESTES RENNEN" (This will be your best race). Below that is a "Video Einführung" (Video introduction) section featuring a play button and the text "DAS SIND DIE LAUFHELDEN" (These are the runner heroes).

Catenate GmbH
Cristiano Teniz
Schleißheimer Str. 156 Rgb.
DE-80797 München
Tel.: +49 (0)89 35 80 68 15
E-Mail: cristiano.teniz@catenate.com