

PRINT MAGAZINE

2017 Winner: American Massage Therapy Association

Entry Title: Massage Therapy Journal

Project Overview/Elevator Pitch:

Massage Therapy Journal is the official publication of the American Massage Therapy Association. Reaching all 65,000+ professional and graduate AMTA members, as well as approximately 1,000 subscribers, the magazine is dedicated to providing content and advertising that meets the needs of new and veteran massage therapists in a variety of ways:

- In-depth coverage and illustrations of hands-on techniques that can help members and subscribers better serve their clients
- An editorial mix of stories focused on the broad areas we know members are interested in learning about: massage techniques, self-care, and business and marketing resources. Every issue comprises material from these three broader perspectives, working to help members establish themselves in the profession while also practicing self-care that will increase their career longevity
- A good blend of shorter and longer form features and columns to give our members several entry points into the magazine
- Content about recent research illustrating the effectiveness of massage therapy developed specifically for massage therapists to share with clients, also made available as a downloadable PDF on our website
- Fonts/design elements that work to bridge the gap between having accessible content that is easily readable and scanned with more in-depth material that illustrates rigor of research content
- Custom icons that showcase both the strength and variety of AMTA benefits available to members, as well as calls to action that give readers a meaningful way to more actively engage with the content

Project Goals/Objectives:

We want Massage Therapy Journal to function in two primary ways: 1. A physical reminder to members of their membership in the American Massage Therapy Association. In this way, the magazine is a touch point that consistently reaches members with the message that they are a part of the most trusted massage therapy association and, 2. A source of information they can share with their clients. Whether it's downloadable content or stories about how massage therapy benefits a wide range of health conditions, we want members to read, learn from and share our content.

Objectives:

1. Scout and secure content that assures Massage Therapy Journal enhances credibility of membership and massage profession.
2. Continually create and use opportunities to push/pull between website and magazine, with consistent emphasis on member benefits.

3. Ensure editorial in every issue of Massage Therapy Journal addresses needs of each audience segment, from new massage therapists to veteran members who have been practicing for years.
4. Strategically choose AMTA National Convention and AMTA Schools Summit education sessions to cover in Massage Therapy Journal so as to give content broader coverage and reinforce the value of these events.
5. Vary the length of some of the articles to help ensure a reasonable ad/edit ratio.
6. 70 percent of members surveyed on the annual membership survey give Massage Therapy Journal a top-box rating of 83 percent.
7. Project manage short video captures at yearly AMTA National Conventions to be used as tutorials on website and across social media platforms.

Strategy:

1. With information gathered from the readership survey, Massage Therapy Journal staff sets a detailed editorial plan one year in advance. This plan outlines content, reviews sources, as well as determines how content fits into the larger content marketing strategy of the communications department.
2. Working in partnership with our professional development team, Massage Therapy Journal staff identifies content at our yearly national convention that would easily cross over into print. Once identified, Massage Therapy Journal staff contacts educators to set up brief interviews, as well as attend educational classes on-site.
3. Content identified for print material is also considered for short video tutorials that are captured at our annual national convention. These short tutorials are then promoted in the print version of the story, allowing for readers to see the hands-on techniques discussed in the magazine for a fuller understanding. These tutorials also allow us to create the push and pull between the print magazine and website, and helps us better reach our members across multiple platforms.
4. In cooperation with our design team, strategize ways to cost-effectively illustrate the many different topics handled in the print magazine. One good example of this is how we graphically depict hands-on techniques. Since hands-on techniques are more difficult to represent, we've deliberately employed more graphic illustrations that allow us to detail the techniques we are discussing without being tied to stock photography that is often so generic as to not be helpful in this area.

Success Metrics:

Our own annual Massage Therapy Journal Readership survey measures the value readers are finding in the magazine on three levels: Overall/Content/Design.

The 2016 survey showed the magazine performing well in all three of these measures, with ratings above 80 percent across the board (Overall 83%/Content 82%/Design 84%).

There are three other areas measured that I feel should be highlighted as well because they illustrate the impact Massage Therapy Journal has on some of the less tangible but still significant measures AMTA continually strives toward, mainly credibility, being current in the profession and promoting research.

Massage Therapy Journal's credibility has always shined in the readership survey, coming in at 83% this past year (81% in 2015; 83% in 2014). Two areas that have seen some significant improvement, however, are the questions concerning which magazine offers the most current information and which publication readers rely on for the most current research. This past year, readers who view Massage Therapy Journal as having the most current information jumped from 67% in 2015 to 82% in 2016 (was 71% in 2014).

Not as dramatic, but still seeing a jump of 4 percentage points, 82% of readers rely on Massage Therapy Journal for the most recent research (was 78% in 2015 and 80% in 2014). All of these numbers demonstrate that Massage Therapy Journal is an integral piece in building and maintaining the AMTA brand and reinforcing the “most trusted name in massage therapy” tagline.

Learn More:

www.amtamassage.org/mtj

Association website

www.amtamassage.org/