



This publication started out in 1959 as a guide for newspaper circulation professionals. It has evolved through the years but continues as the country's leading information and circulation idea source. Our subscribers include most major newspapers groups and includes newspapers all over the world.

This year, we celebrate our 50th anniversary, in a year that has seen more changes in our industry than in any of the last 50 years.

Thankfully we have a top notch team of circulation professionals writing informative articles, doing legal research, submitting hot ideas, revenue gaining ideas, and numerous other helpful resource, that we present to our readers each month. We guarantee you will find more than one helpful idea in each edition.

Below: An ad in a buyers guide from 1967 shows the original owner of our publication, Jim Lynch.



Christie Learn

Publisher
LEARNing More
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Joe Forsee, Hall of Fame Circulation Professional. "Congratulations on 50 years of service to the newspaper industry and especially to the circulation profession. I know circulation people have benefited from this excellent publication. How about at least 50 more years?"



Frank Mastromarino, industry expert, circulation trainer and LMCIS columnist. "Hats off to the two of you for continuing to provide the newspaper industry with an outstanding publication, Learning More Circulation Idea Service (LMCIS). This year marks the 50th year of continuous publication... Congratulations!

I remember as a fledgling district sales manager at the Trenton Times (NJ) gobbling up every edition of Circulation Idea Service (CIS) as it was called in those days. If memory serves me correctly, it was published by the Berkley-Small Company, a circulation supply and sales promotion outfit, that was a huge supporter of circulation and circulation associations.

I continued to subscribe, read and use CIS throughout my career and made sure I shared it with the employees in the circulation department, the other department heads and the publisher.

Three cheers for Ron Anderson who bought CIS from Berkley-Small several years ago and continued to publish a top-notch circulation publication. Ron asked me to be a regular columnist for CIS shortly after he purchased it and I've been writing ever since. Thank you, Ron! And thanks to your editors, Amy and Roger who dubbed me "Deadline Frank" because I was always on time with my columns, Yeah, right!

Last, a big cheer to Christie Learn for purchasing CIS from Ron a couple of years ago. They have changed the name to LMCIS and have added their own special touch to the publication. Good job, you two!

Keep up the good work!!!!!!

To LEARN how to get this publication in the hands of your circulation and marketing team each month call 256.757.6849 or visit us online at www.circulationidea.com



MAX HEATH, NNA Postal Chair, is a postal consultant for Publishing Group of America and Landmark Community Newspapers, LLC. I started with Ron Anderson many years ago as a columnist after working with him on behalf of a number of papers in the group I am retired from. I wrote mostly on growth issues, but occasionally postal. While I write more now on postal, where I still am active as a consultant, I hope to blend other topics as I have occasion to do so. LMCIS is a valuable publication when used to advance

knowledge from the many skilled columnists. I have profited both from reading it and meeting and helping circulation pros around the country and



Graham Kimbro, former SNPA Assistant Director and circulation professional. "I could always count on CIS to provide me great sales and promotion ideas that I could tailor to my market. I will say that you have definitely taken it to a higher level. I wish you nothing but the best with LMCIS. It is a quality publication and always served me well when I was in the business."



Jerry Bellune, publisher and business consultant from South Carolina. "My association with LEARNing More Circulation Idea Service spans the ownership of Ron Anderson and Christie Learn. No editor could have hoped for better editors. A dozen years ago, Ron and Roger Scalzo invited me to write for CIS and, after Christie bought it, she asked me to stay on. It has been a joy to work with all of them. In a business as threatened as newspaper publishing has become, it is refreshing

to find people who are still willing to take a risk on a publication that can help our industry survive this century. On the occasion of their 50th anniversary, I wish them, and all of us, the best in the next 50 years."



Bob Bobber, circulation trainer and LMCIS columnist from Florida. "Congratulations Christie! LMCIS has stood the test the time and evolved with the newspaper industry and in particular circulation. When Ron owned the publication, there were more evening papers than morning and youth carriers were the norm. There were no computers, and no calculators. PIA was a service used by few and women in circulation was rare. My, how things have changed. I am sure you will continue the tradition as we experience more

evolution and change."



Doug Davis, Corporate Director of Circulation and Human Resources Daytona Beach News Journal. "Circulation executives are always looking for a resource which provides new ideas, a twist on what we have already done and a medium that lets you see what's happening in the industry. The Circulation Idea Service publication is one of the sources I consistently turn to. Steve and Christie Learn have taken this publication to new heights and this should be a must read for all Circulation professionals."



Dave Gossett, VP/Director of Circulation at The Telegraph, "I have been using the CIS service continuously since 1976. Without question, this has been a tremendous source of valuable promotion information that I have utilized to implement many new programs. You and the previous owners have always done a tremendous job of gathering creative data from around the nation and sharing it in this monthly publication. The current challenging environment has caused me to look at every one of my expense items and decide what to keep and what must be cut. I have never considered cutting the CIS service. I will continue to look forward to receiving your monthly publication and using it as one of my tools to combat the ever challenging world of circulation."



Don Michel, - Anderson, Randles & Associates. "When I started out as a new Circulation Director back before many of you "whippersnappers" were born, CIS became my "bible". I have not missed a single issue since then. I can't even imagine the number of ideas that have been stolen, er, "adapted" from the publication during its existence, from newspapers across the U.S. and Canada. What a tremendous instructional and leadership role CIS has provided for circulation executives! Congratulations to CIS and the new LMCIS on its

50th anniversary. And best wishes for at least 50 more years of service to the circulation profession!"



Tony LeBlanc, Circulation Director, Lethbridge Herald. "I'd like to offer my congratulations and a thank you to Christie Learn, Ron Anderson, and to all the others before, for keeping this great publication fresh and insightful for so long. Based on what this magazine has given to me, I can just imagine how many other circulation professionals benefited from it over the past 50 years... from both sides of the border!"