Case Study - The Wire
How to increase sales to the academic institutional market
Solution

The Wire’s editorial team make contact with contributors and print subscribers, encouraging them to contact their librarians to request an institutional subscription.

Make the availability of the institutional version clear on the publisher’s website. This option is highly desired by librarians.

Offer perpetual access as a purchasing option. This allows libraries to pay an upfront one-time fee for perpetual access to The Wire’s archive. Many see this as an attractive alternative to annual subscriptions which are restricted to a tight budget.
Execution

The Wire’s website re-directs institutional subscribers with a simple link, but its effectiveness is evident. Looking at the Google Analytics data for the site in 2018, we have had 254 referrals from The Wire and it is likely these will be interested librarians or academics.
A quick but important interlude from regular Wire business with a message for those of you involved in teaching, research, academia, or your own studies, particularly in the spheres of sound, music, sound art, field recording, music making, popular culture, etc.

We've had lots of interest recently from college libraries and research institutions all over the world taking out institutional subscriptions to The Wire. It's something we want to encourage, both for obvious commercial reasons (it helps us to continue doing what we do) and also to get the writing of our great contributors further out there into the world.

If The Wire is of use to what you do, or could add a new dimension to your students' reading, it really helps us long term if you're able to get the magazine in libraries where you work/teach. Perhaps there's scope to put it on reading lists for courses you put together, or you could recommend to your college librarian that a campus-wide institutional subscription to The Wire would be a great resource and worthwhile investment.

For many years we've been successfully selling institutional digital subscriptions through Exact Editions, the organisation that hosts our digital edition and complete online archive of back issues. This kind of subscription is especially effective for institutions overseas. Our institutional subscriptions offer campus-wide access via the institution's IP address, and include statistical usage reports, and numerous other bells and whistles your librarians might need - see the bullet points below.

If you want to talk to us about anything in this sphere, just drop us a line, and if you're able to put in a good word for us with your friendly college librarian, it will help your favourite underground music mag immensely.

Points to note:

An institutional digital subscription to The Wire is a campus-wide subscription which runs off the institution's IP address. This gives access to the complete archive of back issues as well as each new issue as it is published as well as the following features:

- Fully searchable access to the entire back issue of The Wire going back to issue 1/summer 1982.
- IP authenticated access - no requirement to login with username and password.
- Seamless, cross platform, access across web, iOS and Android platforms.
- Remote/EzProxy access for registered users off site, as well as Shibboleth authentication.
- New Issue notifications to the library administrator account.
- Statistical reporting provided in the administrator account.

The costs of these vary depending on the size of the campus etc, but Exact Editions can provide a quote as well as a free trial.

More details here: https://institutions.exacteditions.com/the-wire
Results

The Wire are proactive in monitoring their site copy, contacting potential subscribers and redirecting traffic from their site. Consequently, they are one of the best sellers on the platform.

The email sent out to all of the magazine’s regular contributors resulted in three strong leads within a week.

Last year, we promoted perpetual access to The Wire and this resulted in three high-value sales in January, we hope for similar results this year.