

D&AS Insider Launched

Web Technology Drives New Industry Communication Tool

Did you get my e-mail?

On Oct. 5, Door & Access Systems magazine launched the inaugural issue of the D&AS Insider, its first e-newsletter. More than 5,000 e-mail addresses of professionals in the door and access systems industry received the first edition.

The October issue contained quick one- or two-sentence summaries of the hottest stories in the fall issue of Door & Access Systems magazine, followed by a link to a Web page that contained the entire article. Links to other helpful resources were also included.



Think Links

“The e-newsletter lets the reader see all the top news stories on a single page,” says Tom Wadsworth, editor. “The key value comes through the quick links, which a print publication cannot provide.”

For example, the October issue featured the news of Overhead Door’s plans to purchase Wayne-Dalton. The news included a link to the story along with a link to Sanwa’s press release issued in Japan.

“That Sanwa link was the second-most-clicked link of 20 links in the newsletter,” adds Wadsworth. “The ability to track the number of e-mail opens and link clicks is another benefit of online communications.”

Quick Response-Ability

The D&AS Insider is sent quarterly, at the same time the printed magazine is mailed to readers. As urgent needs arise, the Insider will also be sent to announce late-breaking news of critical interest to the industry.

In November, such a situation arose when the U.S. Senate considered a bill (S.1792) that would essentially kill the eligibility of all garage doors for the \$1,500 U.S. energy tax credit in 2010. The special edition of the newsletter included links

to the complete Senate bill along with e-mail links to key senators.

Benefits for Advertisers

The e-newsletter is funded by small ads that offer unique benefits to advertisers. “Unlike print ads, these ads provide a direct link to the advertiser’s Web site or to a specific page about the advertised product,” adds Wadsworth.

“The links give advertisers a dynamic and measurable opportunity to promote products to a highly targeted demographic deeply interested in door and access systems.”

Largest Circulation

The D&AS Insider is mailed to a growing e-mail list of more than 5,000 addresses throughout North America, the largest such database in the industry. Four of every five addresses belong to door and access systems dealers, while the rest belong to top manufacturing personnel in the industry.

“As with our magazine, we are committed to delivering quality content to the largest industry audience,” adds Wadsworth. “DASMA is dedicated to being the recognized voice of the industry, and this new tool gives us an additional way to accomplish that.”

To subscribe to this free newsletter, send your e-mail address and your first and last name to the editor at trw@tomwadsworth.com. ■