



Hare Publications

6300 Yarrow Drive Carlsbad, CA 92009
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POLICE
The Law Officers' Magazine

EMERGENCY
The Journal of Emergency Services

December 8, 1995

To Whom It May Concern:

Marshall came to Hare Publications when POLICE Magazine and Emergency Magazine had hit a plateau in the public safety market. We needed someone to increase our advertising sales as well as our paid circulation. In his five years as Advertising Director, Marshall produced continuous results in both areas.

Marshall increased our advertising sales volume almost immediately by selling longer term ad schedules and managing sales leads more effectively. Marshall increased ad pages in POLICE Magazine from an average of 13 pages to over 35 pages per issue. Emergency Magazine grew from an average of 10 pages almost 20 pages per issue under his direction. Marshall also increased other revenue streams by selling many mailing lists and reprints.

Marshall also implemented several successful circulation programs for our publications. These programs included: direct mail, conference promotions and partnerships with training and academy associations. Under Marshall's direction, our paid subscriptions for POLICE Magazine went from 40,000 to over 60,000. Paid subscriptions for Emergency Magazine also grew, from 22,000 to almost 30,000 subscribers.

I highly recommend Marshall based demonstrated ad sales abilities, creative circulation ideas and strong customer relationship building and retention skills. He has proven to be a valuable asset to Hare Publications and we are sorry to see him go and wish success in his future endeavors.

Sincerely,

Glenn Hare
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