

EAGA Business Builder

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Today's speaker was Rich Ringrose—Albuquerque City Lifestyle Magazine



Mr. Ringrose is the owner and publisher of the City Lifestyle magazine for Albuquerque and the surrounding area. The local publication is actually one of the 220 City Lifestyle magazines that are published around the US. Overall, there are 1.8 million of them distributed each month. The Albuquerque publication has grown substantially during the two years that Rich has been owner. It now has a readership of more than 85,000. Rich's magazine targets residences with a home value between \$800,000 and \$7 million and those with an annual income of \$170,000 or more. The magazine is distributed to certain businesses as well. Their ad-to-article ratio is kept at about 50/50 so there is not an overwhelming number of ads and the variety of articles are informative, entertaining and engaging to the readers. Advertisers in the magazine also benefit from the policy that limits ads to no more than two (and most often there is only one) ads per category in each publication. Research also indicates that 3 of 4 readers purchase based on ads they saw in the magazine. But this morning, Mr. Ringrose didn't spend much time trying to promote his magazine, or extol the benefits of advertising in it (although the information provided above does give a good idea of the advantages that could come from advertising your business there). Today Rich decided to provide attendees with a sort of "Marketing 101" discussion, noting a lot of useful information about advertising and marketing a business in today's digital world. Advertising is very different than marketing. Marketing involves research, product development, pricing analysis, competition determination, examining how to differentiate your products from that competition, and establishing a process for influencing potential customers' behavior. A very important first step is to identify your 'target audience'. What is the demographic that is likely to purchase what you are offering. Your message needs to be directed specifically toward the people that might buy your services or products. There may be more than one demographic, but you have to figure that out so that your message can be delivered directly, and separately, to each. Marketing should involve most, if not all, of the different types of media available these days including a well-designed website and a presence on various social media venues (Facebook; X; Pinterest; etc.). The Social Media platforms in particular allow for creation of specific content tailored to directly target your potential customers. Marketing also includes monitoring of customer reviews to see their perception of what is going well and what is not. It is imperative that you provide a swift and direct response to negative postings so you can try to salvage the disgruntled customer and minimize, or eliminate, spread of a negative attitude toward your company. Remember that anyone purchasing your products is essentially relying on your message, so positive, and negative, attitudes of customers reflect directly on you. Advertising on the other hand, is the use of graphics and text to establish a brand awareness, foster trust and create lasting impressions. As has been mentioned plenty of times before, you have to have already figured out who might buy what you are selling because your ads (considering both content and media placement) must be tailored to get the attention of those specific people. If your message is not properly placed, or if the content is not geared to the correct audience, everything is wasted. Obviously the cost of advertising is something to be controlled, but a good rule-of-thumb is to have an advertising budget of about 8% of revenues. Also remember that ads are not a "set it and forget it" sort of thing. They have to be changed regularly. The idea is for potential customers to see your company name over and over again, but not via the same ad. Constantly seeing the same ad actually becomes a negative to shoppers. Regularly changed content is a substantial positive. Mr. Ringrose has a lot of experience and expertise in the advertising and marketing realm and he is willing to share. Advertisers in the Albuquerque City Lifestyle Magazine also have an opportunity to take advantage of the magazine's paid social media advertising program. Magazine staff will create, or help you create, the ads that are then posted on their various social media channels. Independent audits show a click through rate of 1.2% to 3% for their program (and that is impressive for such programs). If you have questions about advertising or marketing (remember that they are very different things), you can contact Rich via email to rich.ringrose@citylifestyle.com or by phone 505-868-5338. He is always willing to help.

- ◆ We are now accepting nominations for three Board of Director positions that will become available as of July 1st. To be a board member you must have been in EAGA for at least 1½ years. If you are interested in nominating yourself, or another member, please contact Kevin Gullick (kg@sealmasterabq.com or 505-715-3797) as soon as possible. Elections will be held at our breakfast meeting on June 17th.
- ◆ Board members please note that the June meeting will be at 5:30pm on June 19th at Jinja Bar & Bistro. If you have any questions, please contact Mario or President Jerry.
- ◆ EAGA Summer Bash 2025 will be on Saturday, July 12th. The format, theme and venue are new this year so get geared up to attend. The event will begin at noon and probably wind-up around 6:00pm. Appetizers will be available from noon until the catered main meal is served at 2:00pm. The desert is not catered, but will be prepared by members (preferable their spouses since most of the members can't bake very well). If your spouse (or you) are interested in helping with deserts, please text contact information to Peggie McCabe 505-263-3764. The theme for this year's Bash is "Big Boys Toys On Display". Members are encouraged to show off their vintage / restored autos, trucks, motorcycles, boats, or other vehicles. Certain collections may also fit into the not so well defined criteria of acceptable items. (If you have a question about something you want to show off, give Pat Maloy a call 505-263-3837). The venue will not be a grassy field this year. Those fields look great, but are susceptible to mosquitos, rain or hot sun. Instead, we will be in the covered parking area of Berger Briggs Realty - 4333 Pan American Fwy NE. The location is great, there is ample space available for the 'toys', food service, sit down eating, cornhole games and mingling. Plenty of general parking is available on the street and adjacent property. The venue also has...wait for it...all the comfort of air-conditioned indoor restrooms. You won't want to miss this year's Bash. Sign-up sheets will be available this coming Tuesday. When put your name (and that of your spouse) on the list, be sure to note any items that you want to bring for showing off. And...The event is free for members and their spouse.

Badge Board Greeters

- June 10th Nestor Romero—The Payroll Company
- June 17th Larry Sonntag—New Mexico Business Coalition
- June 24th
- July 1st No meeting because of the 4th of July holiday
- July 8th
- July 15th
- July 22nd

Scheduled Speakers

- June 10th Randy Allen—Next Level
- June 17th President's Round Table
- June 24th Robert Schuerman—Medical & Commercial Communications
- July 1st No meeting because of the 4th of July holiday
- July 8th Erik Mease—SMPC Architects
- July 15th Todd LeCesne—Althera Alternative Care
- July 22nd Guest Speaker—Rio Rancho Mayor Greg Hull
- July 29th

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