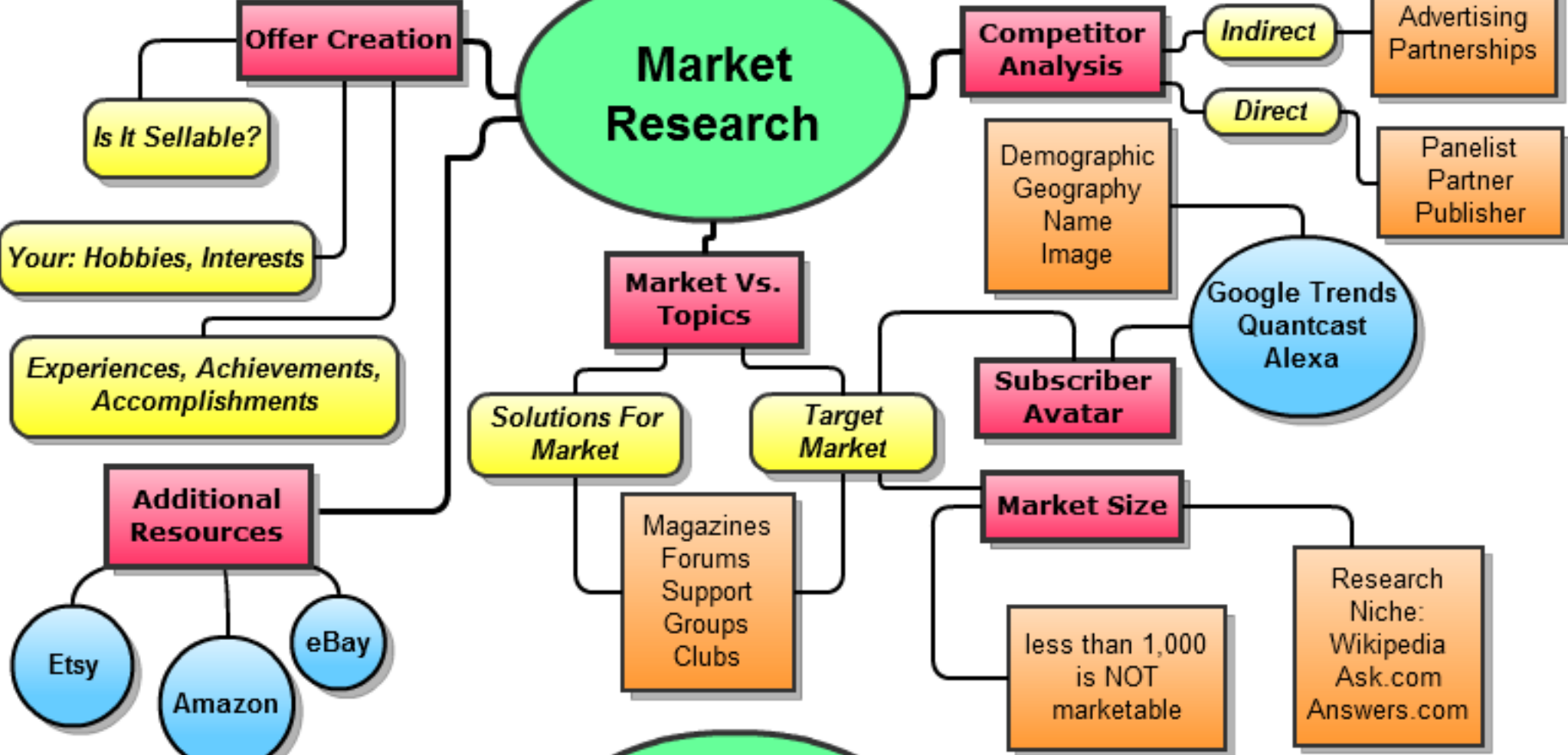
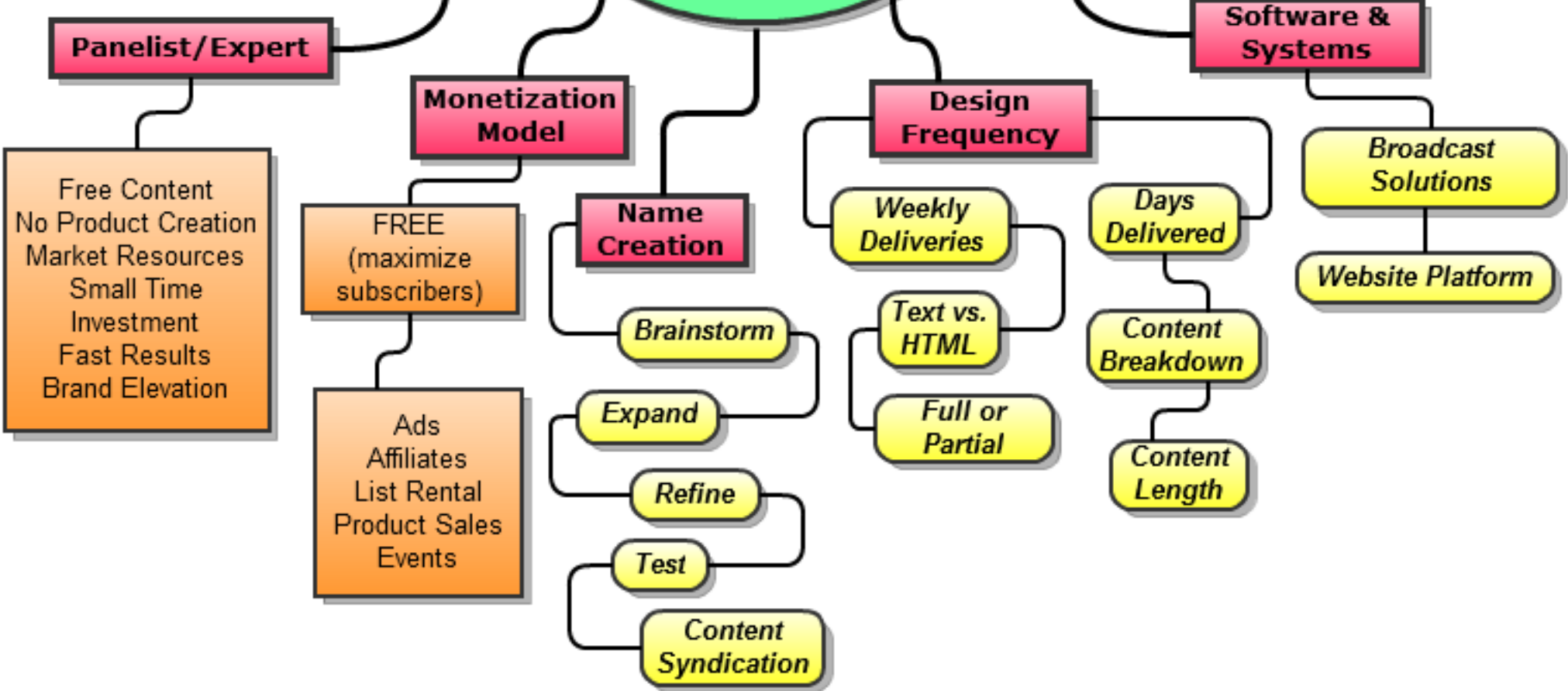


Newsletter Business Model

Market Research

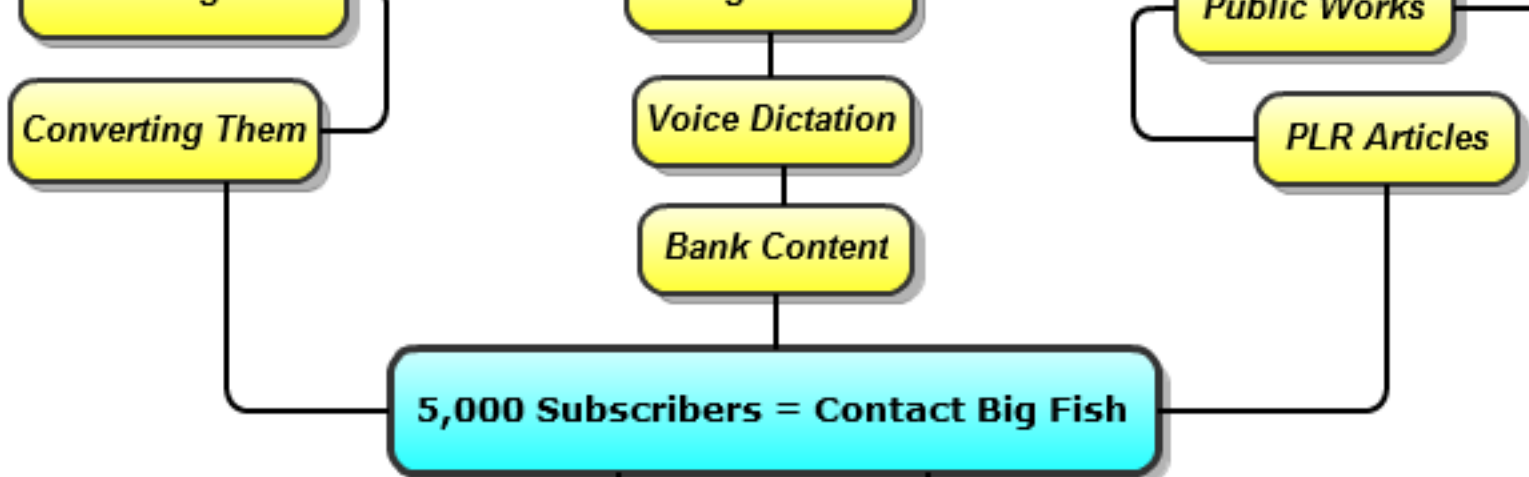


Anatomy of Inbox Magazine



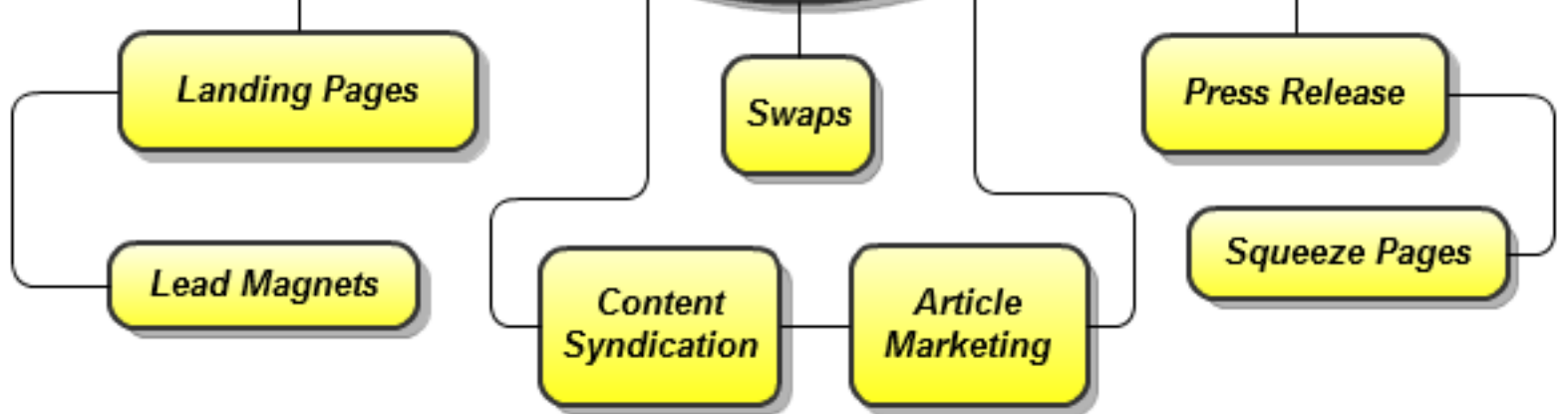
Content Management



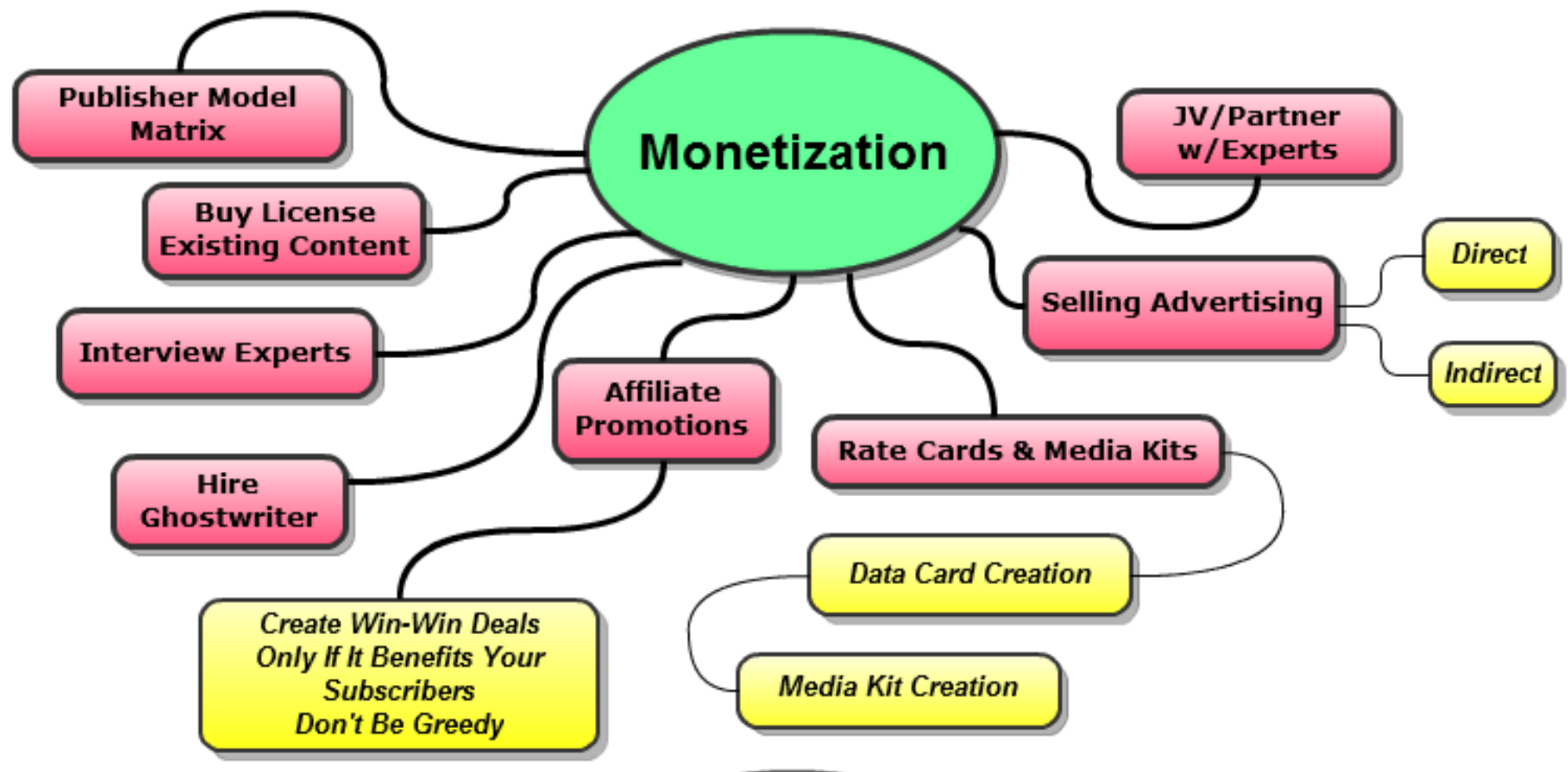


CONTENT GOAL:
 'I never would have thought of that in a million years!'

Getting Subscribers



Monetization



Metrics & Reporting

