

# Walsworth®

**Client:** A.I. Root, publisher of Bee Culture Magazine

**Services:** Print, Apps, Website, Social Media, Email Marketing,  
Digital Publishing Strategy



**Situation:**

Founded in 1904, Bee Culture Magazine is the leading resource for beekeepers in the United States. Veteran and novice “beeks” alike look to the magazine as a consistent source of up-to-date information, research and scientific discoveries on the apicultural science of beekeeping. While the magazine has had a loyal following, A.I. Root wanted to improve their digital presence to increase subscription rates and reader engagement.

**Testimonial:**

“Walsworth has been a game changer for our entire approach to reader engagement. Their understanding of digital and traditional publishing has helped us to completely transform how we view publishing and how our readers consume our content.” - Kim Flottum, Editor-In-Chief, Bee Culture Magazine

**Solution:**

Utilizing the foundational steps of content-experience planning, Walsworth performed a [Digital Presence Assessment](#) and [Content Assessment](#) to assess Bee Culture’s existing website and previous 12 months of magazine issues in order to recommend a content strategy and website architecture to support their growth goals. Bee Culture’s desire and willingness to commit to the recommended five-step content experience segued into a larger content plan that included a continuous publishing model.

Walsworth developed a new website for Bee Culture from top to bottom, utilizing content architecture recommendations from Walsworth’s User Experience team that established a site design that enhanced their content framework.



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Walsworth also developed an email and reader acquisition strategy that leveraged special offers and free trial subscriptions. Walsworth also helped start up and produce a monthly webinar series that is consistently driving 1,000+ registrations.

These elements supported Bee Culture's new continuous publishing initiative, and motivated additional readers to purchase subscriptions.

Walsworth also implemented a subscription management platform to support the results of these new strategies.

Since its launch in April 2015, the new BeeCulture.com has experienced:

- 890% increase in site traffic
- 800% increase in email newsletter sign-ups
- Addition of monthly webinar series driving 1,000+ registrations per episode
- 15% increase in paid subscriptions

Interested in learning more about how Walsworth's team of experts can help you?

- See all [case studies and eBooks](#),
- [Contact us](#) online, or
- Call us at 800-265-6795.

LET'S TALK