

Mediakit

Custom Magazine Publishing



Magazines Tailored to Your Vision

Overview

What is a Custom Magazine?

Custom magazines are a proven vehicle that help Document Solution Providers promote their products, services, and corporate culture. Whether your mission is to promote new products to existing customers, open up new revenue streams, or rebrand your business, custom magazines best deliver your message. You direct the editorial content of your magazine, which is tailor-made to promote your company's objectives in an educational and compelling style. When you partner with Imaging Network's custom magazine division, you gain access to our experienced team of publishing experts who understand the Document Solutions channel and will collaborate with your marketing division to produce a publication that is uniquely yours.



7 Seven Compelling Reasons to Custom Publish a Company Magazine

1 >> Help your customers do their homework

Your qualified buyers are committing to a long-term document solution investment and this requires them to make an informed decision. You can help them understand your products and services through cutting edge and informative editorial.

2 >> Distinguish your brand from others

Assist your clients to understand your brand and what sets your dealership apart from the competition. Imaging Network will design your publication to interest, inform & excite your customers.

3 >> Reward your loyal customers

Profile your important customers with case studies in your magazine that highlight their successful document solutions and give them exposure.

4 >> Retain your best customers

Remember the 80/20 rule — a fifth of your customers provide the bulk of your business. Publish a brand magazine to show the 20% that you do recognize their importance.

5 >> Reach your target market

Radio, TV, and billboards cast a wide net. Design a magazine to target a specific market such as real estate or legal, or to highlight a specific product like color or document and print management.

6 >> Take advantage of your customer database

Knowledge is power. Use your demographic data to shape and personalize publications that speak to your customers' interests.

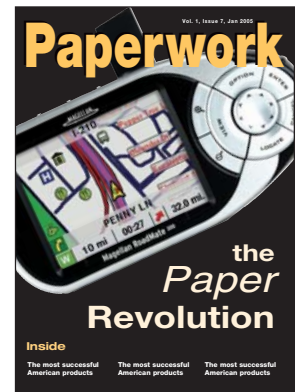
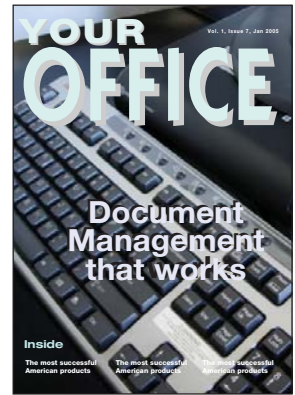
7 >> Turn prospects into customers

Today's browsers are tomorrow's customers. Make a good impression. Profile your company as an industry leader and they will remember you when they are ready to buy.

■ Benefits of Custom Publishing

Imaging Network brings unlimited editorial resources and publishing experience to your custom magazine. The same staff that creates *imageSource*, *Office World News* and *Office Furniture & Design* magazines will create a custom magazine for your company with content that will surpass all expectations. At Imaging Network we only know how to do the very best.

- Introduce and educate your customers about your new and existing products and services
- Position and brand your company as the authority and leader in your industry
- Build customer retention and generate new leads
- Create instant recognition and loyalty
- Lower marketing budgets while increasing exposure
- Profile clients, projects, awards, and accomplishments
- Target new revenue streams and vertical markets
- Communicate your important marketing messages in a credible editorial format
- Lower your printing and marketing costs by partnering with a leading publisher
- Take advantage of pre-approved co-op dollars from your manufacturer
- Promote your community service and philanthropic efforts
- Create case studies on how your company provided real solutions to your clientele



■ Statistics from the Custom Publishing Council

- **75%** of business professionals believe custom magazines improve a company's image
- **94%** of business people found custom publications a useful source of information
- **30%** of those surveyed purchased a product or service from a custom publication
- **78%** of business professionals consider custom magazines a more effective vehicle than traditional advertising
- **94%** of business professionals think custom publications are important links to their purchasing decisions
- **92%** of marketing directors rated custom publishing effective at relationship building, generating loyalty and client retention
- **37%** of business consumers spend 30 minutes or more reading a custom magazine
- **40%** of the above will pass along the magazine to other qualified buyers in their respective company
- **50%** of business professionals say custom magazines build customer loyalty and 33% report a custom magazine would make them feel valued

R.O.I.

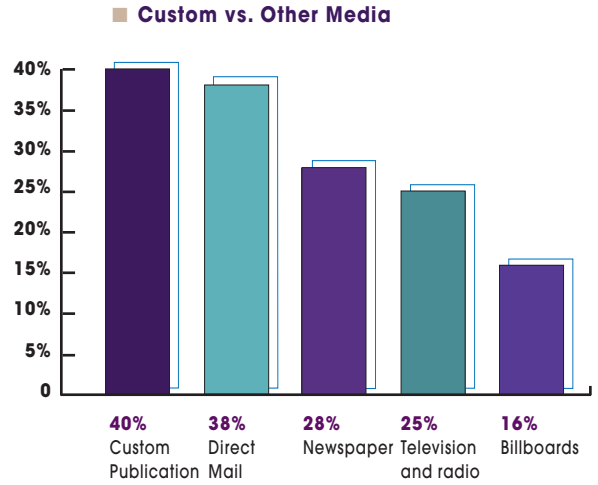
R.O.I.

The Facts

Based on research by the Custom Publishing Council, marketing directors agree that custom magazines outrank direct marketing pieces, radio advertising, television, Internet, and telemarketing.

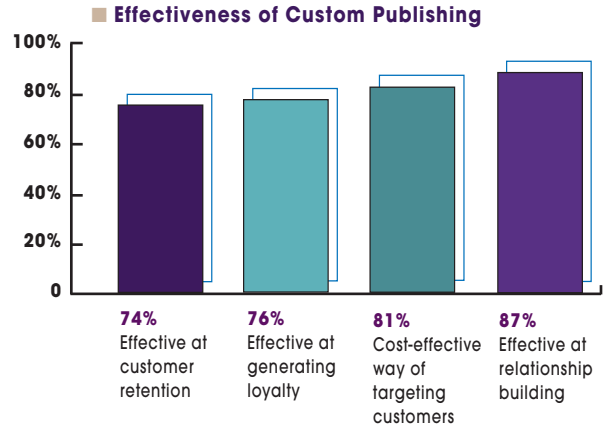
In a Millward Brown* study, 40% of respondents reported purchasing a product after seeing it featured in a custom publication. The graph to the right indicates how other media stack up.

*Millward Brown is a leading and innovative global market research agency specializing in helping companies maximize their brand equity, brand performance and brand health.



The Results

Consumers today have a sophisticated understanding of the role of a custom magazine. They know that custom publications are developed to increase sales, but they welcome them, spend time reading them, have a more positive view of the company image, and are more inclined to continue using that company (*see chart on Effectiveness of Custom Publishing*).



About Us



Imaging Network

Imaging Network is the leading business-to-business multimedia company serving the office technology, office products, and office furniture channels. For nearly a decade we have been providing essential information to dealers and resellers in these fields through our publications—*imageSource*, *Office World News* and *Office Furniture & Design*—as well as sister websites and weekly e-newsletters.



Contact Info.

The Custom Magazine Division is ready to personalize and build your custom magazine. Turn to our staff of industry experts and start using the most effective source of marketing available to build your message, build your business, and build your profits.

800.989.6077 ext. 215 ■ 954.453.0700 ext. 215

custom@imagingnetwork.com ■ www.imagingnetwork.com/custom