

# OFFICEWORLD NEWS

MediaPlanner

[www.officeworldnews.com](http://www.officeworldnews.com)



## Welcome

*For over 30 years, Office World News (OWN) has been the foremost information source for the office products industry. Now, Imaging Network and the National Office Products Alliance (NOPA) have joined forces to ensure that OWN continues as*

*the leading industry publication. The alliance of these two organizations gives our readers the full benefit of NOPA's 100-year history and Imaging Network's publishing expertise.*

*The mission of OWN is to consistently*

*deliver critical information to dealers, retailers, service providers, and others in the field. By fulfilling this mission, we are able to offer office products manufacturers and vendors a targeted publication that is second to none for getting their marketing message heard.*

# Overview

## Guiding Principle

The central goal of NOPA and Imaging Network is to give office products dealers the information they need to build their businesses. This theme is reflected throughout the editorial in *Office World News*.

## Content

Recognized industry leaders provide readers with hard-hitting analysis, industry trends, business practices and more. Each issue of *OWN* offers these experts a forum in which to share their advice for surviving—and thriving—in today's challenging market.

The foundation of the editorial is built on fundamentals like sales and marketing techniques, recruiting and retention, and financial

planning. We also keep our readers on top of all product categories, leaving no niche undiscovered.

## NOPA News

As the official publication of NOPA, *OWN* is now the source for NOPA news. Each issue keeps you updated on what NOPA is doing to ensure that the independent dealer stays ahead of the competition.

Our dedication to serving the dealer community is what makes *OWN* the publication these professionals turn to for relevant and useful information.



## About Us

### National Office Products Alliance (NOPA)



Founded in 1904, the National Office Products Alliance (NOPA) is the leading organization representing office products dealers. As the office products division of the Independent Office Products and Furniture Dealers Association, NOPA furnishes its members with business solutions—government advocacy, education and training, vital research, information, and networking opportunities—that make them more effective and, most importantly, more profitable.



*Office Product Industry Report*, the trusted information source for office product dealers, has been incorporated into *Office World News*, a full-color magazine offering dealers even more industry insight and education.

### Imaging Network



Imaging Network is the leading business-to-business multi-media company serving the office products channel. For nearly a decade, Imaging Network has been providing essential information to dealers and resellers in the document technology, office products and office furniture fields through top industry publications *imageSource*, *Office World News* and *Office Furniture & Design*. Imaging Network is also the founder and host of ITEX, the premier U.S. trade show covering the entire spectrum of document technology.





# Programs

## A Profitable Partnership

We succeed only when you succeed. We don't employ "sales people" at Imaging Network. Instead, each of our clients works hand in hand with one of our Business Development Partners to create a targeted, effective campaign that will help you achieve your marketing goals. *Office World News'* multi-media programs provide a targeted approach that is second to none in the office products dealer channel. Let us help maximize your marketing strategy with an integrated advertising plan that includes:

### **Online**

The authoritative content of *Office World News* is now accompanied by a sister website, [www.officeworldnews.com](http://www.officeworldnews.com). OWN offers many online advertising opportunities, including banners, content sponsorships and product spotlights that can translate into measurable results for you.

### **Email Newsletters**

*e-Office*, our e-newsletter, provides valuable industry information and breaking news to our readers. *e-Office* is an effective marketing tool, placing your message in front of direct request subscribers weekly.

### **Online Leads**

Every advertiser receives a banner ad on our website and in our electronic newsletter. These link to a profile which gives valuable information about your company, including a link to email you directly.

### **Custom Conferencing**

Let us gather the local, regional or national audience you target in a formal or informal atmosphere. We will organize a focus group, discussion or conference to bring you face to face with your customers.

### **Custom Publishing**

Our custom publishing service is an important marketing tool that allows you to create and maintain an effective, personalized relationship with your customers. We offer turnkey services, including editorial, design, printing and distribution.

### **Catalog/Brochure Insertion**

Reach our readership by inserting your catalogs or brochures into *Office World News*, *imageSource*, and *Office Furniture & Design* magazines. Provide your material or have a piece custom designed by our creative team.

### **Mailing Lists**

Achieve targeted, high-response communication with key decision makers in your market. Mail lists are available for rental from our qualified subscriber and trade show files. Let us help pick the demographic that is right for your next promotion.

### **Press Releases**

Do you have news that the office products community should know about? OWN provides opportunities to deliver messages about new products, services and industry developments.



# Audience

## Positioning

*Office World News* is the preferred magazine of office products dealers. Each issue reaches over 19,000 top-level executives who make or influence his/her company's buying decisions. These professionals are eager to learn about new products and services that can improve their efficiency and sales and expand their offerings.

## Reach

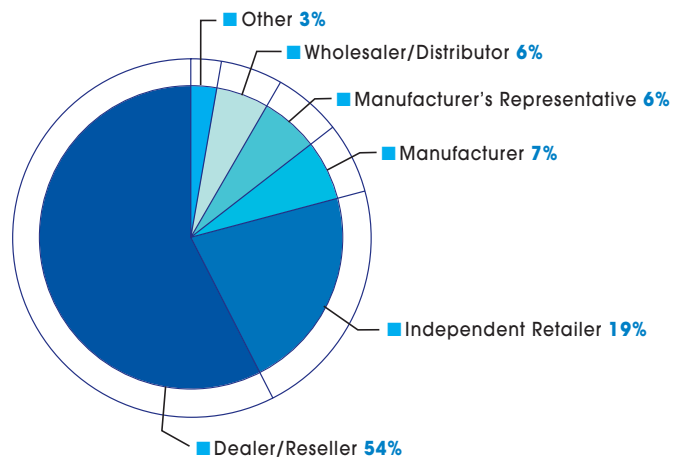
Published six times per year, *Office World News* offers you an unmatched opportunity to reach your key audiences, including independent dealers, resellers and retailers, industry consultants, computer technology resellers, U.S. dealer group members, first-call wholesaler dealers, and field representatives. *OWN* offers access to dealer principals, owners and management. In short, we get your message to those with the power to buy.

## Circulation

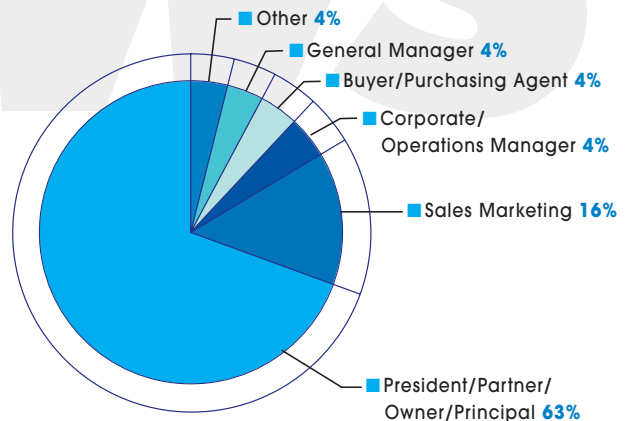
Between NOPA's knowledge of the office products market and Imaging Network's publishing expertise, we deliver a highly-qualified audience of office products professionals to our advertisers. The Imaging Network circulation department meticulously monitors *Office World News* readership through reader response cards, telephone interviews and email response mechanisms.

Advertisers in *Office World News* are assured that every issue of our 19,000+ copy controlled circulation will be on the desks of the top decision makers in the office products market today.

## TYPE OF BUSINESS



## READER PROFILE



## Contact Us

**Contact us today to start building a marketing plan that will give you the exposure you need.**

- For your advertising needs, call us at 800.989.6077 or 954.453.0700, or email us at [sales@imagingnetwork.com](mailto:sales@imagingnetwork.com).
- To submit press releases, send by email to [editor@nopanet.org](mailto:editor@nopanet.org) or mail to 4061 SW 47th Ave, Ft. Lauderdale, FL 33314.

**For more information about the publishers of Office World News:**

- **Imaging Network:** [www.imagingnetwork.com](http://www.imagingnetwork.com) • 800.989.6077 • 954.453.0700
- **NOPA:** [www.nopanet.org](http://www.nopanet.org) • 800.542.6672 ext 134