

CUSTOM PUBLISHING

Above all else, *Quality Digest* is a flexible, results-oriented partner in your marketing efforts. We strive to create marketing programs that will allow you to achieve success through reaching out to our subscribers.

As creative as we might be in designing programs to suit all clients, we realize that no one understands your goals better

that you. That's why we've created our custom publishing/custom marketing division—to provide the flexibility to help you market to our readers in the exact style that suits you best. With our custom divisions, you tell us what you want and we'll create it to your exact specifications.

Custom-designed publications



We're a full-service publishing company capable of helping you achieve your vision with your very own magazine (up to 40 pages in length). Give us the general direction you want to go, and we'll create all the editorial and graphic content for your approval. Best of all, you get to choose exactly which of our subscribers you want to send your publication to—it will be polybagged along with that subscriber's issue of *Quality Digest*. Selects can be picked by industry, general job function, or region. All production work, printing, packaging, and shipping is included in one low price, based on the total number of copies desired (10,000-copy minimum). Call your advertising representative for more details and a price quote.

Inserts

Already have a piece produced and ready to send to our readers? If you're considering direct mail, think instead about taking advantage of our insert program. Subscriber receptivity is better when a piece comes polybagged with their monthly issue of *Quality Digest* instead of arriving "naked" on their desk. All packaging and shipping costs are included, and you can target specific subscribers by industry, general job function, or region. Cost is just \$300 per thousand names, plus a \$250 production fee (5,000-copy minimum). An additional fee of \$50 per thousand names will be included if specific job titles are requested.

If you have a special insert or other item that you'd like to include in *Quality Digest*, such as a postcard, a Post-It note, a special gatefold, a tip-on, or a bellyband, call your advertising representative and we'll get you a quote right away.



E-mail blasts

We recognize that selective e-mails to our readers can be an effective way for advertisers to get their message out to the marketplace. If you have a special upcoming event, program, or product, consider an e-mail blast to a selected portion of our readership. We take your message and lay it out in an attractive, attention-getting format. Again, you can select your targets based on industry, general job function, or region. The cost is just \$210 per thousand (5,000-name minimum). An additional fee of \$50 per thousand names will be included if specific job titles are requested.

