

PARTNERING WITH YOU TO:

Build Your Brand

Develop Loyal Customers

Increase Sales and Profits

Vance | CUSTOM
MEDIA

Custom Media Is a POWERFUL Tool

that savvy marketers are using to create a stronger bond between their company's products and their customers. With more than \$20 billion a year spent on Custom Media programs, branded content has proven effective in winning the loyalty of customers.

Vance Is Expert in These Markets

- Food
- Merchandising
- Agriculture
- Retail
- Beauty, Hair, Skin, Spa
- Furniture
- Woodworking
- Home Storage & Closets
- Design, Lighting, Accessories
- And More!



No Matter What the Medium, It's Still All About Content!

When you deliver relevant, compelling, and valuable information to your customers, they will think positively about your brand. Whether your program is print, online, an in-person event, or any combination, your branded content must be of strong interest to your customers in order to establish trust and credibility.

Whether your organization is large or small, a Custom Media program can be the link between your advertising, promotion and publicity campaigns and your sales and customer service teams.

The Appeal of Custom Media Is Strong!

You can control the environment for your message and control the audience that receives it. You have the opportunity to provide relevant and actionable information to your target audience, while avoiding being overly promotional. Done right, a Custom Media program can:

- Build greater loyalty to your brand
- Increase customer retention
- Develop new customers
- And ultimately improve sales and profits.

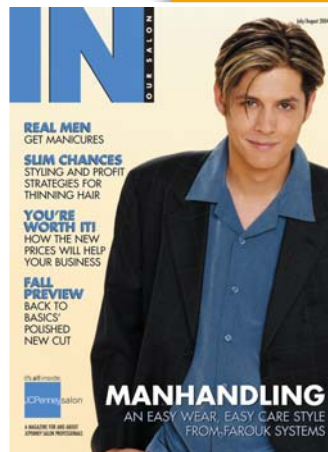
Make Vance Your Custom Media Partner

A Custom Media program starts with content that your customers will find interesting, compelling and credible. That's exactly what Vance editors do 24/7! Our editorial teams know the industries they serve and the issues. We can help you shape your Custom Media program.

Put Our Purchasing Power to Work for You

The purchasing power of Vance Publishing translates into top quality at effective pricing. We buy millions of pages of printing and paper every year. Because of our clout in the marketplace, Vance can offer you a turnkey Custom Media program or an array of ala carte services including:

- Editorial direction and original content
- Custom design and art direction
- Production management from design to print to mail
- Audience development and segmentation
- Lead generation and management programs
- Pre- and post- brand awareness studies
- Ad sales
- Web, webcast and e-product development
- Event production and management
- And more!



Testimonial

"The Modern Salon staff is fantastic to work with! They are a great team and have their fingers on the pulse of the industry. We benefit from their knowledge which is customized to meet the needs of our more than 19,000 Salon employees."

**Paula Malloy,
Director of Marketing and
New Product Development,
JCPenney Salon**



Vance Creates COMMUNITY

in print, online, and in person

The Right Message, in the Right Medium, at the Right Time

Your specific objectives, your customers' needs, and your budget will help determine which medium is right for your Custom Media program. Highly targeted magazines, newsletters, events, webcasts, and magazine supplements are all forms of Custom Media products. Vance can help you evaluate the options and select the best media for your message.

Print

Customized programs can be built around a print product – magazine, magalog, insert, outsert, newsletter or book. Print programs can be as simple as packaging existing content for current customers in an exciting new format, to creating original material, to building a completely new targeted database and including a Web component or on-site event. No matter what format is chosen, the product needs to be of value and delivered on a consistent and regular basis.

Magazines engage their readership, and can be an ideal way to deepen your relationship with your customers and move them to action. According to a 2003 survey of marketing directors* who had firsthand experience using a custom publication, an overwhelming majority said it was effective at building relationships, generating loyalty and retaining clients.

* 2003 survey of marketing directors conducted by the Custom Publishing Council in conjunction with the Association of Publishing Agencies.

JCPenney



United Fresh Fruit and
Vegetable Association

Custom Media is all about customer and brand loyalty. Companies who want to increase brand awareness, improve customer retention, develop new customers, up-sell current customers, and cross-sell products will benefit from a well-planned and well-executed Custom Media project.

Web

Customized programs can be built around webcasts and e-newsletters. One of the key benefits of a Web program is that you can provide a tremendous amount of information, yet package it in a format that is not overwhelming.

Webcasts can convey information that feels both customized and intimate, because your customer controls the delivery. Combining the capabilities of a presentation or white paper with a “live” person, webcasts work well for:

- Educating customers when an on-site demonstration is not practical
- Providing information that needs to be digested in brief or often-interrupted blocks of time
- Attracting customers who prefer “on demand” versus “real time” viewing.



E-newsletters quickly convey news, provide lots of info-teasers with links to your Web site, and allow for plenty of interaction – polls, surveys, links to chat rooms and demos – the possibilities are endless! Great e-letters are “habit-forming!” Let us work with you to create a custom e-newsletter program sure to grab the attention of your targets.

Events

Live events put you face-to-face with your customers. Whether it's a conference, seminar, roundtable, user group meeting, live demo or road show, there's no better way to create a brand experience to:

- Educate your customers about complex or new products and services
- Create an environment for focused, experiential communications
- Foster peer-to-peer interaction on major industry issues.



"Our custom newsletter delivered instant quality leads and was handled with enthusiasm and professionalism by Vance's Industrial Division. We plan on doing more as we prepare for the woodworking industry's biggest trade show."

*Doug Capers,
Marketing Director,
James L. Taylor*

"Vance built and maintains a proprietary e-mail database for us. They then send our e-newsletter to 26,000 woodworkers each month exactly when we want it to launch. The customer service and the results have been excellent!"

**Stephan Waltman,
Vice President,
Stiles Machinery**



How to Get STARTED*

1. Define Your Objectives

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Custom Media programs are intended to build brand awareness and custom loyalty. Your company has its own unique marketing objectives which will determine the format, content and design of your project as well as give you measurable objectives to work toward.

2. Know What Your Customers Want

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Create a welcoming, customer-centric environment that focuses on topics that will attract and benefit your customers. You want to make an emotional connection with your customers by catering to their needs and interests.

3. Identify Precise Target Audience

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Which customers should you target? The most effective Custom Media programs are highly targeted to the specific needs of the audience. The more specialized the program, the more successful it is.

4. Decide Which Medium Will Work Best

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Print magazine, electronic newsletter, webcast, live event, sponsored supplement, calendar, poster, catalog/magalog, special report, sponsored white papers are all options. Your unique marketing objectives will dictate which medium or combination of media will best meet your needs.

5. **Contact Vance Custom Media!**

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Vance Publishing has helped thousands of businesses and industries promote their products, enhance their images, and expand their markets. Our Custom Media team is ready to deliver the same successes to you.

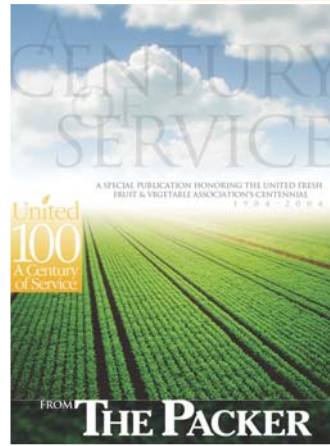
*Adapted from an article posted on the Custom Publishing Council's Web site.

With a subscriber database of more than half a million, Vance can supplement your customer list with highly qualified, targeted prospects. We will work with you to extend your reach into the marketplace. ←.....

Measuring a Custom Media Program's Success

Let's face it ... relationship-building takes time and effort. A Custom Media program should be integrated into your overall marketing plan to build a cumulative effect over time. An ongoing brand awareness plan will measure awareness and preference ratings on a year-over-year basis.

And while individual efforts should not be judged on their own, specific and measurable objectives should be set upfront. Lead generation tools and sales management programs can range from inserting a business reply card into a printed piece to driving customers to your Web site to polls and surveys. Vance Research Services can work with you to develop insightful and actionable market research.



Testimonial



From concept through final execution, United was very pleased with the professionalism and expertise Vance brought to this job. Your team did an excellent job in developing an editorial outline, sales plan, and production schedule that combined to result in a top-notch publication.

Vance Is Your
CUSTOM MEDIA PARTNER
in print, online, and in person

Tom Stenzel,
President and CEO,
United Fresh Fruit &
Vegetable Association



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BUSINESS MEDIA**
The Association of Business Media Companies


Custom Publishing Council