

CUSTOM PUBLISHING *Today*

Step Out of The Ordinary

A rapidly growing
\$30 BILLION
industry

Ahead of consumer
magazines, radio
and outdoor



LIPTON Philadelphia's Premier Custom Publisher

Custom Publishing: WHAT IS IT?

Custom publishing is a powerful, targeted way to reach customers, prospects, employees, and partners while maintaining full control of the medium and the message.

CUSTOM PUBLISHING TRENDS

Number of custom publications in North America — 108,000

The average company now produces 2.2 custom publications.

Average distribution is approximately 36,000.

51% of custom titles target customers and prospects. 49% target employees.

Source: Custom Publishing Council and Publications Management Research



You've been exposed to custom publishing for your entire life. Every plane flight you've ever taken has exposed you to it. The airlines have used custom publishing as their key communications tool with every passenger they've had for 30 years.

Here's another surprise. They've done it for free. They offset their entire publishing cost by selling advertising pages in every issue. What a deal!

WHAT DOES IT LOOK LIKE?

Custom publishing isn't limited to magazines. It comes in a variety of formats and flavors. It can have the look of a special interest magazine. For faster reading, it might be a newsletter. To establish an air of importance and authority, it could be a "white paper" or a journal. And for the computer-set, it might be an eZine or eNews bulletin.

It might be nice if it were interactive. So we'd recommend a CD-ROM. Or, maybe it would be more interesting as a book, or better yet, a book on tape.

Suppose your audience could best be served with a complete reference on the subject. We'd recommend a semi-annual or annual directory.

Get the idea? **Custom publishing is exactly what you want to tell your customers and prospects – delivered in exactly the format that your customers and prospects want – and with the exact content tailored for your specific needs and objectives.**

WHY DIDN'T I THINK OF THAT?

Chances are you've never taken the full potential of custom publishing and put it to work for you and your company. But here's why you should!

Growing companies find custom publishing an extremely effective way to build a brand. They can look much bigger and more impressive than their competitors.

Established companies find custom publishing a value-added marketing tool to cross-sell their other products. They can reach core constituencies with greater impact and keep competitors at bay.

Large companies rely on custom publishing to provide a timely, relevant way to communicate to employees at multiple locations.

All companies benefit from custom publishing because it connects with customers or employees on an emotional level. It provides a vehicle for continued dialogue with customers, prospects, or employees and it helps build loyalty and trust throughout a broad customer base.

You'll find custom publishing to be an effective way of disseminating all of your messages convincingly and without clutter. Plus, it affords you the opportunity to deliver different messages for different target audiences that are important to you.

USE CUSTOM PUBLISHING TO:

BUILD RELATIONSHIPS

COMMUNICATE TO CUSTOMERS & PROSPECTS

GENERATE LOYALTY

CROSS-SELL OTHER PRODUCTS

Building One-to-One



e Relationships That Last!

Imagine you're waiting in a lobby for an appointment. Or, you finally have a few minutes of free time before your next conference call. Maybe you just need a quick break. As you sit back, relax, and take a deep breath, you look around and reach for a magazine. Something to lightly glance through. Something to read.

What a perfect opportunity to build a relationship with a customer, a prospect, or a client. *You've found the key to custom publishing.*

MAINTAIN ONE-TO-ONE RELATIONSHIPS WITH CUSTOMERS

The core idea behind custom publishing is to build and maintain one-to-one relationships with customers. To sell the value of your company and its products at a deeper level than can be achieved through standard means of advertising or publicity. And to deliver a rationale and sound logic to bring customers to the conclusion – “I should do business with this company.” Custom publishing builds credibility while it stimulates sales.

But in order to build relationships, your publication must be attractive, interesting and entertaining, and most of all — informative. Recipients must look forward to

receiving it, and they must truly benefit from reading it. It must grab their attention, get them involved, and keep them willingly turning page after page.

KEEP YOUR COMPANY TOP-OF-MIND

Custom publishing — at its best — will keep you and your company top-of-mind with your customers while you maintain full control of “the medium and the message.”

The statistics below show how marketing directors view custom publishing. Custom publishing is proven to be an efficient, effective, economical and exciting way to achieve your goals.

KI Lipton Inc. can show you what works in custom publishing, and why.

It's easy to find out more. Just pick up the phone and call Rick Lyons at 267-893-5676 or send him an email at rlyons@ki-lipton.com. You'll see just how extremely effective custom publishing can be.

Member of the
Custom Publishing
Council



Custom Publishing Council

How Custom Publishing Benefits Your Business

Of those marketing directors who had firsthand experience using a custom publication:

92% said it is effective at *relationship building*.

88% said it is effective at *generating loyalty*.

83% said it is effective in *communicating with prospects and for client retention*.

Source: Custom Publishing Council and Publications Management Research

Custom publishing with From Concept

You don't have to be a publisher to take advantage of this fast-growing market. Let us create your publication from concept to distribution.

Located in Horsham, Pennsylvania, K.I. Lipton draws from a nationwide team of extremely diverse and talented people. We create custom publishing products that enable you to connect with your best customers and prospects on a deeper, more memorable level. You might not have heard of us, but we've been around for 25 years!

ARIBA

THE magazine for business-to-business eCommerce

Launched in March of 2000 and reaching over 50,000 executives throughout the world, this magazine had a tremendous impact on attracting business and business partners to ARIBA. More than 100 advertisers paid for advertising space. In just the first five issues, advertising revenues exceeded \$1 million.

Web presence, too. A companion to ARIBA magazine, this electronic publishing site is an instant resource for readers and advertisers, with links to ARIBA's corpo-

rate site as well. As part of a well-rounded custom publishing effort,



more and more companies find the Web a vital contributor to their success. www.ki-lipton.com/ariba/

Health Matters: The magazine for Warminster Hospital

This small community-based hospital had an image problem, as it was overshadowed by larger teaching hospitals in Philadelphia. Many local residents assumed that a trip into the city was necessary for quality health care.

Our Mission: Create a new image for the hospital that would clearly communicate to residents the vast array of specialized services right in their own backyard. The magazine is now sent to 85,000 local residents in a 10-mile radius and has been well



received by both the community and the hospital staff.

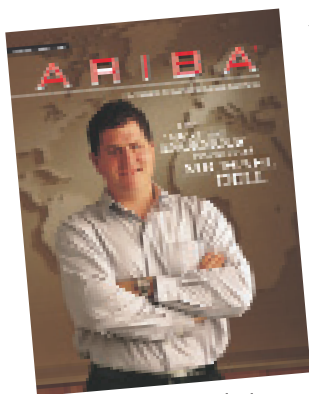
Rohm and Haas power@work magazine

The world's second largest specialty chemicals company uncovered a weakness when they acquired the Morton Chemicals adhesives business in late 1999. Users of adhesives failed to see the company as a large, diversified, and dedicated supplier. How to position the company as the adhesives powerhouse they truly are?

power@work magazine. A perfect example of an established company using custom publishing to cross-sell their products and build their brand name. Now available as an e-magazine globally.

On The Beach: Luxury Ocean Front Living

When Belldon Development, LLC, a high-end developer of oceanfront homes and condominiums in Wildwood Crest, NJ, needed to sell their mostly completed million-dollar-plus homes and condos, they came to KI Lipton for help. With the summertime



publishing site is an instant resource for readers and advertisers, with links to ARIBA's corpo-

KI Lipton: to Distribution

window of opportunity at hand, a glossy tabloid called *On The Beach* was conceived, published and mailed to a very targeted audience of affluent households within driving distance of Wildwood Crest. At the same time, a companion website was built, providing prospective owners virtual tours of these extraordinary homes. The result: within 30 days, \$10 million in real estate sales.

Dialogue: The magazine for Doylestown Hospital

Recognizing the importance of educating area residents about healthy lifestyles and new technologies and treatments, Doylestown Hospital came to us to redesign their 10-year-old publication, expand its distribution, and sell advertising to fund the added costs of increased distribution. The result: a reader-friendly, community-oriented magazine that reaches almost 150,000 households. As the competitive hospital landscape continues to evolve, Doylestown Hospital has aggressively reached into adjacent communities in an effort to expand their own business. Readership studies validate its effectiveness.



Primavera Magazine

As the world's leading project management software provider, Primavera Systems is widely known and respected by large-scale construction firms whose projects could not break

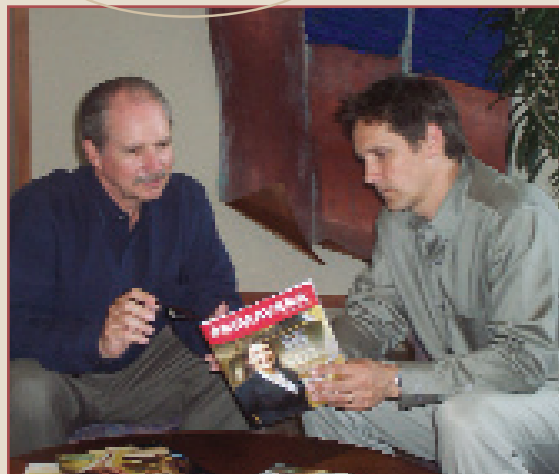


ground without unique software solutions. To give the company's software solutions a more complete venue for showcasing their many applications, Primavera® magazine was launched. With a circulation of 55,000, it is now a must-read for professional project managers around the world.

What should you do today?

First, open the door to this new way of doing business. Forget about how you used to market your products and services. Think about how you're going to successfully market them in the future. Now, here's the easiest part. Just call or email Rick Lyons at 267-893-5676 or rlyons@ki-lipton.com. He'll show you how extremely effective custom publishing can be for you. For a modest fee, KI Lipton will conduct a comprehensive feasibility study – with an original prototype of a custom publishing property for you and an analysis of the costs and your returns. KI Lipton Inc. can be your most valuable marketing partner! So take the first step... and step out of the ordinary.

KEY PLAYERS CORNER



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**Do they
hear what
you're saying?**

No matter how loud you think your message is, they won't hear you unless you speak their language. And no one helps you speak more clearly to your customers than we do.

To talk the talk of the people you need to reach, call 267.893.5671 or visit us at www.ki-lipton.com.

KI
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