

THE NEW American

PRINTER[®]



130 YEARS YOUNG

USING VARIABLE PRINT
TO PROMOTE VARIABLE PRINT

PUBLISHING PROSPECTUS

The World's Only B2MeMagazine

Integrating database, print, web & social media for measurable, lead registration results.

Replacing old-style ads with data driven, individualized Messaging Positions to increase lead registration responses.

Using the power of today's integrated, interactive print technology

Enabling 1:1 data driven dialogues with high value prospects

American Printer's value proposition is the same as yours:
Variable print increases messaging effectiveness.

Using proven 1:1 technologies throughout the printed magazine insures advertisers maximize their magazine and advertising ROI.

Think of American Printer as a great 1:1 direct mail piece disguised as a 58 page, upscale printed magazine.

Our 1:1 messaging specialists will be there to guide your success with this new Lead Registration platform.



The Lead Registration Benefits of a Variable Printed Magazine

As a supplier of variable print technology, we invite you to join us as a Client of the world's only magazine 100% produced variable print technology.

American Printer's Lead Registration Publishing Platform utilizes the latest digital composition, social media, mobile and print technology to create a highly individualized, interactive, lead generation focused 'PRINTED' magazine.

American Printer replaces old-style advertisements with data-driven, individualized Messaging Positions. Your Messaging Positions can be used for individualized ads, advertorials, articles... Or, creatively combine them (after all this IS variable print) to do what it takes to best communicate your company's value proposition to each subscriber. Our individualized messaging specialists help you maximize the effectiveness of this Lead Registration Publishing Platform.

American Printer Enables Personalized Dialogue

Personalized messages capture your prospects' attention because it uses the power of today's progressive, integrated print technology, the very same technology your company promotes. Our database driven platform provides unique printed publication to communicate individually with high value prospects - our readers.

Delivering Registrants

Each subscriber's magazine is generated to match their demographic profile. Personalized QR/PURL codes are seamlessly integrated into the magazine's Messaging Positions to quickly launch the subscriber to your Messaging Position's personalized landing page.

Customized for 'Your' Best Prospects

Your Messaging Positions also provide 100+ magazines customized for your designated prospects. Your customized magazines contain double your company's Messaging Positions with unique selling propositions for each prospect. Each prospect receives an upscale, individualized, personalized printed publication via 1st class mail. Our email

American Printer is B2B Evolved

delivery notification enables timely follow up with each prospect by your sales team. The old B2B (Business-to-Business) model is rapidly becoming obsolete. American Printer supersedes the old fashioned one message for all' billboard approach. We enable your business to communicate highly relevant messages individualized to each subscriber based on their unique job responsibilities, needs, and objectives. We call it B2Me.

Enhanced ROI

Our B2MePlatform, coupled with advanced content management, enables an entirely new individualized subscriber interaction which was never before possible in printed magazines. That makes American Printer a unique way to connect with the right people, in the right way to drive lead registrations.

This is Different

Yes, American Printer is different. If old-style B2B advertising is working for you, keep doing that.

But if that old ad model is not delivering needed results - then American Printer's 1:1 platform is well worth investigating.

American Printer Cross-Media Service Options

Mission

- ✦ Help Clients increase sales by demonstrating the power of variable print solutions in a variable printed magazine sent to high value prospects
- ✦ Create high-value, web-interactive magazines to refocus printers from consistent cost cutting to investing in new technology for higher value, higher profit, print projects
- ✦ Use data-driven publishing to provide Clients demographically rich, lead registration options

Target Audiences

- ✦ Commercial and transaction printers, enterprise users, print and packaging professionals
- ✦ Sales, design, marketing & customer experience professionals
- ✦ **PLUS:** Client designated magazine and eNews recipients

Messaging Positions – Quarterly Magazines, Weekly eNewsletters, Website, Social Media

- ✦ Client 'Customized' Editions American Printer Magazine
 - 50-400 Mailed 1st class to the Client's designated recipients in the USA
 - 4-color messaging pages (*ad, article, advertorial, interview...*)
 - All direct competitor ads removed
 - Cover page modified to contain a Client designated 1:1 message for each recipient
 - Client receives email notification of the magazine's delivery
- ✦ Standard Edition American Printer Magazine
 - 100 Priority mail delivery to a C-level in each of the top 100 US printers
 - 2,900+ Mailed 1st class to subscribers
 - One 4-color Client messaging page
- ✦ American Printer Weekly eNews
 - 35,000+ emailed weekly to subscribers plus Client designated recipients
 - Guaranteed, above the fold publishing position in the newsletter
 - Date specific publishing
 - Hyperlinked logo
- ✦ American Printer LinkedIn Platform
 - Client submitted articles promoted via American Printer's LinkedIn Group

- ✦ AmericanPrinter.com Portal
 - Guaranteed publishing rights to the Featured Articles Section
 - Hyperlinked logo
 - Skyscraper ad positions
 - Video postings
- ✦ Article Writing Services

Operations Management:	18%
Other:	3%
Purchasing:	1%
Sales & Marketing:	3%
Senior Management:	64%
Technical & Creative:	11%