

USE YOUR HEAD.

# SciAmm

custom publishing

## YOUR MESSAGE. YOUR AUDIENCE. OUR EXPERTISE.

Good customer relationships start with good communication. The Scientific American Custom Publishing Program creates channels to initiate and sustain a dialogue with your customers. Build long-term relationships with your customers by conveying an in-depth story about your products, your brand, your corporate mission or sponsored event—all in a sophisticated editorial format.

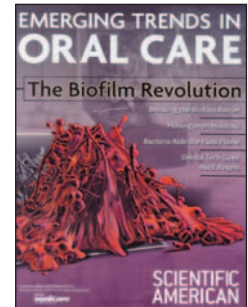
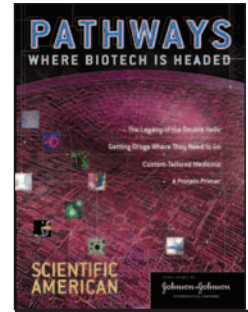
Custom publishing should be the cornerstone in any integrated marketing and communication strategy—supplementing advertising, public relations, direct marketing, promotions and events. You can cut through the marketing “noise” by delivering information that is both engaging and valuable to your target audiences, whether they are existing customers, association members, prospects, or industry opinion-leaders.

### Why Scientific American Custom Publishing?

The Scientific American Custom Publishing Program offers something other custom publishers can't – the unmatched power, authority and credibility of Scientific American. Whether you are launching or re-launching a product or brand, penetrating a new market, or simply want to deepen your customer relationships by communicating one-to-one, our custom publishing program will help you achieve your goals.

We have vast resources and produce a wide range of content-rich products including stand-alone or continuity magazines, supplements, newsletters (print and electronic), websites, and visual displays for trade shows, conferences, or other events.

The Scientific American Custom Publishing Program is a full service operation. Our turnkey services include: concept creation and evaluation, project management, editorial and design, fulfillment and distribution, as well as feedback and response analysis.



## **LET SCIENTIFIC AMERICAN'S CUSTOM PUBLISHING PROGRAM HELP YOU REALIZE YOUR GOALS WITH:**

### **–Customer Relationship Management (CRM)**

Success boils down to getting the right customers and keeping them. To maintain customer loyalty, an open and sustained dialogue with your customers is critical. We can create a refined, high-concept, targeted publication to communicate with your customers or employees showcasing your commitment to quality, innovation and leadership.

### **–Event Coverage**

Sponsored conferences and symposiums require significant investment. They often reach only a small segment of your targeted audience and are short lived—often just hours or days. We can effectively extend the life and reach of your event. Our expert team of editors and artists will re-create and enhance the experience of attending your event with a custom publication—giving you an additional touchpoint with current attendees as well as reaching out to new targeted audiences.

### **–Industry Reports/White Papers/Compilations/Case Studies**

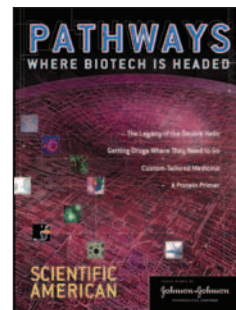
Provide your institutional customers with the information they need—credible, authoritative reports covering industry specific developments and breakthroughs. We will commission studies, research and write special reports, or create custom compilations for you.

### **–Product Literature**

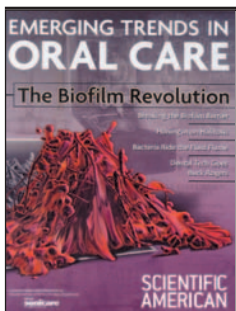
With our specialty product literature, you'll have a unique way to convey critical and often complex information about your new product or service—effectively integrating brand positioning, product features and benefits, R&D initiatives, practical market applications, and opinion-leader endorsements.

SUCCESS STORIES—

**Client:** Johnson & Johnson Global Pharmaceutical Group  
**Objective:** To showcase Johnson & Johnson’s commitment to biotechnology and next-generation healthcare solutions in front of an audience of policy-makers and medical industry opinion leaders.



Most people associate healthcare giant Johnson & Johnson with baby powder and Band Aids. But over 60 percent of their revenue is generated from biotechnology-related drugs. Their Global Pharmaceutical Group wanted to impress this point on an audience of industry leaders at the Biotechnology Industry Organization’s 2003 Washington DC conference. Who did they call to accomplish this? The Scientific American Custom Publishing Team. We created **Pathways: Where Biotech Is Headed**, a magazine distilling the most important biotechnology research going on in the world today. This magazine achieved astounding results by focusing attention on a different side of Johnson & Johnson and sparking dialogue among the industry’s most influential leaders.



**Client:** Philips Oral Healthcare (makers of Sonicare)  
**Objective:** To position Philips Oral Healthcare as a leader in cutting-edge dental research and clinical breakthroughs.

When Philips Oral Healthcare, the makers of the Sonicare power toothbrush, wanted to share the proceedings of their annual opinion-leader symposium with an international audience of 200,000+ industry experts, they called on the Scientific American Custom Publishing team. We created an authoritative publication distributed to their professional audience to showcase their commitment to next-generation dental innovation and clinical research. This publication, **Emerging Trends in Oral Care**, was used by Philips Oral Healthcare to accompany their groundbreaking new product launch at the American Dental Association’s annual conference. Many of the attendees reported that while they usually disregard product literature, the Scientific American brand made them keep and READ this magazine!

**Client:** Pearson Education  
**Objective:** To maintain the market leading position of Pearson’s best-selling introductory biology textbooks.



Pearson Education, the world’s leading educational publisher, wanted to be sure that their best-selling introductory biology books maintained their market position. How do you enhance a product that’s already the best in its field? By partnering with the Scientific American Custom Publishing team. We produced a custom magazine entitled **Current Issues in Biology** as an incentive for educators to purchase Pearson’s books. This magazine enhances the learning experience as it brings biological concepts to life in a stimulating and engaging format. Pearson has clearly cornered the market on authority with the Scientific American name behind it!

The Pervasive Power of Print...

A 2003 Magazine Publishers of America study found that consumers rate magazines as the most personal and the most relevant of all media studied.

Custom publishing is on the rise...

*When judged by their share of the average organization’s marketing and communications budgets, custom publications are more important than ever. The average company now directs 15.5% of its marketing, communications and advertising spending toward publishing, compared to 12.2 % last year. Companies are spending more per publication as well...*

Publications Management Annual Survey, 2003

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