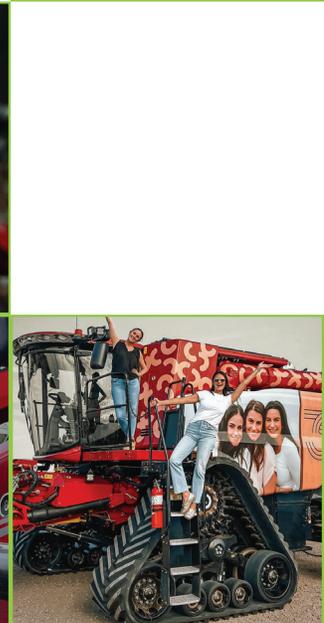


Leaning on 150 Years of Publishing for a Custom Publication

Where do you go when you want to take your custom publication to the next level? A company with roots in publishing. Now in its sixth year, the partnership on this publication has progressed to become even more cost-efficient and user-friendly.

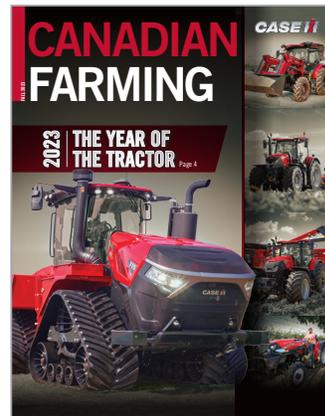
Challenge

The client was seeking an outsource vendor to partner with on the development, production and implementation of their magazine, as well as to interact with their dealers on custom magazine options. While their need for the publication was high, the time their team was able to invest in the project was increasingly limited.



Solution

Farm Journal proposed the development of a turnkey magazine, based on our agricultural expertise and publication credibility. We also used the strength of our database mailing services to overcome their past mailing issues. We invested in developing a dealer interaction ordering and billing system to make the project turnkey and low input for the client



In its sixth year with new developments in each iteration

Outcome

The partnership is now in its sixth year with new developments in each iteration. The publication has evolved from exclusively a print publication to adding a digital version and has taken many forms in size and number of stories as specific needs arose. Farm Journal also adapted the dealer ordering system as the years progressed to become more cost-efficient for the client and user-friendly for their dealers.