

PARTNERING INGENUITY AND FLEXIBILITY TO SAVE TIME AND MONEY

Schmidt is proud to count Meredith Corporation as one of its customers. During a routine visit with Meredith representatives, Schmidt Sales Consultant, Ann Indykiewicz, was presented with the challenge of reducing production costs on a large format brochure commonly used in Meredith's direct mail packages.

Wanting to maintain paper and print quality, Indykiewicz and representatives from Schmidt's production team analyzed in-line finishing capabilities as a way to cut costs and uncovered a viable format known as an 8 page + 2 loose brochure. In this format, eight pages are glued together and two pages are nested within the eight bound pages. It is printed, glued, folded and trimmed all in-line at the end of the press. Although Meredith's existing format had proved to be a successful marketing tool, it was costly to produce because it couldn't finish in-line.

Working together, Indykiewicz and Meredith's Print Services Manager, Tom Daniels along with the Meredith marketing team developed a subscriber acquisition piece using the 8 + 2 format that cut Meredith's costs by over 10 percent and eliminated weeks of production time as well. The marketing team reviewed all of the components in their subscriber acquisition package and realized they could combine three components into this one piece and still have three separate components. The eight bound pages serve as the brochure, one loose insert is a letter and the other is a premium. The new format is proving to be just as successful as its predecessor.

Eric Jensen, Director of Consumer Marketing Manufacturing for Meredith Corporation, said "Instead of three different pieces printing on different paper stocks requiring multiple make-readies, Schmidt is able to print all three in one pass. This not only saves us printing costs, but has saved us the cost of two pockets at our mail house as well." Eric went on to say, "By significantly reducing the time required to produce this piece, we now have more time for the creative process as well as more time to acquire the freshest names for our mailing."

What started out as a venture to save money, wound up saving weeks of time as well. The savings experienced is a result of Schmidt's ingenuity and Meredith Corporations willingness to experiment with reformatting an already successful marketing piece. Contact Schmidt to discuss how we can partner together to save you time and money too.



About Meredith

Meredith is a multimedia conglomerate that publishes 26 magazines including Better Homes and Gardens, Family Circle, Ladies' Home Journal, Parents, Fitness and American Baby. In addition to publishing, the Des Moines, Iowa, based company also operates 14 television stations and 32 leading home and family Web sites.