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Proven Professionalism Dedicated to Enhancing Your Image
Kenilworth is a full-service media company and part of the FORUM MEDIA GROUP (FMG) of companies. Based in 16 countries with 26 independent companies, FMG’s product range includes print and online media as well as software products and professional training.

Kenilworth is FMG’s North American division and our business-to-business and consumer print magazines represent a diverse cross-section of some of North America’s leading sectors.

Kenilworth is one of North America’s leading custom publishers.

We have worked with clients to develop communication strategies with the goal of growing and enhancing their market reach by building on their core principles of excellence and product delivery.

At the heart of each Kenilworth magazine is a team of dedicated individuals who are committed to excellence, both on the printed page and behind the scenes. We call this the ‘Kenilworth difference’, and it is the driving force behind everything we do.
How Does Custom Publishing Work?

Our staff of seasoned professionals can offer advice and provide solutions in key areas of publishing in print and online, including editorial content and format, advertising potential, circulation and readership development, website development, scheduling, printing and distribution.

We recognize that managing association magazines, in print or online, requires a delicate balance between ‘political’ sensitivities inherent to most associations and the goal of selling advertising to an audience that sometimes is beyond the scope of an organization’s membership.

Indeed, an association’s lifeline is communication, and magazines and related online properties are a vital part of the dialogue.
Custom Publishing
PRINT

We analyze your current publishing operation and provide recommendations in areas such as:

• Publishing scope and objectives;
• Circulation and readership;
• Editorial content and format;
• Member and freelance contributions;
• Style and graphic treatment;
• Size and frequency;
• Advertising potential; and
• Scheduling, printing and distribution.
Similar to our print analysis, we offer clients a detailed review of their online/digital needs and formulate strategies and develop electronic products such as e-newsletters, e-zines and interactive websites.

Our goal is to ensure the end product meets the needs of the readers. We package it in an appealing and user-friendly manner with a supporting marketing campaign, including print and/or electronic media planners, to ensure the target audience is aware of the benefits and market-specific solutions the e-platform delivers on.
Is Custom Publishing Effective?

Yes. An independent study of one of our client’s magazines found 83% of those surveyed said the publication was the most useful magazines in their work.

73% of readers surveyed took action as a result of reading that magazine, while 76% said they read over half the issues of the publication.*

Custom Publications

the construction specifier

Client: CSI
KMI involvement: July 2001
Published monthly

Mailed to construction professionals who select, recommend, or influence product decisions, including architects, engineers, designers, and project managers.

Regular readership surveys ensure the magazine continues to meet the needs of this specialized audience. All editorial content is peer-reviewed before publishing by a panel of industry professionals with an expertise in a specific area of the design-build industry.
Client: Construction Specifications Canada (CSC)
KMI involvement: July 1998
Published 9 times a year
Only national magazine edited exclusively to meet the needs of architects, engineers, project managers and specification writers.

Construction Canada has the largest architectural print circulation of any audited trade magazine in Canada.* What’s more, architects, designers, specification writers and engineers consistently rank Construction Canada as the most useful trade magazine to their work.**

*Source: Data collected using most recent circulation audit statements and media planners of competing publications.
** Based on September 2012 AdStudy conducted by the independent research firm, Signet Research Inc.
Why Custom Publishing is the Right Choice for Your Association

1. Whether in print or online, custom publishing effectively communicates your association’s message in a timely way.

2. The advertising revenue a custom publication generates will improve your ultimate cost recovery.

3. As an effective marketing tool, custom publications highlight an association’s services and benefits to members.

4. Custom-published magazines or websites can increase your membership by conveying the many advantages and features of ‘belonging.’

5. Communicating policy challenges, business trends and developments in technology and the economy presents a continuing challenge, distracting your in-house staff from important corporate demands. Custom publishing offers a permanent staff of experienced publishing professionals dedicated to the quality and timeliness of your print or online product.
Why Custom Publishing is the Right Choice for Your Association

6. Custom publishing provides a fresh perspective from external sources. This new perspective can help promote your magazine as the best forum for thought-provoking opinions and attract attention as well as advertisers.

7. Custom publishing saves money. Financial success is achieved through targeted marketing and account management by seasoned advertising professionals.

8. Professional editors ensure the magazine’s content is timely and topical while also providing a voice for association leaders.

9. Enhanced design and layout creates a positive reader experience; it further develops a consistent, identifiable image for your association.

10. The purchasing power and digital capabilities of a custom publisher mean a cost-effective way to produce an association magazine, online or in print. These cost savings are passed on to the association.
Summary

Kenilworth Media has over 25 years’ experience in managing association magazines.

We offer a complete turnkey publishing service.

Our own market-leading publications can help drive sales and create synergies in promoting your own magazine.

A network of over 1000 global experts available to assist in the development of a range of products, including magazines, e-zines, websites, training manuals and software development.

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etolles@kenilworth.com

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