

L.B. Associates (Pvt) Ltd

Contract Publishers etc.



**We've Produced Customer Magazines for
Clients from 85 Countries Worldwide.**

Read on ...

What are Customer Magazines?

A customer magazine is a magazine produced by a business or organization as a means of communicating to its customers. Customers could be defined as retail buyers, investors/potential investors, stakeholders, members and suppliers (yes suppliers!) amongst others.

A customer magazine is a product that broadly shares the look and feel of a newsstand or consumer magazine but is paid for in part or in whole by a business or organization. Rather than copy sales and advertising, the primary goal of a customer magazine is to achieve a particular business objective. This could be for a firm or organization to cross- or up-sell, change brand perception or engender loyalty. Many customer magazines carry advertising; this is often seen as a useful way to offset the cost, but equally can have some benefit in making the product look more like a regular newsstand magazine.

As a communications tool customer magazines are enormously powerful and allow firms to have a level of contact with their customers that other media do not provide. They are particularly good at conveying difficult and complex messages to a targeted audience. They also lend themselves well to measurement and tracking, offering tangible information on return on investment and performances against objectives.

Who uses Customer Magazines to convey their message?

- Airline in-flight magazines are a prime example of customer magazines;
- Retail and hotel chains often dispatch customer magazines to their loyalty plan members, and hotels often place them in guest rooms;
- Credit card providers often send them to premium cardholders;
- Manufacturers of all types use customer magazines to extend their reach;
- Government departments – India Post has one called *Swift*;
- Chambers of Commerce produce customer magazines for members.
- Diplomatic Missions often publish customer magazines portraying the investment and tourism potential of their respective countries;
- Membership directories are another example of customer magazines.

Who produces Customer Magazines?

The short answer is Contract Publishers. In fact, the majority of organizations that use customer magazines to convey their message do not have a publishing arm. They therefore outsource the production, the harvesting of advertising (if applicable) and sometimes the dispatch to a recognized Contract Publisher – one with in-house expertise and systems in place to produce a magazine that gets the message across in an effective and eye-catching manner.

Customer Magazines that Work

If you want a Customer Magazine that really works, you will need a Contract Publisher such as L.B. Associates (Pvt) Ltd – one that has the systems in place, the expertise and importantly, a proven track record.

L.B. Associates are Contract Publishers – our core business is producing some of the most eye-catching and content-rich Customer Magazines ever to come out of India. And it's those skills that we pass on to our clients. We know how to really engage readers, capture their attention, fire their imagination – and inspire them. Our experience spans 85 countries worldwide with well over 400 customer magazine titles.

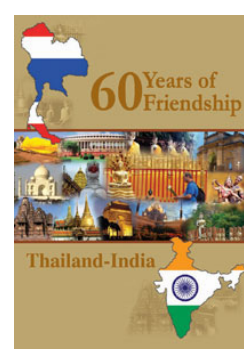
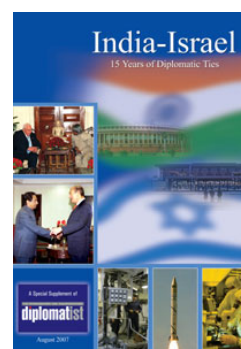
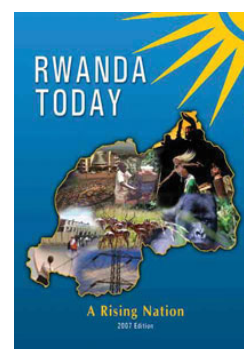
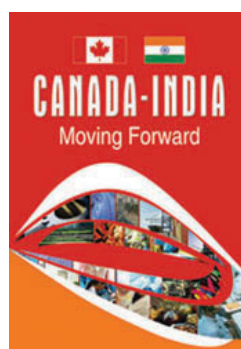
Working with L.B. Associates (Pvt) Ltd – publishers of *Diplomatist Magazine*, our own customer magazine – enables clients to become part of our magazine world, with our databases, staff and research on offer. Clients buy into the huge number of assets we have from talented staff, to relationships with advertisers, PR agencies and subject matter experts (as guest-writers) – and all of this with a wee bit of stardust on the side.

What's our Scope? We are currently producing a customer magazine called *Swift* for India Post. We're producing the on-rail customer magazine for the luxury train *Deccan Odyssey* for Maharashtra Tourism. We're doing *Power of Creativity* magazine with UNESCO. Not to mention all of the ongoing work we're engaged in for international trade blocs, chambers of commerce, investment promotion authorities and diplomatic missions in India and abroad. And yes, we can do publications in just about any language. Swahili? Mandarin? No Problem!

We love what we do and take pride in truly understanding what readers (your customers) want. Therefore, if you want a customer magazine, there are few others who understand readers as well as L.B. Associates (Pvt) Ltd – a trusted name in India's Contract Publishing sector for over 10 years.

View/Download Samples of our Work

- If you are reading a printed version of this brochure, then please go to www.lbassocates.com our website and click on the "View/Download Samples" link halfway down the homepage.
- If the brochure is displayed on your computer screen, then simply Left click on one or all of the covers on the right to view. After it comes up, you can save it to your desktop.
- More samples of our work can be found on the homepage of our companion website www.diplomatist.com.



End-to-End Publishing Solutions

(the 'etc' in our buzzline – *Contract Publisher etc.*)

Customer Magazines

We specialize in production of customer magazines for client organizations, with financing derived from advertising.

Self-Financed Magazines

The same attention to detail is provided when the client simply wishes to finance a publication rather than choose the advertising financed option.

Marketing Collateral

We compose, layout, design and print sell cards, marketing brochures, promo postcards, etc.

Copywriting

Your Message, Our Mission – Our team of experienced copywriters add life and meaning to 'Your Message'.

Copyediting

Send us your material and we'll proof it for grammar and consistency and turn your words into eloquent text.

Sourcing and Composition

Give us your topic and we'll source and compose the material to fit your needs.

Advertisement Design

You don't have press-ready advertising material? No problem; we have been designing effective advertisements for clients for over ten years.

Bilingual Publications

We have partnered with translators of the world's most-used languages. Bilingual requirements? No problem!

Website Design & Maintenance

We can design your website in a matter of days, while utilizing our editorial skills to make it *sing*. We'll also keep it current on a daily or weekly basis.

Press Releases

We'll compose and send your press releases to our extensive database of print media associates.

Release Function Management

We can arrange release functions to fit any budget. We can also organize sponsored functions. Just ask.

Feature Writing

Our editors have written features that have been published in several leading International magazines.

Event Management

We're organizers of India International Pet Trade Fair. See www.iipf.com

Win-Win Relationship Development

We encourage you, as a business leader, to partner with L.B. Associates for print or electronic media solutions that will ensure positive results.

Customer Magazines on a Turnkey Basis

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