



# Meet Venture Publishing

You know Venture Publishing for its award-winning business magazines *Alberta Venture* and *Alberta Oil*. But did you know that Venture Publishing provides the publishing expertise behind many leading custom consumer and business magazines and websites in Alberta for a diverse client list?

A custom magazine is the optimal tool for brands and organizations to connect with key decision-makers. By combining journalistic insights with marketing acumen, custom magazines deliver inspiring and entertaining communications to readers through branded storytelling. At Venture, we've proven that this approach results in loyal consumers, engaged association members and increased customer activity.

**Want to learn how your organization can benefit from our print and online publishing expertise? Let's talk.**

## IMAGINE IF YOU HAD 25 MINUTES

to speak directly to your key audience, whether it be your stakeholders, investors, members, customers or employees.

Imagine the opportunities you would have to tell them about your organization.

What would you say to them?

What are the facts and figures that you would want them to know about your organization?

What are the stories that would enhance your image and build your brand?

What messages could you convey to government and regulators?

How would you be able to inspire current and potential employees?

What else might you be able to up-sell or cross-sell to existing customers?

A custom magazine can deliver these things, and much more. When produced by Venture Publishing Inc, a leading full service publishing company in Western Canada, custom magazines work.

At Venture Publishing, we have an understanding and insight into how great custom magazines work. We believe in tailor-made, high quality, editorially-led products that achieve a client's communication and marketing objectives.

Every organization is unique, and our publishing strategies are too. The magazines we produce for our clients serve to:

- Educate readers on products and services
- Communicate to members on association issues
- Recruit new employees
- Shape public opinion
- Motivate behavioral change

### STAND OUT FROM THE CROWD

On average, we are each exposed to upwards of 3,000 advertising messages each day, yet only act on one every five days. A custom magazine can ensure your organization stands out. It can help you connect with your target audience, change mind-set, build a relationship with them and acquire new customers, helping drive sales and loyalty.

Companies that want to brand themselves as a provider of choice, that need to maintain existing relationships with clients, attract new members or employees, or build their profile as an association with lobbying powers can all benefit from a custom magazine.

*The best testimonial for our relationship is the magazine itself; it regularly receives an enthusiastic reception from readers and from Finning management. With help from Venture Publishing, the magazine has evolved into a very readable and interesting publication that supports our sales objectives.*

*Venture's editorial, advertising, production and circulation crew is friendly, flexible, responsive and easy to work with. I particularly appreciate the insights they have provided on how to develop editorial content, the speed with which they have been able to understand the needs of our business, and the sensitivity they demonstrate in dealing with our sales team and customers.*

- Jeff Howard,  
Publications Manager,  
Finning (Canada)

### THE 25 MINUTE MEDIUM

Global research shows that, on average, a custom magazine will...

#### Be read for 25 minutes or more

While some media rely on shock tactics for instant impact, the effect is transitory. By contrast, custom magazines focus on the long-term relationship, and have a depth of space to convey multiple messages and product detail, cost-effectively. The net effect is shown by a comparison of viewer attention:



MEDIUM	ATTENTION GENERATED
Online advertisement	5 seconds
Billboard advertising	8 seconds
Radio advertisement	20 seconds
TV advertisement	30 seconds
<b>Custom magazine</b>	<b>25 minutes (1,500 seconds)</b>

#### Create high levels of response

Almost 50% of custom magazine readers act or respond after each issue.

#### Increase brand loyalty

In an Association of Publishing Agencies survey conducted by Millward Brown, 94% of respondents said they look forward to receiving a custom magazine, and 62% recommend the title to a friend.

#### Generate an average 8% uplift in sales



**Have a lasting impact**

One in four readers will pick up an issue of a custom magazine more than three times, and 62% will keep it for a week or more.

**Achieve many communication and marketing objectives, including:**

- mark a significant milestone or business achievement
- communicate on association issues
- shape opinion
- drive traffic
- acquire new customers
- recruit employees
- increase sales
- cross- or up-sell
- reassure purchase decision
- provide information and educate
- entertain
- communicate and support brand positioning
- build loyalty
- generate advocacy
- reduce churn
- add value or reward customers and members
- motivate staff
- provide sales collateral
- support a franchise

Magazines have a unique set of attributes, which explains why readers connect with this medium like no other:

- Magazines are truly portable, in a way that even a wi-fi connected laptop can never be
- Magazines can impart multiple messages, in a way that a single TV, radio or cinema advertisement cannot
- Magazines are a 'permissive' medium which readers select, unlike most other forms of marketing that 'broadcast' information at the consumer
- Magazines are aspirational, appealing to an individual's self image or professional status

**WHY VENTURE PUBLISHING?**

Venture Publishing's full-service contract publishing division has award-winning expertise in editorial, design, production, sales and circulation management, allowing it to provide a turn-key service for clients. Our staff is experienced in both conceptualizing and launching new magazines, and relaunching existing titles on a fee-for-service basis.

Our unique insight into the custom magazine sector, combined with an unmatched knowledge of Alberta and its associated industries, positions Venture Publishing as the first choice for associations or businesses wanting to create a title with minimum impact on their own resources and maximum marketing effect. Our portfolio includes a range of frequency, formats and creative approaches, which reflect our tailor-made approach to each project.

Venture Publishing has an established and highly successful sales force, allowing us to work with clients to maximize advertising opportunities within their titles. All of our sales activity is supported by our in-house marketing team which produces a range of materials to promote our clients' magazines effectively.

Additionally, our expertise in print production and distribution ensure cost efficiency for our clients' budgets. For clients that wish to reach the province's influential and affluent business community, we can offer distribution as a ride-along with *Alberta Venture* and/or *Alberta Oil* magazines, ensuring the custom magazine ends up on the desk of Alberta's decision-makers.

Venture Publishing's digital division has extensive experience in creating and developing websites on behalf of clients around the world. From creating site maps and user journeys, building fully interactive sites with the latest technologies, to content refreshes, our team is able to help you develop your online presence for maximum effect.

*With strategic guidance from you and your team, Alberta Innovators has improved every issue! Venture Publishing's editorial, advertising, creative and production team is affable, responsive and easy to work with. Issues are addressed quickly and communication lines are always open. You have definitely earned our trust through this process.*

**- Wendy Cooper,**  
Executive Director,  
Consulting Engineers  
of Alberta

**ENGAGING AND INFORMATIVE  
BRANDED CONTENT**

In an age of information overload, where search engines provide a wealth of data within seconds, magazines have a unique ability to filter out, to sort the wheat from the chaff. Magazines can be advisory, the information they contain can be time-saving, and the net effect is that the reader is more inclined to act upon content.

People love magazines, and while readers understand that a custom magazine is partly a marketing tool, they welcome and enjoy reading branded content that stimulates, informs and entertains them. Custom magazines use the medium's positive attributes to best advantage, overlaying a client's marketing and communication objectives on to well-crafted content that appeals to readers.

Custom magazines have become an increasingly important part of the media mix. In 2009, marketers invested more into branded content than ever before, according to a study by the Custom Publishing Council. In our experience, custom magazines engage with readers in a way that suits them, allowing them to opt in at the time and location of their choice. This puts them in control and makes the message all the more welcomed.

One of the greatest benefits of customized branded content is the ability to keep the dialogue timely and ongoing. More importantly, custom publications put the client firmly in control of the message. Studies show that readers respond to this approach: The Roper Public Affairs Custom Publishing Survey from March 2009 reveals that 70% of surveyed participants have acted on tips and information delivered to them in a custom publication.

**VENTURE IS PROUD TO BE  
THE PUBLISHER OF CHOICE FOR:**

- Finning Canada
- Merit Contractors
- Consulting Engineers of Alberta
- Alberta Health Services – Mental Health Promotion
- Edmonton Chamber of Commerce
- Alberta Cancer Foundation
- Edmonton Symphony Orchestra
- Alberta Regional Council of Carpenters and Allied Workers
- Petroleum Services Association of Canada
- Productivity Alberta

In addition, we have published special commemorative magazines for Alberta Land Surveyors Association, Syncrude Canada, Epcor, Alberta Ballet, and Canadian Energy Pipelines Association, among others.



*Our relationship with Venture Publishing Inc. is strong. The best thing I like about our relationship is I can put all of my trust into them and know I am going to get an excellent product every time. I do feel they are the best in the business.*  
- Erin Stevenson,  
Merit Contractors Association

If this kind of powerful marketing and communications tool is of interest, we would be happy to show you our portfolio of magazines.

Feel free to contact  
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**rkelly@venturepublishing.ca**  
to learn more about how you can benefit from Venture's publishing expertise.

**Venture**  
PUBLISHING INC.  
The business of magazines

