IBM

For Meredith, It's All About Flexibility.

It's involved in magazine and book publishing, television broadcasting, residential real estate marketing and brand licensing. Among its well-known titles are *Better Homes and Gardens, Ladies' Home Journal* and *Country Home.* The company is also very active in custom publishing projects, producing periodicals for a variety of outside clients.

As one of the largest media and marketing companies in America, Meredith Corporation's reputation, and continued success, relies on quality. "To a publishing organization, quality is everything—quality of the editorial content, quality of the graphic images, quality of the layout," said Bob Furstenau, director of digital content management, information systems and technology at Meredith. "But without one other critical factor—quality of the printing—none of the above would have much impact.

These are the basic facts of operation that Meredith has come to master regarding every piece of printed material we produce."

Meredith regularly prints prototypes and collateral material—items that demand high-quality printing in order to effectively communicate their messages. In the past, it was difficult to achieve a print-quality look with prototypes.
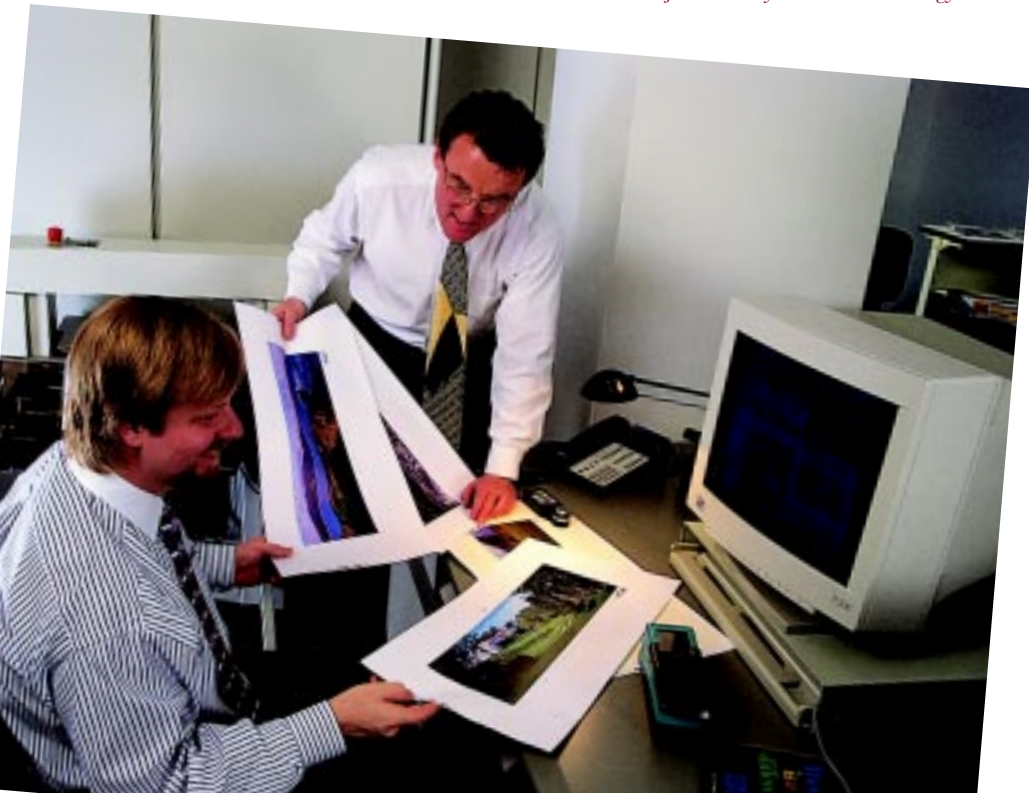
"It's all about content on-demand – being able to print what you want, when you want to print it. Our digital printer has allowed us to do things that we never could before. It offers us complete flexibility."

Bob Furstenau, Director of Digital Content Management, Information Systems and Technology, Meredith

Application	Offset quality, 4/color digital printing
Hardware	IBM InfoColor™ 70
Services	Maintenance and Support

Often, they would end up looking like designer mock-ups, instead of actual magazines. To meet these needs, Meredith has come to rely upon the IBM InfoColor 70 high-speed, full-color duplex printer. Every prototype—whether for a new magazine or for a sales presentation—means potential new business. The IBM InfoColor 70 has proven itself as a viable alternative to conventional offset printing. Meredith has used the IBM InfoColor 70 to meet several of its marketing challenges. Leading this list is the creation of documents that demonstrate the benefits of personalized, on-demand marketing, as well as the establishment of Meredith as the standard-setter in the color short-run printing market. "We want to educate marketers and short-run printing buyers about the viability and business potential of on-demand variable data digital printing," said Furstenau.

Meredith uses the InfoColor 70 to print on-demand in the challenging world of media and marketing.

Recently, the creation of a custom publishing sales prototype was priced out. The total job called for 150 magazines, at 36 pages each, saddle-stitched and trimmed. And it had to be turned around in 24 hours. When compared to the costs involved with an offset press, Meredith found its digital printer would offer a cost-savings of at least 10 times less.

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Meredith is heavily involved in such quality-critical areas as advertising promotions, sales promotions and events, magazine and article reprints, media kits and special events-related materials such as invitations, new product announcements and direct-mail pieces. In every case, its digital printer has helped Meredith realize a savings, either in cost, time or personnel involved.

Looking toward the future, Meredith plans to increase its use of digital printing for promotion, prototype and one-to-one marketing applications. "With a digital printer in-house, we will eliminate traditional problems associated with other printing methods like missing fonts, missing images and doing too much production work on each job," said Furstenau. "With this product, there are less steps involved, and our level of printing quality has definitely increased. For a company that places such a large emphasis on print quality, we couldn't have designed a better print solution."