



SPECIAL REPORT CASE STUDY

Image-Line Custom Email Blast*

Email Open rate29.2%
Click through percentage.....2.98%

EXPAND YOUR REACH WITH EM DIGITAL EDITIONS

Delivered to the entire print magazine subscriber lists as well as new digital subscribers. Digital Editions offer a host of new interactive features for instant viewing and require no downloading. Easy access to editorial content, hot links to advertisers and more.

FEATURES INCLUDE:

- > Interactive & Live: Readers are just one-click away from news and product info
- > Viral Marketing: "Send to a Friend" email option, including page thumbnail view
- > Surveys: Provide feedback on user satisfaction and advertising preferences
- > Portable: Readers can download for future reading
- > Increased Shelf-Life: Readers can refer to past issues and ads

ADVERTISING OPPORTUNITIES INCLUDE:

- > Top Level Sponsorship
- > Embedded Video
- > Enhanced Media (Flash, MIDI, MOV and more)
- > Overlay Ads
- > Link & Ad Swap

MARKET DATA AND CUSTOM RESEARCH SERVICES

Penton Media provides market-related data and custom research services, ideal for when you are creating a new marketing campaign, launching a new product or for any other strategic purpose when you need to make informed decisions.

CUSTOM PUBLISHING

EM's turnkey custom publishing capability—from custom magazines to brochures to inserts—allows you to create and maintain an effective, personalized relationship with your customers. Available in both print and online media.

ARTICLE REPRINTS

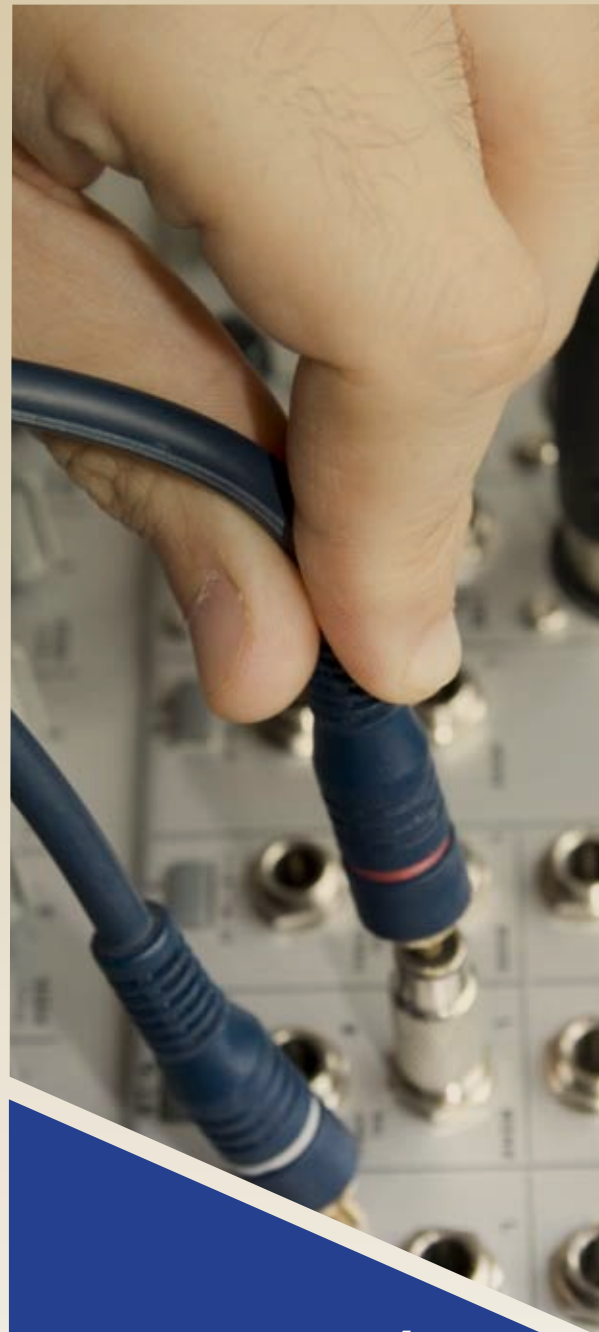
Create a one-of-a-kind promotional piece that will impress your clients and prospects. Contact Penton Reprints at 888-858-8851 or www.pentonreprints.com

LISTS AND DATABASES

Postal, telemarketing and e-mail lists are available to rent for your next promotion. For more information, contact our list manager, Marie Briganti, at 845-732-7054 or at marie.briganti@walterkarl.infousa.com.

POLYBAGS AND INSERTS

CDs, flyers or other promos can be distributed with bonus show issues or targeted to a select reader demographic or geographic area. Segmented market distribution allows you to target prospects by region, job title or other subscriber classification.



90%

of Digital Edition readers took some sort of action with a product or service as a result of a digital magazine advertisement.

65%

visited an advertiser's website.*

*Data provided through Subscriberworx