

C A H N E R S
**TOOL
BOX**

CUSTOMER





XpressList

This application, developed and supported by Cahners Publishing Company, allows you to run list counts based on the geographic or demographic data you select. Once chosen, the data you have selected can be output to virtually any medium including magnetic tape, disk, electronic information transfer and can even be used to output reports for full geographic breakdown.

MarketBeat

This Microsoft Windows compatible application can be loaded onto a standard PC and lets you download your files to create customized reports based on demographic, geographic and other subscriber information.

Lettershop/Graphics

The Lettershop offers direct mail processing capabilities including inkjet addressing, automated and manual inserting, mail preparation for domestic and foreign postal discounts, inventory storage and fulfillment services.

The Graphics department offers full service printing of standard direct mail components and provides on-site storage of customer mailing materials.

Web Site Coordination

Our Information Technology department has extensive experience in creating, modifying, and coordinating Web sites and Web site activity. We can provide a cost effective method of integrating Web site activity with database management and data entry functions as well as integrated print ads and Web promotions.

Data Entry

We input and maintain large databases with extensive demographic information for each entry. We can perform sort, merge/purge, and de-dup functions and output to various media. For direct mail, we can produce mailing lists meeting U.S.P.S. requirements for various levels of discounts.

Audiotext

The Audiotext system includes broadcast fax, and fax-on-demand services. Broadcast fax is a cost effective way to deliver information to a select distribution file. Fax-on-demand allows users to dial into the system, request a specific document, and receive that document by fax automatically.

**FOR MORE INFORMATION
CALL 1-800-828-6347**

CAHNERS CUSTOMER TOOL BOX

CAHNERS TOOLBOX CUSTOMER

The **Cahners Customer Toolbox** is designed to provide you with a variety of business tools that can stand alone or work together as an integrated process. By utilizing the **Cahners Customer Toolbox**, the need for coordinating with multiple vendors on every project is eliminated. Cahners Publishing Company will give you one contact person, who will work with you from beginning to end, to help you get the best performance from each of our services.

Data Entry/Data Management

We input and maintain large databases with extensive demographic information for each entry. We perform sort, merge/purge, and de-dup functions and output to various media. For direct mail, we produce mailing lists to meet USPS requirements for various levels of discount. Do you have lists of customers, suppliers, or prospects that you would like to make better use of? Let us work with your files to give you information you can use to enhance your business.

XpressList

This application, developed and supported by Cahners Publishing Company, allows you to run counts of your lists based on the geographic or demographic data you select. Once chosen, the data you have selected can be output to virtually any medium including magnetic tape, disk, and electronic information transfer.

MarketBeat

This application can be loaded onto a standard PC. MarketBeat also lets you download your files to create customized reports based on demographic, geographic, and other recorded information. It also allows you to sort records into groups or analyze them individually based on this information.

Audiotext

The Audiotext system includes Broadcast Fax, and Fax-On-Demand services. Broadcast Fax is a cost effective way to deliver information to a select distribution file. Fax-On-Demand allows users to dial into the system, request a specific document, and receive that document by fax automatically.

Web Site Coordination

Our Information Technology department has extensive experience in creating, modifying, and coordinating Web site construction and maintenance. We provide a cost effective method of integrating Web site activity with database management and data entry functions as well as integrated promotions involving print ads and the Internet.

Lettershop

We offer direct mail processing capabilities including ink-jet addressing, automated and manual inserting, mail preparation for domestic and foreign postal discounts, inventory storage and fulfillment services. The Graphics department offers full-service printing of standard direct mail components and provides on-site storage of customer mailing material.

For more information on each of these services, please consult the summaries included in this packet. You will find that all of the services offered in the **Cahners Customer Toolbox** can be integrated to handle a variety of projects. Whether you are interested in utilizing one of our services or all of them, we will provide you with the attention you need on every aspect of the job.

If you have any questions about the information included in this packet, please contact Earl Mosley at (303) 470-4702.

Do You...

ISSUE WARRANTY CARDS?

COORDINATE INTERNET AND WEB SITES?

MANAGE LARGE DATABASES?

SELECT, SORT AND MANAGE DATA?

COORDINATE PRINTING, PRODUCTION & MAILING?

...WE HAVE THE TOOLS TO HELP YOU —



CAHNERS CUSTOMER TOOL BOX