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New Study Says Marketers Expect Larger Budgets for Custom Publishing

Chief marketing officers expect to spend more of their marketing budgets on custom media over the next few years, according to a new study from the Custom Publishing Council and Roper Public Affairs and Media. According to "CMOs Attitudes Toward Custom Media," 59 percent of CMOs believe custom media will capture a larger portion of their marketing budgets, while 41 percent say they have already shifted marketing funds away from traditional media in favor of custom.

Other findings include:

- Eight of 10 CMOs believe that custom media should be an integral part of the marketing mix for any business and 78 percent agree that custom media represents the future of marketing. Custom Web content and Web sites are used by 87 percent of the CMOs surveyed.
- The CMOs surveyed estimated that 48 percent of Americans are familiar with custom publications, whereas in reality 58 percent of Americans say they are aware of custom publications.
- 72 percent of CMOs reported seeing value in the service provided by custom publications. Eight in 10 said they believe people who receive custom publications are more likely to buy from the sponsoring company again.
- Seven in 10 CMOs believe that custom publications have a positive effect on people's attitudes.
- 89 percent of CMOs say they would use custom media more if they felt there was an effective way to measure ROI.
- 65 percent of CMOs say they would use custom media more if it were less expensive.
- When asked to grade the custom publishing industry, most CMOs gave a "C" to providers in general and the custom specific media provider they have themselves used.

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