



# Custom Publishing

(US Market Data)

## Definition

Custom publishing is a type of marketing that generally takes the form of a magazine, periodical, or newsletter. Editorial content of these publications generally supports the marketing vision of the underwriting entity.

## Size

- 32 billion custom publications are circulated annually in the United States.<sup>1</sup>
- \$29.9 billion is spent on custom publications annually in the United States.<sup>1</sup>

## Growth Rate

Spending was up 29.1% to \$28.41 billion in 2005, driven by growth in magazines, newsletters, and tabloids. This medium offers the ability to connect a company with its target audience on a regular basis, sustaining the company's visibility. New publications will appear in a variety of formats, and spending is expected to increase to \$34.69 billion in 2006 and will reach \$58.22 billion by 2010.<sup>2</sup>

## Effectiveness

- 66% of people surveyed read custom publications.<sup>1</sup>
- 59% of 1001 surveyed adults in the U.S. purchased something after it was seen or mentioned in a custom publication.<sup>1</sup>

## Engagement

- 80% of 1001 surveyed adults in the U.S. agree that custom publications contain useful information.<sup>1</sup>
- 85% of those polled prefer getting information from articles over advertising.<sup>1</sup>

## Cross Media power

Custom publishing utilizes a variety of formats and a mix of print and electronic communication.

## Unique Attributes

Ability to reach highly segmented audience by lifestyle.

## References

<sup>1</sup> Skinner, J. (2006). 2006 Annual Report. Custom Publishing Review. Volume 2, Number 3. Data from 2005 Roper Public Affairs Report.

<sup>2</sup> Veronis, Suhler Stevenson, [http://vss.com/articles/articles\\_2006/article\\_091206.htm](http://vss.com/articles/articles_2006/article_091206.htm)