



LIONHEART PUBLISHING

incorporated

CUSTOM PUBLISHING

PROJECTING AN
IMAGE

INCREASING
VISIBILITY

FORGING
RELATIONSHIPS

INFORMING YOUR
MEMBERSHIP



LIONHEART PUBLISHING

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Are you looking to redesign a current publication or considering how a custom publication can work for you?

Let Lionheart Publishing, Inc., handle all aspects of your publishing process!

Lionheart Publishing, Inc., is an experienced publication management organization, able to offer diverse and comprehensive publication services to organizations and corporations. We can help you create professional, innovative and cost-effective communication solutions to support your business goals.

LET LIONHEART PUBLISHING, INC. HANDLE ALL ASPECTS OF YOUR PUBLISHING PROCESS!

Whatever your specific goals for your publication, newsletter, digital publication or online project may be, you'll find that our custom publishing services will allow you to effectively communicate with your target audience, while achieving your budget and revenue goals. When you outsource to Lionheart Publishing, you will be working with true publishing professionals who know what it takes to get the job done right. You'll have access to individuals with exceptional, in-depth publishing experience. Our expertise in the business publishing community ensures we understand the information requirements of business professionals.

Lionheart offers you the skills, experience and resources necessary to make your publication, newsletter or online project a valuable and viable asset. We look forward to showing you how Lionheart can fulfill your goals.

And, if you choose to take advantage of our complete range of services, you'll find that a centralized and comprehensive approach streamlines the process to maximize the benefits of using a custom publisher.

DO YOU...

**...want a fresh, updated look for your magazine or newsletter but lack a design department?
Let our team of experienced graphic designers give your publication a new look!**

"Lionheart Publishing has published ORMS Today for more than 20 years. We are fortunate that the magazine is being managed so skillfully. As a result of Lionheart's dedication to our publication, it has won awards and continues to gain importance in our industry. Our long-standing relationship demonstrates the commitment that Lionheart has made to the continual improvement of the title."

MARK DOHERTY, EXECUTIVE DIRECTOR
INSTITUTE FOR OPERATIONS RESEARCH AND THE MANAGEMENT SCIENCES



OUR RANGE OF SERVICES

PUBLICATION MANAGEMENT

Managing a publication properly requires years of experience, and the understanding of each phase of the process. Our publication management services allow you to step back from the day-to-day operations and responsibilities with confidence, knowing that all aspects of your publication will be managed and supervised properly.

EDITORIAL

At the heart of any publication, the depth and quality of the editorial will determine its value to your readers. Whether the editorial is supplied by your organization, Lionheart's staff members, outside contributors, or a combination of all three, our editorial professionals will package it to serve your members' information needs. We can work with your current format, suggest new features in response to the changing needs of your readers, or plan and execute a complete start-up project. We will rely on constant communication with both you and your membership to ensure our efforts remain relevant and effective, and you will always maintain final editorial control.

CIRCULATION

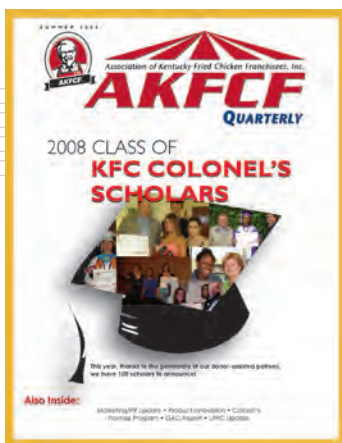
Lionheart Publishing, Inc., has full circulation management capabilities. We can handle everything from maintaining subscriber files, to staying abreast of current postal regulations. And, should you decide to use the publication to create awareness of your organization outside of your membership, we have the expertise and proven success in creating, marketing and maintaining non-member subscription programs.

ADVERTISING SALES

Paid advertising is the single most effective way of offsetting the cost of a custom publication. With our dedicated sales staff, we'll be able to maximize the revenue potential of your publication by targeting the vendors and service providers serving your membership. We also handle ancillary sales, including reprints, list rentals and single-copy sales.

DO YOU...

**...have a dedicated editorial staff in-house, but want to offset your costs with paid advertising?
Call on our sales team to maximize your revenue.**



“For more than five years, Lionheart Publishing has provided creative and consistent editorial and design services for the Association of Kentucky Fried Chicken Franchisees, Inc.’s AKFCF Quarterly magazine. Lionheart’s award-winning staff truly has delivered on the company’s promise of providing unmatched, professional services at a reasonable cost. I know that our relationship with Lionheart will continue to be fruitful for years to come.”

MICHELLE HUNT
AKFCF QUARTERLY EDITOR

DESIGN & PRODUCTION

Our design and production staff will create an attention-grabbing publication that conveys the image you want. We can either work within your existing layout or design a fresh, new look for your publication. You can rest assured that each issue will be ready for press on time.

MARKETING

From market research to strategic planning to execution, Lionheart will help you reach your target market. Our marketing efforts will earn your publication the attention it deserves, support any non-member subscription programs, and provide the sales staff with the materials they need to attract the attention of advertisers.

ONLINE SERVICES

From webinars to audio conferences and website design, Lionheart can help increase your online presence. Let our dedicated sales staff help design, develop and promote an effective online sales program adding to your company's or association's bottom line.



“Lionheart’s staff is both capable and reliable. I have utilized Lionheart with two different associations I have worked for and, in both instances, they more than doubled sales revenue and significantly positioned the magazines as top publications in their respective fields. Lionheart is a vendor I have learned quickly is deserving of my trust and respect.”

JEFF BUCZKIEWICZ, EXECUTIVE DIRECTOR
MASON CONTRACTORS ASSOCIATION OF AMERICA

DO YOU...

...have the need for a larger online presence? We can help!

We produce personalized publication websites, e-Newsletters, digital magazines and webinars.



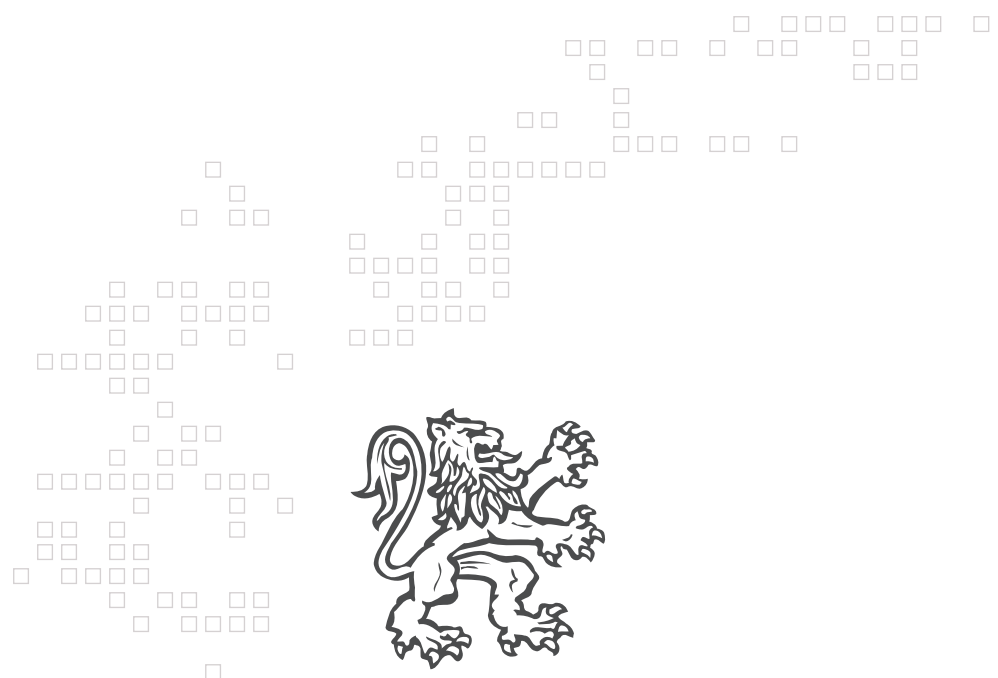
LIONHEART HAS PUBLISHING EXPERIENCE IN A DIVERSE GROUP OF INDUSTRIES:

- AUTO RACING
- COMPUTER SOFTWARE
- CONSTRUCTION
- ENGINEERING
- EQUINE
- FIBER OPTICS
- FOOD
- HEALTHCARE
- MANAGEMENT
- MANUFACTURING
- MASONRY
- NATURAL STONE
- OPERATIONS RESEARCH
- RADIOLOGY
- REAL ESTATE
- TRAVEL

“FOR MORE THAN 20 YEARS, LIONHEART’S MISSION HAS BEEN TO HELP OUR ASSOCIATION CLIENTS PROVIDE THEIR AUDIENCES WITH HIGH-QUALITY PRINT PUBLICATIONS AND INTERACTIVE TECHNOLOGY.”

JOHN LLEWELLYN, PRESIDENT
LIONHEART PUBLISHING, INC.

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L I O N H E A R T P U B L I S H I N G
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