

# HOW TO GET STARTED



THINKING ABOUT MAKING YOUR OWN MAGAZINE?

IT'S **EASY** WHEN YOU HAVE **A TEAM OF EXPERTS** ON YOUR SIDE.

## 1. INITIAL CONSULTATION.

To begin you will meet with an Zimmer Radio and Marketing Group Custom Publishing representative to discuss:

### » GOALS AND NEEDS.

We'll help you think through such questions as: What message do I want to share? What marketing goals do I have? Am I looking to increase direct sales, to increase brand recognition and/or to increase awareness of a particular product or service? Which services — writing, photography, design — do I need?

### » TARGET AUDIENCE.

We'll help you define and understand your target audience, whether it's defined by age, gender, education, income and/or geographic location, and then will work with demographers and list brokers to determine how best to reach that target audience.

### » PROJECT TIMELINE.

Next you will determine the date that you need a finished magazine delivered. Our team will set that date and then work backward to create a production timeline that includes weekly copy flow, proofing, a press date and a delivery date. In general, Zimmer allows two months for the custom publishing process. These schedules can be adjusted depending on your needs.

## 2. DEVELOP THE CONTENT PLAN

Once goals and target audience are identified, it's time to figure out just what will be in the magazine. We won't leave the burden for strategizing the content on your shoulders but will help you think through how best to use this unique medium. Team members will brainstorm article ideas and angles with you, as well as artwork, links to share and possible sponsors. This is true even if you provide your own writing and artwork. Typically, the content plan can be developed in one meeting.

## 3. ASSIGN THE TEAM OF WRITERS, PHOTOGRAPHERS, DESIGNERS AND EDITORS.

Not every client needs all of these services, but for those who do, Zimmer provides a team of award-winning magazine journalists. Editing, design and content planning are included in your base costs. There is an additional charge for writing, photography and distribution services. Just select the services you need.

## 4. CREATE THE STYLE GUIDE

We know it's not just the content but the content presentation that gets people to engage with media. Award-winning designers will work with you to create a customized style guide that covers all of the magazine's visual elements, including the color palette, fonts, graphics and page layouts.

Our designers will look at your current marketing and help you determine a "feel" for your brand. We will then put together a few options for each of the visual elements — the fonts, color palette and so on — and present those to you for your final approval.

## 5. WORK THE TIMELINE

In creating the production timeline for clients, Zimmer includes a page flow schedule that breaks the project down into manageable chunks. This timeline helps clients know where to start and provides schedules to keep everyone on track.

## 6. PROOFING BY STAKEHOLDERS

To ensure you are 100 percent in control of the content, Zimmer will give you opportunities throughout the process to proof the work and provide feedback.

## 7. DELIVERY

Zimmer will help you arrange for your preferred delivery option whether it's a mailing directly to your audience or a boxed shipment to your offices or warehouse. Many clients like to have a debut edition party, and Zimmer can help them make arrangements for this too.