



WE'RE IN YOUR CORNER

Yet Another Hard-Hitting Solution for Magazine Publishers

MAGAZINES HAVE AN INTRINSIC CONNECTION WITH THEIR READERS

That is why magazine advertising is so effective in building brand awareness and driving purchase intent. At Verso, we understand the value of magazines and we are dedicated to developing the right product and service solutions for your business. So we've engineered our Advocate product line with lightweight and Enhanced High Bulk (EHB) offerings. Now you've got yet another solution for achieving your bottom line goals.

TALE OF THE TAPE USING EHB

Scoring Criteria	Advocate® Offset	Advocate® Offset EHB (4 lbs. lighter)	Benefits
Specifications (Brightness, opacity, gloss and caliper)	TIE	TIE	Ability to maintain look and feel
Paper Costs		WINNER	Lighter weight yields savings
Postal Savings		WINNER	Postal cost reduction
Environmental Impact		WINNER	Less raw materials
Efficiency		WINNER	Distribution, productivity and waste savings
Advertiser Satisfaction		WINNER with its great print results and heft	Maintains look and feel

PACKS A POWERFUL PUNCH

- Advocate is the reigning champion of delivering outstanding printability and exceptional performance.
- Available in an extensive range of basis weights, for both offset and rotogravure presses.
- Lightweight and ultra-lightweight choices provide environmental benefits and allow for reduced total paper and postal costs.
- Hi-bulk and enhanced hi-bulk options enable you to compete in a lighter class of basis weight while maintaining the look and feel of your printed piece.
- Broad manufacturing platform provides flexibility, reliability and responsiveness.

For more information or to consult with one of Verso's solutions experts, contact your Verso sales representative.

1 800 258 8852
www.versopaper.com



KNOCK-OUT PUNCH

CASE STUDY: 34# ADVOCATE® EHB VS. 38# ADVOCATE®

PROBLEM

A major, monthly women's magazine was interested in reducing their distribution costs while maintaining the integrity of their magazine brand.

SOLUTION: Product				
	Brightness	Opacity	Gloss	Caliper *
38# Advocate® Offset	72	89	50	2.0
34# Advocate® Offset EHB	72	89	50	2.0

* based on run average.

SOLUTION: Savings on Paper and Postage				
	Tons Required	Paper Costs	Postage Costs	Total Costs
38# Advocate® Offset	13,392	\$17,409,600	\$12,961,380	\$30,370,980
34# Advocate® Offset EHB	11,976	\$17,005,920	\$12,401,148	\$29,407,068
Annual Savings	11%	\$403,680	\$560,232	\$963,912

Calculations are based on 8" x 10" book, 160 pages, 4MM circulation, 9% waste factor, list price, 50% ad base, postal rates effective May 2009 & typical mailing profile for a magazine, 12 mailings/year.

RESULTS

This customer is now producing their magazines with significant savings on paper and postage. Their magazine has maintained its look and feel, their advertisers are happy and their brand image is intact. They are also experiencing other cost and efficiency benefits.

- Improved cash flow – lower spending
- Reduced environmental impact – less materials
- Distribution savings – fewer railcars
- Lower warehouse and storage costs – less tons

More importantly, as the customer looks to further optimize, this move to 34# Advocate EHB will serve as a platform for a future move to standard or other lighter weight products. Standard or lighter weight products offer them the advantage of even greater savings on paper and additional operational efficiencies, such as reduced roll handling fees, roll waste savings, and less potential for damaged rolls.

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