

Press Release

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MBA Group claims World's First truly digital magazine

MBA Group, the North London based multi-channel communication company, have claimed a world first in digital publishing, producing a variable content magazine with relevant editorial/advertising for every reader.

The October 2009 issue of Print Media Management was printed on their two Xerox 980 Colour Continuous Presses then finished on two Duplo 5000 Booklet Makers.

Three things make this publication different. First, it's fully digital. Not a digital/litho combination. This opens opportunities for personalisation and variable content on every page.

Second, it uses offline data - not data that has been built or amended via a web page. This means every reader gets variable content and personalisation, not just those that completed an online form.

Finally, it has both variable editorial and advertising throughout the publication. This ensures the content is relevant to the reader; more relevance means greater readership and response.

Bachar Aintaoui, Chairman, is delighted with the results and the achievement. He feels it sets a new business model for publishing. He commented "Now publishers have the opportunity to deliver relevant editorial content for every reader, helping to build greater loyalty to their publication".

Bachar also highlighted that advertisers could select which readers they wish to reach (reducing wastage and increasing return on investment), and publishers have the opportunity to sell the same page several times (increasing page yield).

- End -

Editors Notes

About MBA

MBA were established in 1984. The company provides fully integrated print and mailing solutions for transactional and direct mail, from planning to finished product. Their principle site is in North London where they operate from a purpose built factory with 12,100 sq.m (135,000 sq.ft) of production capacity.

These facilities are supported by operations throughout the UK, including a disaster recovery site in Warrington, Cheshire and envelope production in Milton Keynes, Buckinghamshire.

The company holds ISO9001, ISO14001 and ISO27001 accreditations as well as FSC Certification and C&CCC (APACS) approval. MBA is also a member of the DMA and one of a handful of printers selected to join the Xerox Premier Partners scheme.

About PMM

'Print Media Management' is the leading monthly title for print and electronic media buyers. It has a circulation of 12,836 key executives within print and electronic media.

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