

# CUSTOM PUBLISHING

# Caregiver's

HOME COMPANION

*"Helping Those Who Help Others"*

Pederson Publishing is a full service marketing and publishing company building mutually beneficial relationships between family and professional elder-caregivers and the companies and organizations that market to them and the elderly. The result is a better informed caregiver, armed with information, resources and support, and quality marketers successfully connected with decision-making caregivers.



**THE PRODUCT:** Rich content, innovative design and targeted mailing lists make Pederson Publishing the ideal choice for serious marketers who want their own imprint in consumers' hands. Pederson leverages its rich editorial content and multi-million caregiver marketing database to offer companies and organizations private-labeled, custom-published newsletters that blend objective caregiver educational content with the contracting organization's marketing message.

Those interested in reaching caregivers and, by extension the elderly, find Pederson Publishing's custom published products ideally suited to a relationship marketing challenge because Pederson not only produces a high-quality product, but they also deliver it into the hands of caregivers. And that's exactly what marketing professionals want!

The Company creates interesting and visually appealing newsletters and other publications – both in print and online – and delivers them on a precision basis, on schedule and on budget.

Its turnkey solution includes concept development, content, publication design, production and delivery – in short, an easy, workable, cost-effective answer to your marketing needs.

Why Pederson's custom publishing solution?

- Content keyed to the special needs of a marketer's target audience with material commissioned specifically for the client or carefully selected from Pederson's extensive article archive;
- Access to Pederson's proprietary and unique multi-million-record marketing database for pinpoint delivery. Alternatively, use the client's own list – or a mix of both;
- Eye-catching publications that consumers retain because of their educational value. This keeps the client's name in front of the caregiver and results in qualified sales leads, loyalty leading to quicker closes, and trust that cements a long-term customer relationship.

**THE ADOPTERS:** Custom publishing is ideally suited for a wide range of marketers, including: pharmaceutical companies, advertising/PR agencies, insurance providers, home health agencies, law firms, financial planners, retail pharmacy chains and distributors, medical equipment manufacturers, EAPs, hospitals, medical groups, assisted living communities, nursing homes, government social and healthcare agencies, medical research foundations, religious institutions, gerontologists, geriatricians, and geriatric care managers.

*For more information:*

**Pederson Publishing, Inc.**

P.O. Box 693

Southport, Connecticut 06890

(203) 254-0380 • (203) 255-2662

[marketing@caregivershome.com](mailto:marketing@caregivershome.com)

**Pederson** Publishing, Inc.

Home of the *Caregiver's Home Companion*

[www.caregivershome.com](http://www.caregivershome.com)

CUSTOM PUBLISHING from Pederson Publishing, Inc.  
"Helping Those Who Help Others"

*Standard Offering:*

8 ½ x 11, 8-page newsletter, private label	E-media (web, email, plain text, HTML, PDF)
Bi-monthly or quarterly frequency	Print (70# coated paper stock)
2 – color text, graphic elements, logos, illustrations	Bulk (standard) mail, folded, water sealed. inkjet addressed
25% - 30% client-provided messaging	Test quantities and campaign roll-outs to 500,000+

*Sample Rates: Print*

5,000	10,000	50,000
\$2.99	\$2.44	\$1.40

*Specific Rates Upon Request*

*Options:*

**Co-Branded with Pederson** (negotiated right to convert from organization sponsored to subscriber-paid ongoing subscription)

**Optional sizes, features:**

**Number of Pages:** 4-, 6-, 10- to 16-page

Client selected **frequency**

4-color, match **colors**

Other **text paper** basis weights and grades

**First class mail, non-profit rate,**

Pederson or organization's indicia/permit

**9 x 12 Printed Envelope** and enclosure with other collateral material

**Ship-on-demand fulfillment** (e.g., requests for information, enrollment kits)

**Bulk shipment** FOB client-designated inventory or field sales location

Combined with **Pederson's proprietary list** and geographical or special selects

**Variable data content**, personalization, targeted messaging or material

**Electronic version fulfillment**, personalized or static content: email, web HTML, PDF downloadable files

*Other Offerings:* Caregiver's Home Companion, The Caregiver's Hotline, [www.CaregiversHome.com](http://www.CaregiversHome.com), Special Reports, Caregiver Coupons, Syndicated Research, List Rental, Resource Directory, Content Licensing, Radio/TV, Hispanic Marketing, eCommerce ... and MORE!

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