

## Client of the Month ~ EOTO Custom Publications

**EOTO Custom Publications** is a division of **EOTO Publishing, LLC**, based in Hartford, CT. **EOTO's** mission is to create quality communications that improve people's lives. They do this by leveraging the possibilities of custom publishing with top-tier magazines and digital media.

Chances are you already market your product or service in many ways, using the more traditional advertising techniques available. **EOTO's** unique business model takes the best of publication capabilities and brings it to you with programs that can, often times, help you find a low cost-per-contact medium, allowing your business to reach more potential customers for less. As with any marketing medium, their custom publications can be utilized to establish and increase name recognition, communicate information on products and/or services, and be an extension of your current advertising and marketing.

Custom magazines reach out to customers, engage them on their own terms and drive them to the Web for more actionable information. A recent Roper study confirms that consumers trust the information they receive in a custom magazine.

Associations, organizations and non-profits have found that connecting with their members is one of the most make or break parts of their jobs. That's why they have been the true leaders in branded content since its earliest days.

Customized marketing materials can help you:

- Generate quality referrals year-round
- Reach the right market niche for your products/services
- Stay in touch with current customers on regular basis
- Extend the effectiveness of your marketing/promotional dollar
- Grab the competitive edge
- Make an impact and enhance your image in the community

**"60% of readers feel  
custom publications  
make them feel closer to  
the sponsor."**

Roper Public Affairs Custom Publishing Survey

**9** out of 10 marketing directors who had firsthand experience with a custom publication, said that it was effective at generating loyalty; **83%** said it was effective at client retention; and **92%** said it was effective at relationship building.

Custom magazines are also a proven way to drive corporate target audiences to the Web for more information and community building. **EOTO Custom Publications** combines the offering of print publications along with digital magazines to build customer brand loyalty. Their product listing include:

***"Custom publishing marries the marketing ambitions of a company with the information needs of its target audience. This occurs through the delivery of editorial content ~ via print, Internet and other media ~ so intrinsically valuable that it moves the recipient's behavior in a desired direction."***

....Custom Publishing Council

- Customized Professional Magazines
- Digital Media Magazines
- Customized Annual Reports and Catalogs
- Sales Sheets, Newsletters and Brochures
- Graphic Design of Logos and other Branding

**91%** of consumers and **94%** of business professionals who read custom publications believe they are an excellent source of information. **64%** of consumers and **67%** of business professionals who are regular readers of a custom publication consume the content, meaning they read the custom publication (whether it is a newsletter, brochure or book) cover-to-cover or some pages in detail, and pick it up an average of two times before finishing it. Nearly **40%** of readers either retain it or pass it along to additional

readers, another key indication of the high value a reader places on any magazine or newsletter.

**EOTO Custom Publication's** goal is to create a powerful, lasting impression of your business to your target audience!  
For more information, go to: <http://eotocustompublications.com>



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