



PERSONALIZED COVER

VARIABLE DATA PRINTING IN THE IMAGE AND IN THE CONTENT

HUNDREDS OF PERSONALIZED COVERS IN THE 1 EDITION



Goal: enabling subscribers to order an online personalized cover – with their own photo and text

Solution:

1. Prografix has created a dedicated platform (landing page) on which subscribers could add: their own photo, personalized text, shipping address and finally accept their created cover
2. Then the system automatically generated personalized covers in PDF file. Prografix printed, finished and delivered unique personalized copies of the magazine to their subscribers.



PERSONALIZED COVER – FRONT PAGE

ONE EDITION – DIFFERENT UNIQUE COVERS



PERSONALIZED BACK COVER



PERSONALIZED LABEL ON BACK COVER

- The system automatically generated a shipping label - based on data provided in the form

TIP. Printing the shipping address on the back cover and packing the magazine into a transparent courier bag made it possible to **REDUCE THE COSTS** of printing, completing and sticking the ADDRESS LABEL.



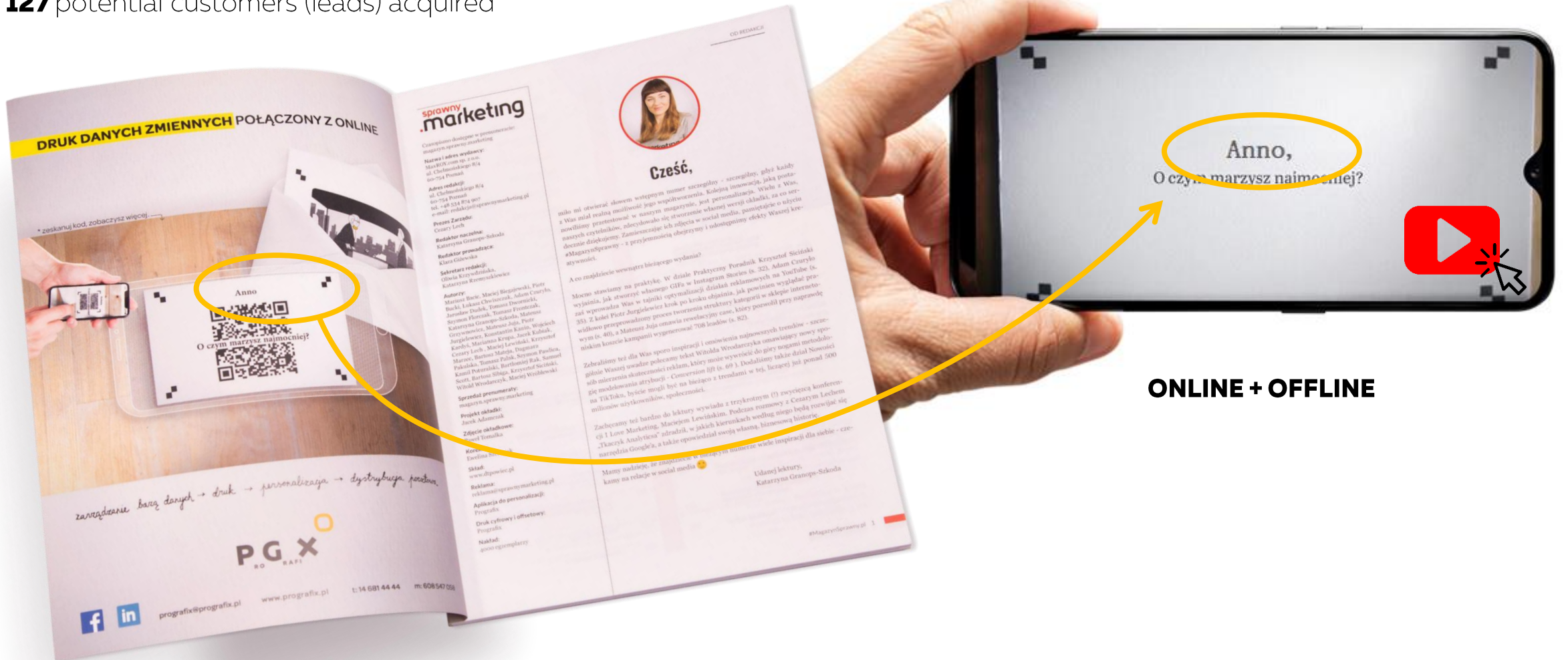
PERSONALIZED INSIDE COVER



INTERACTIVE, PERSONALIZED ADVERTISING

Results:

- **126%** increase in readers' engagement on the site
- **3 minutes** - average time on the page (after QR scanning)
- **127** potential customers (leads) acquired

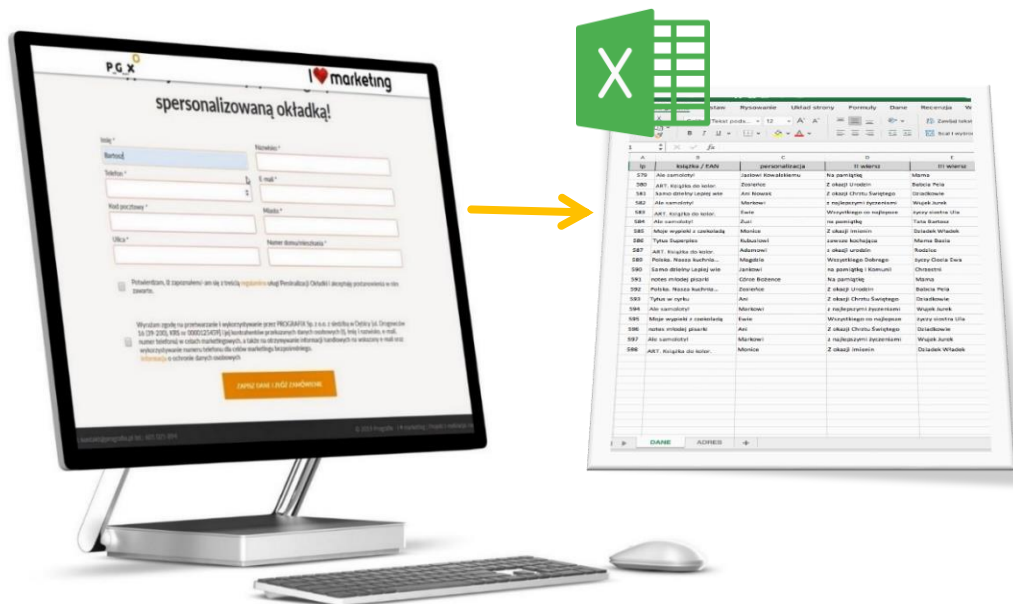


ONLINE + OFFLINE

RESULTS

DATA BASES

Publisher gathered new subscriptions and personal data, which can be used later for further, deeply personalized 1:1 communication.



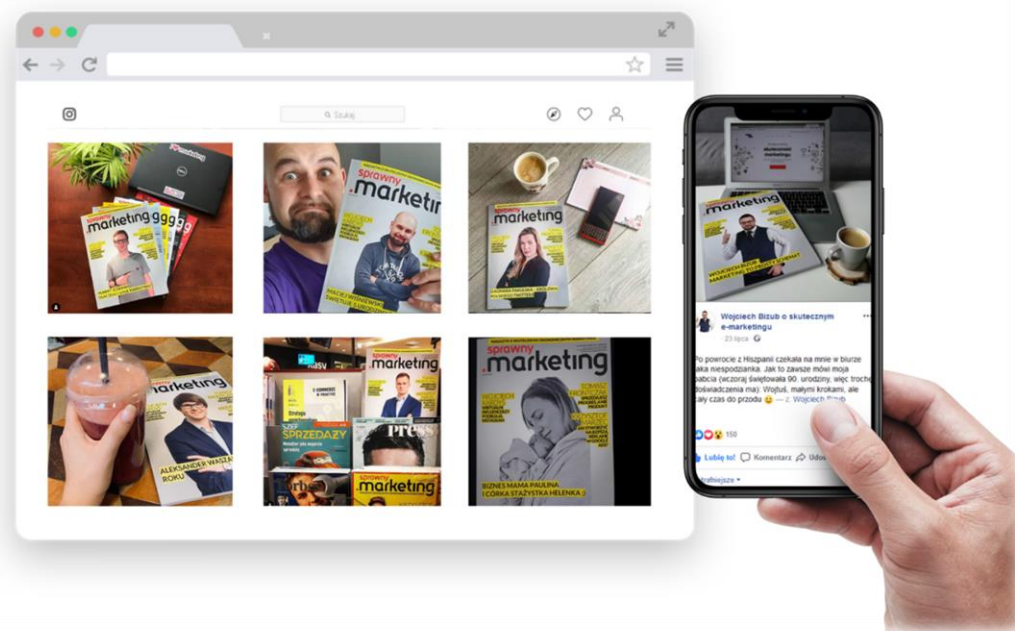
NEW SUBSCRIPTIONS & DATA BASE

sprawy
.marketing



OVER 65% OF ONLINE SHARES

Subscribers shared their photos of personalized cover in social media. In this way the brand image was spread and strengthened.



WORD OF MOUTH MARKETING & VIRAL MARKETING

HOW TO BECOME THE FACE OF MAGAZINE COVER?



Zostań twarzą okładki magazynu

sprawny.marketing





P G X O
RO RAFI



"Cooperation with Prografix is always extremely professional. The company offers the highest level of performance of the agreed work, and the contact persons try to adapt the solutions to the client's expectations. The print quality of the commissioned materials was definitely satisfactory, especially the quality of the refinements used. Prografix employees are professionals who provide advice and help in choosing the best solutions, ensuring that the final appearance of the product does not raise any objections."

Tells Cezary Lech Partner & SEO Director
MaxROY.agency, Marketing Director of
MaxROY.agency i GoldPosition.pl, redactor
sprawny.marketing.

sprawny
.marketing

CASE STUDY: HOW OTHERS TOOK ADVANTAGE OF IT

ELLE MAGAZINE

WITH A MESSAGE FROM KIM KARDASHIAN

50,000 ELLE subscribers received an exclusive, personalized cover with the name and handwritten signature of star Kim Kardashian-West



BRITISH VOGUE

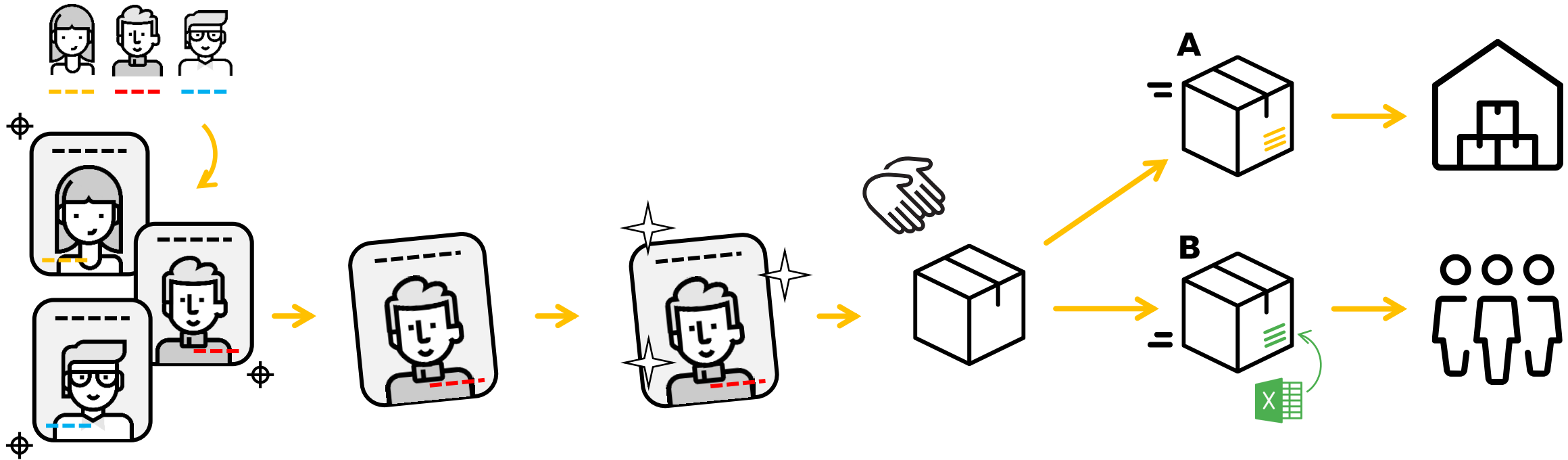
Following Elle's success VOGUE magazine printed 350 personalized covers in one edition



COMPLETE IMPLEMENTATION BY PROGRAFIX



EVERYTHING IN 1 PLACE WITHOUT SUBCONTRACTORS



We generate a unique file based on the uploaded photos and content

Personalize and print



Finish and pack

Ship
to upload address B2C/B2B

PROGRAFIX

EVERYTHING UNDER 1 ROOF



PRINTING HOUSE

OFFSET AND DIGITAL

400 tons of paper per month c.a. 100 production employees

43 COUNTRIES

CPX GROUP

The biggest printing houses association

DATA SAFETY AND QUALITY GUARANTEE

ISO/IEC 27001:2013
ISO 9001:2015



POSTAL CERTIFICATES & COURIERS AGREEMENTS



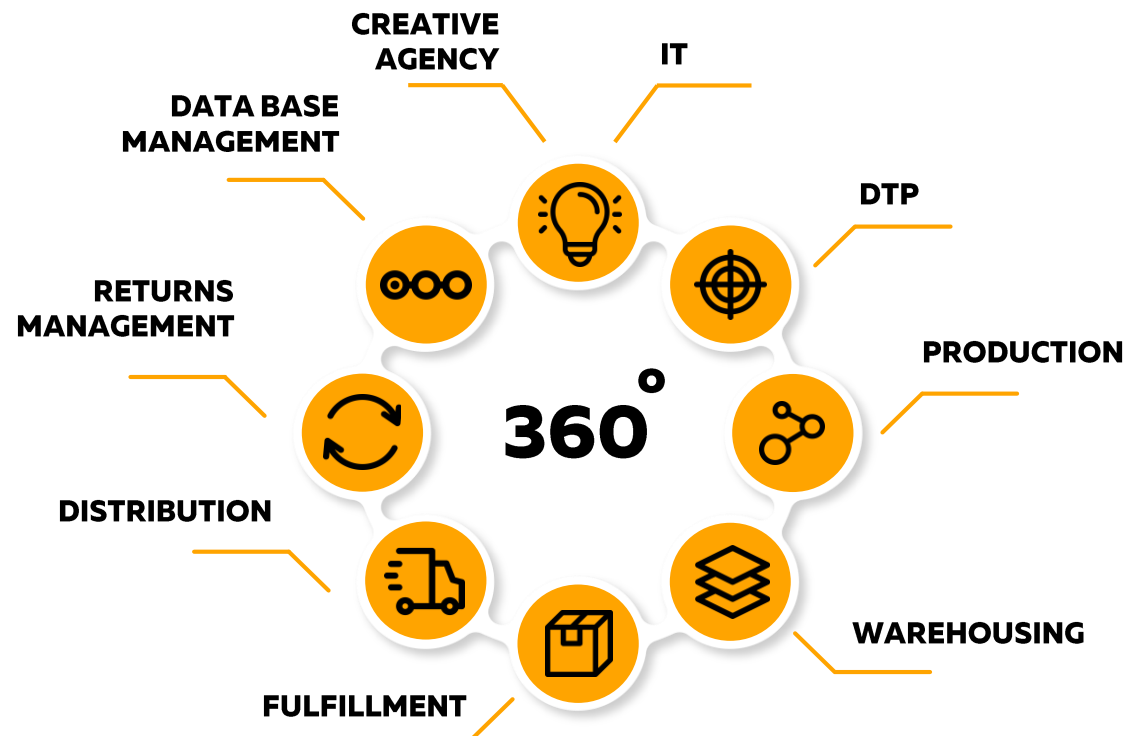
CREATIVE & GRAPHIC DESIGN AGENCY

GRAPHIC DESIGN

- Creating studio
- Implementation KV
- Language adaptations
- DTP (desktop publishing)
- Print proof, mockup

E-SOLUTIONS DESIGN

- Dedicated it team
- Dedicated b2b / b2c platforms



WE INVITE YOU TO WATCH THE FILM SHOWING THE POSSIBILITIES OF PROGRAFIX



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