

# PERSONALIZED MAGAZINES AND CATALOGUES

**VARIABLE DATA PRINTING IN THE TEXT AND IN THE IMAGE**

Even on every page | Any number of elements

# AGENDA

- Personalized cover (I, II, III, IV)
  - Personalized by publisher (dedication on cover)
  - Personalized by subscribers
- Personalized & targeted content (including table of contents, articles, advertisements)
- Additionally: personalized dust jacket
- Additionally: personalized & targeted inserts (direct mail, calendar, coupon, origami)



# PERSONALIZED COVER - (I, II, III, IV)

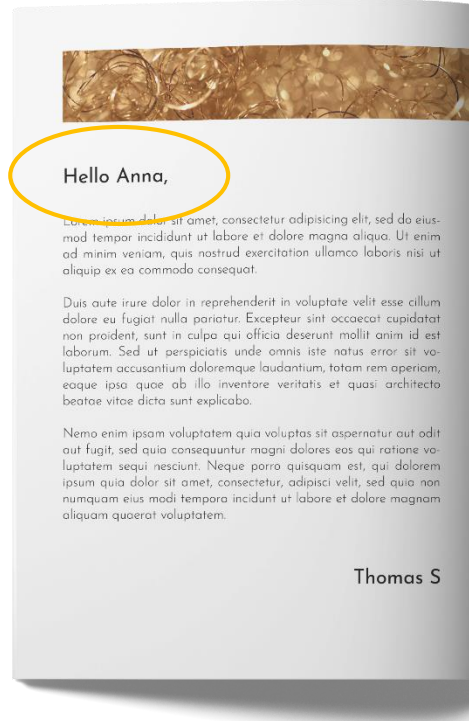


PERSONALIZED COVERS IN ONE EDITION



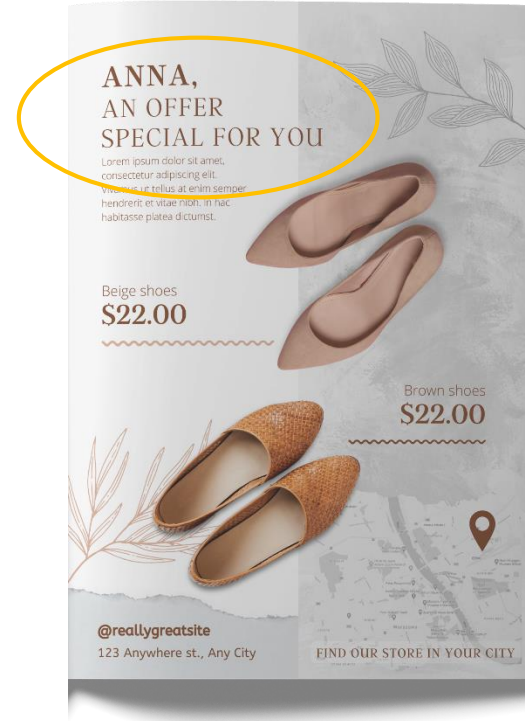
## COVER - I

Personalization in the text and in the image



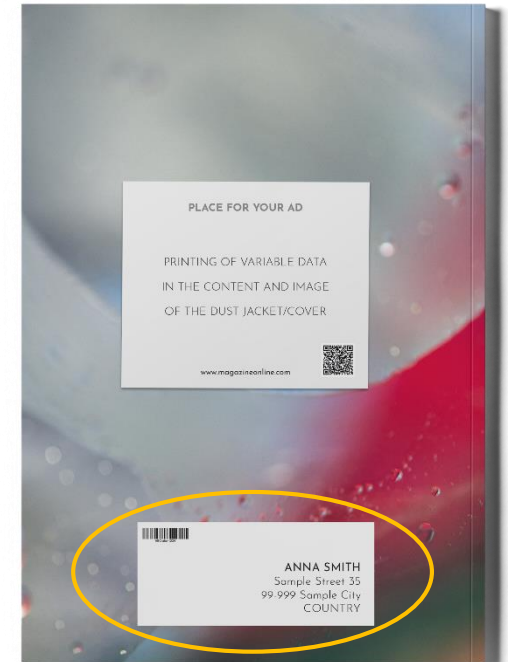
## COVER II (INSIDE)

Content – e.g. letter from editor



## COVER III (INSIDE - BACK)

e.g. targeted ads



## COVER IV

Content + address label

# PERSONALIZED OUTER COVER - FRONT



ONE EDITION – DIFFERENT UNIQUE COVERS

## DEDICATED CONTENT

Targeted content to suit to preferences of readers

## PERSONALIZED IMAGE/ ILLUSTRATION

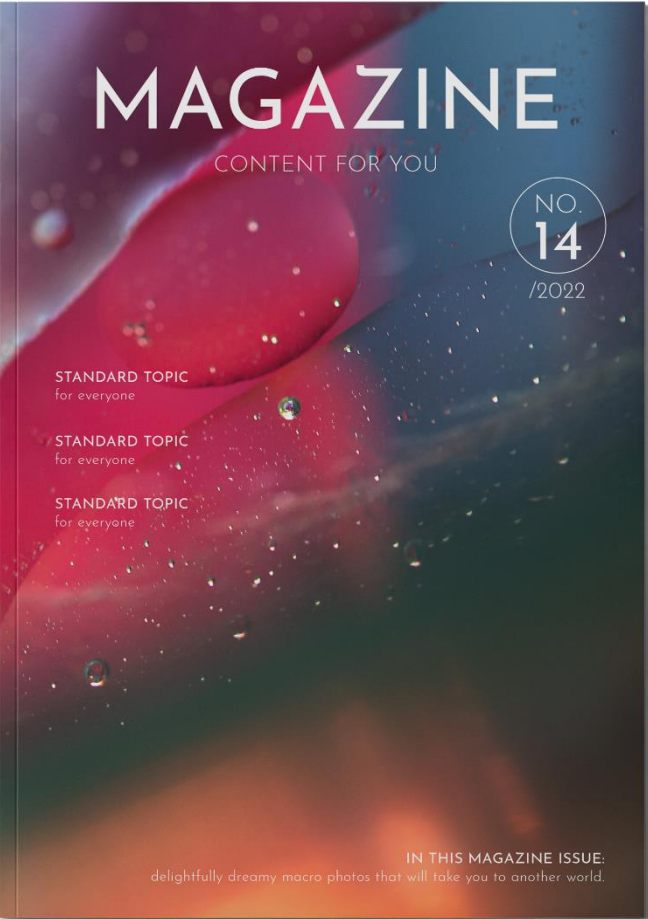
## PERSONALIZED TEXT/ DEDICATION



# PERSONALIZED COVER



## STANDARD



## PERSONALIZATION/ DEDICATION

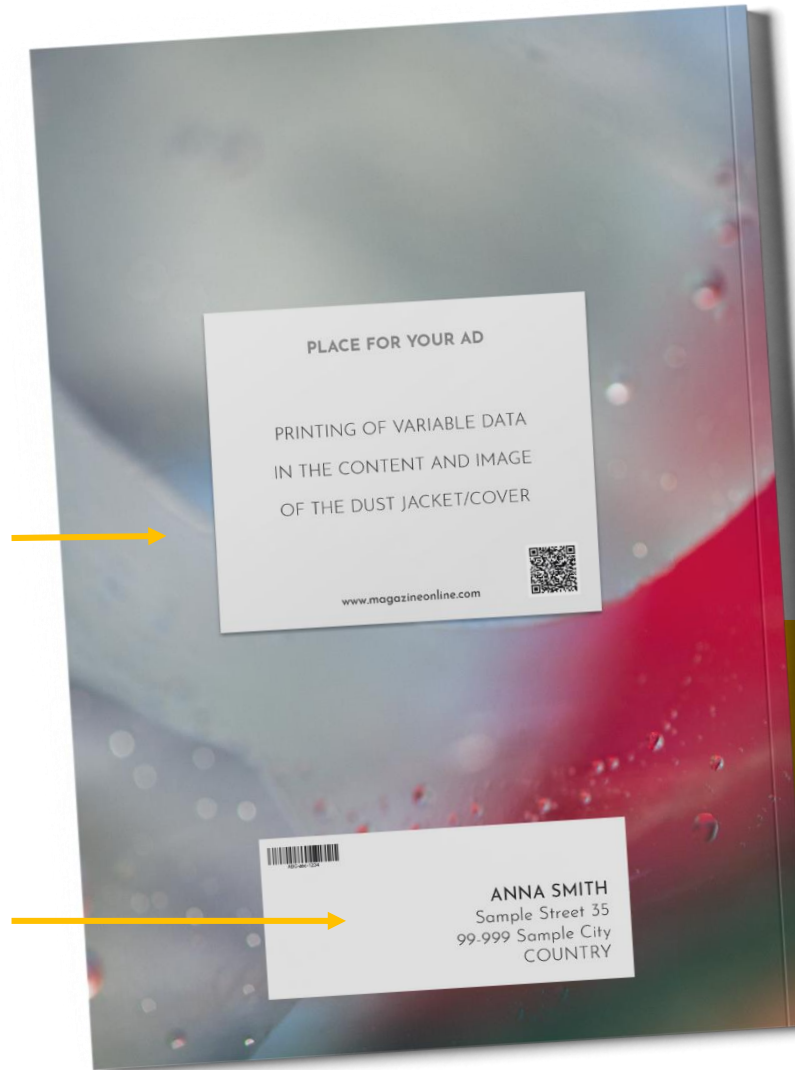


FIND OUT MORE: [HERE](#)

# PERSONALIZED OUTER COVER - BACK



**VARIABLE DATA PRINTING IN THE TEXT AND IN THE IMAGE**



**ADDRESS LABEL ON BACK COVER**

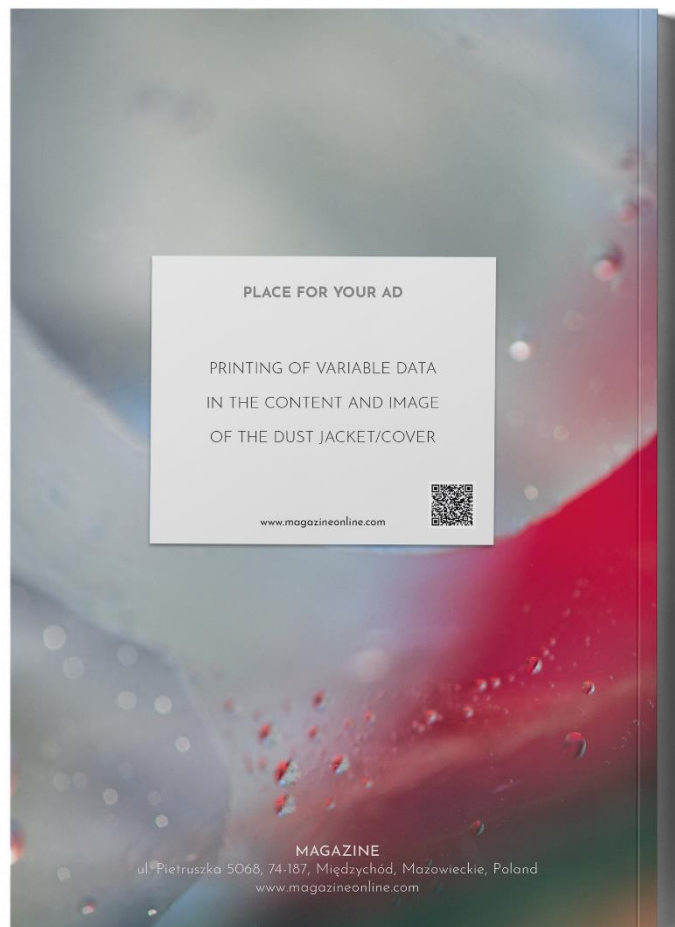


**TIP:** Printing the shipping address on the back cover and packing the magazine into a transparent courier bag made it possible to REDUCE THE COSTS of printing and sticking the ADDRESS LABEL. The number of variable elements on one page does not change the price of print. The system automatically generates a shipping label – based on data provided in the form.

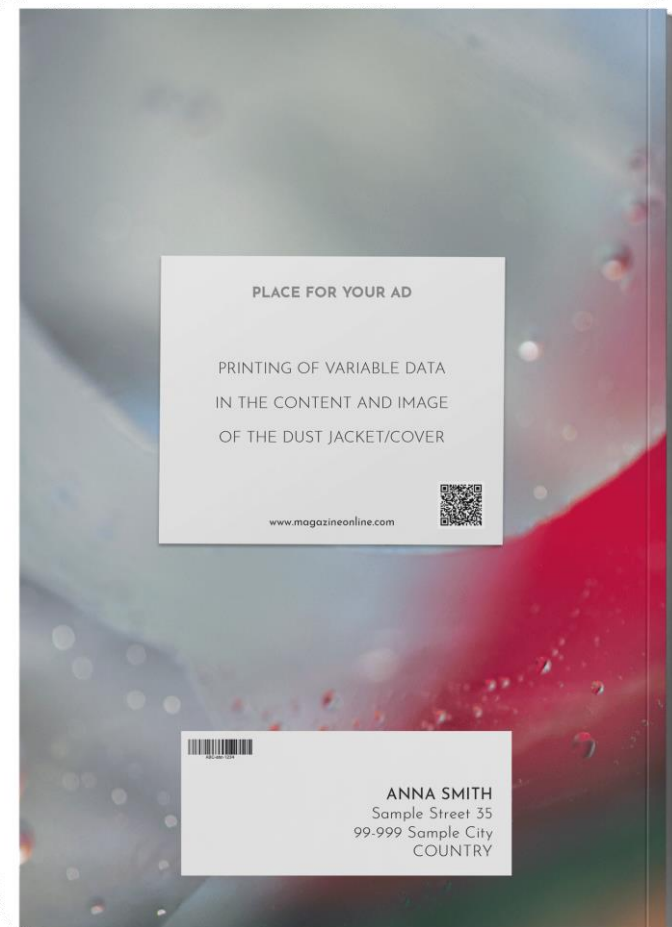
# STANDARD VS PERSONALIZED DEDICATION



## STANDARD



## PERSONALIZATION/ DEDICATION



FIND OUT MORE: [HERE](#)

# PERSONALIZED INTERNAL COVERS – III & IV



- Any type of content, on every page and every place - direct communication with every reader.
- Variable data printing will provide a unique experience with your brand.

## PERSONALIZED LETTER FROM EDITOR



## PERSONALIZED ADS

Offering personalized and targeted advertising will increase your revenue and response rate.



## PERSONALIZED GEO-ADS (MAPS)



# PERSONALIZED & TARGETED CONTENT



DEPENDING ON THE TARGET READER:

- Articles, table of contents and advertisements suited to an individual reader
- You pay for digital printing of sheet – you can personalize any number of elements

## FOR HIM - personal trainer



## FOR HER - fitness instructor



**TARGETED CONTENT**  
by age, gender, location, etc.

# ADDITIONALLY: PERSONALIZED DUST JACKET

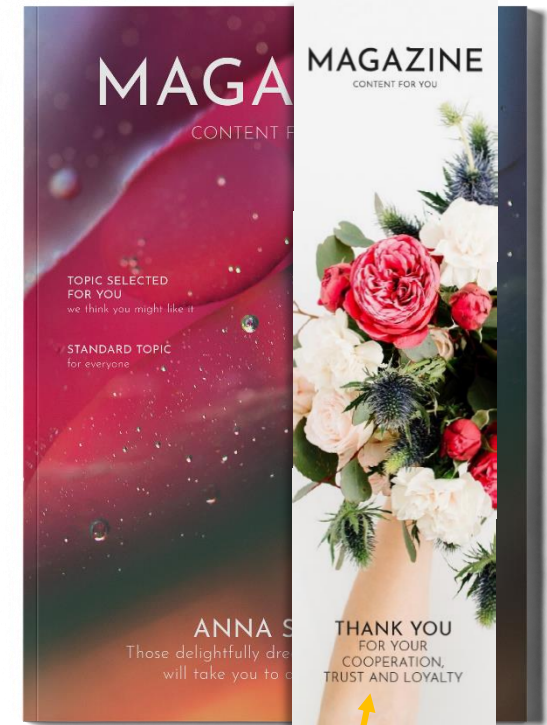


- You don't need to personalize the whole issue
- If You have overdue copies → sell them out with dedicated dust jacket



**ADDRESS ON  
BACK DUST JACKET**

**PERSONALIZED TEXT  
(DEDICATION) AND IMAGE**



**PERSONALIZED WRAP  
(DEDICATION)**

# ADDITIONALLY: PERSONALIZED & TARGETED INSERTS



Direct mails, cards, coupons, calendars, origamis, pro-forma invoices, scratch cards, stickers, QR codes, maps, etc.



← **DIFFERENT FORMATS AND SHAPES**



← **CROSS-SELLING. PERSONALIZED COUPONS, VOUCHERS**

Find out more: [HERE](#)

# PERSONALIZED COVER BY SUBSCRIBERS (ordering via dedicated landing page)



Enabling subscribers to order an online personalized cover - with their own photo and text



1. Prografix has created a dedicated platform (landing page) for embedding on Your website.
2. Subscribers can add their own photo, personalized text, shipping address and finally accept created cover. Then the system automatically generates personalized covers in PDF file.
3. Prografix prints, finishes and delivers unique personalized copies of the magazine to subscribers.

**FIND OUT MORE: [HERE](#)**

# PERSONALIZATION BENEFITS



## IMAGE & AWARENESS

- Personalized communication – reaching consumers with a unique message
- Sales increase – readers will be willing to pay more for a unique experience
- Strengthening the brand image and awareness, increasing value of the magazine
- Publicity increase – "SECOND LIFE" in social media, the possibility of organizing further marketing campaigns

## BUSINESS & SALES

- Subscribers data base increase – everyone wants to stand out and show that they belong to a unique group
- Reduction of address label costs (recipient address printed on the cover)
- Increase in ad revenue – personalized and/or targeted offer increases revenue and Response Rate
- Any number of personalized elements on the website at one price
- Sheet personalization – up to 4 pages of variable data at one price
- Selling of copies that remain in the warehouse (option with dust jackets)

# BENEFITS OF WORKING WITH PROGRAFIX

OFFSET PRINTHOUSES VS PROGRAFIX

## WHAT MAKES US STAND OUT?

- Reduction of time, costs of subcontractors and transport (we do everything at home - from pdf, through printing to packaging and B2C/B2B distribution)
- CUSTOM & NON-STANDARD solutions - covers, book dust jackets, means, inserts (including personalized), packaging, shipping
- Dedicated service team 24/7/365 - our schedule 'talks' to yours'; acceptance even the smallest details
- Various volumes and flexible selection of the type of printing and personalization (e.g. only a part of the volume can be personalized)
- Storage - we store and deliver products at your request
- We handle returns, redistribution, update the database
- We ensure timeliness and security of the most sensitive data
- We inspire and share the most effective solutions and practices from the international market

We advise and help our clients in design, preparation and implementation.

[CONTACT](#)



# PERSONALIZED MAGAZINES AND CATALOGUES

## FIND OUT MORE:

- About personalization and variable data printing: [click here](#)
- Our projects for publishers: [click here](#)
- Prografix – printing and finishing offer: [click here](#)
- Our inspirations: [click here](#)



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Dębica

