



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“IT’S SO EFFECTIVE THAT WE MOVED ANOTHER ONE OF OUR BRANDS OVER TO MAGNETMAIL.”

Gabriela Navejas, Marketing Director,
Accor Business and Leisure

Among the media and publishing companies using MagnetMail:

- National Geographic
- PennWell Publishing
- Douglas Publications
- Gazette Newspapers
- Commonwealth Business Media
- Washingtonian Magazine
- National Journal
- Specialized Information Publishers Association (SIPA)

MEDIA & PUBLISHING

Expand your conversation with readers, listeners and viewers.

Media companies and publishers make a living out of communicating to their audiences, but no conversation is complete without targeted marketing messages. That’s where MagnetMail can help.

MagnetMail allows media and publishing firms to expand their conversations with readers, listeners and viewers. So whether that takes the form of a newsletter or program update or subscription offer, MagnetMail makes it easy to engage your customers.

Real Magnet has an accomplished history of working with media and publishing firms, and many of MagnetMail’s features are tailor-made for you. Here are just a few of the things you can do:

- **Communicate quickly and easily.** The media and publishing industries are complicated, so we made MagnetMail easy. Send an email to your customers in just minutes. No special HTML or database skills are needed to distribute professional, branded messages.
- **Send via email, mobile, RSS and fax.** Media and publishing firms often have multiple distribution channels to suit their customers. MagnetMail adheres to the principle that there are multiple ways to reach the same audience, which is why our platform makes it easy to talk with your customers via email, mobile messaging, RSS and fax. We make it easy for you to talk with customers based on their communication preferences.
- **Manage multiple brands.** MagnetMail has enterprise functionality, making it easy to offer the application to your subsidiaries and affiliates and coordinate marketing activities.
- **Target your customers.** You can use MagnetMail’s powerful advanced features to deliver targeted messages based on user activity and timing. And you can use dynamic content and personalization to cater the message to each individual recipient.

MagnetMail gives you many other features to make sure that your readers, listeners and viewers are engaged in an ongoing conversation:

- Industry-leading delivery rates
- Integrated survey and event management
- Built-in testing tools
- Real-time tracking of opens, clicks, unsubscribes, etc.
- Integrations with multiple CRM applications
- Dedicated 24/7 customer support

Request a demo to learn more about how MagnetMail can help your media or publishing firm.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX