

# PUBLICATION SERVICES

MAP Marketing offers marketing expertise for printed and online publications to ensure that each and every initiative follows preset objectives and maximises outcomes.

## Publication Services

- Research & feasibility services
- Positioning
- Media channels
- Budgeting
- Content analyses
- Design & layout
- Advertising management
- Audience analyses
- Online publishing
- Publication promotions
- Online marketing
- Production & print management

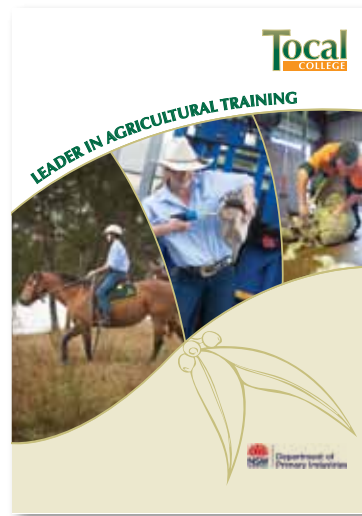


## Books

- Hunter Region Fine Recipes & Sensational Scenery
- Hunter Food & Wine 1 & 2
- Liability Management Guidelines for Practising Surveyors & Spatial Information Consultants - Risk Management Programme
- Dimensions - Liability Management Guidelines for Practising Surveyors & Spatial Information Consultants

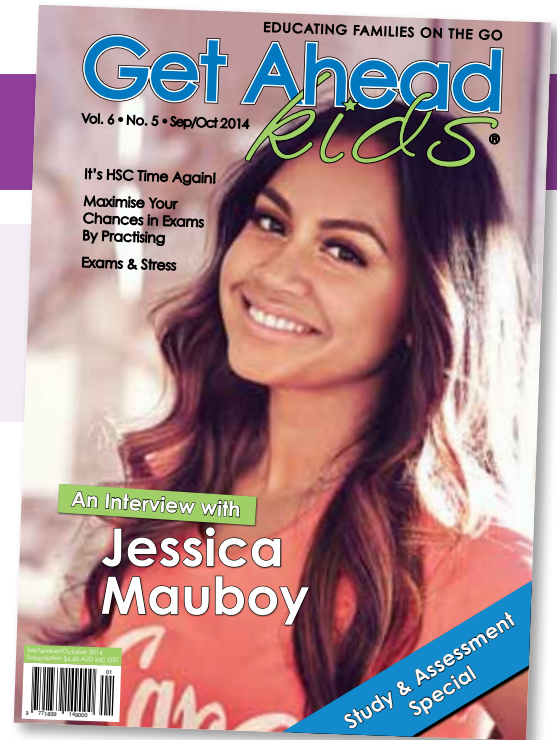
## Publications

- Cessnock Information
- Macarthur Region Prospectus
- Lake Macquarie City Prospectus
- Tocal Topics
- Tocal Prospectus
- ACSIS News
- Secrets of My Growth
- Get Ahead Kids Magazine
- Corrosion Management for Industrial Galvanizers
- INFORMAA Quarterly for the Records Management Association of Australia
- inCite for the Australian Libraries & Information Association



## Case Study Advertising Management: inCite

MAP Marketing managed the advertising for inCite for 8 years until 2008. During this time MAP Marketing doubled the advertising revenue of inCite in the first year and thereafter increased the annual revenue by 12% per annum to over \$270,000 per annum.



## Maria Charlton B Com MBA FAMI CPM

- Hands on experience in all fields of publications
- Expertise in self publishing of books & magazines
- Experience as managing editor & publications manager
- Experience in advertising manager
- Experience & expertise in multimedia publications
- Expertise in marketing publications



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