



Complete
Comprehensive
Full Service
Circulation Management
for Today's Publisher

Increase the Effectiveness of your Circulation Operation

Tyson Associates manages off-site circulation departments for small and mid-size publishers on a contract basis at lower cost than a full time staff. We also provide consulting work and creative services.

You can reduce your in house staff and manage circulation on an outsource basis while eliminating overhead costs with professional, seasoned management of this important business department.

Management for your company will be provided by a team of experienced magazine professionals available to you by phone, fax or in person at your request. You get the unqualified attention your company deserves.

During the past 33 years, we've provided our clients with many successes and awards. We work with both consumer and business-to-business magazines to bring their circulation operation into sharper focus.

You get the best of both worlds – management you can rely on and direct marketing expertise. Our clients deal only with top-level professionals, not junior staff, and they save money, too.

Our Services

We provide the following services:

- Fulfillment Management
- Single Copy Sales Management
- Promotion and Financial Analysis and Reporting
- Liaison with ABC/BPA
- New and Renewal Promotion Services
- Print Order Management
- Budgeting and Forecasting
- List Rental Management
- Award Winning Copy and Design
- Special Projects Management
- Annual Budgets
- Production Management for Campaigns
- Management of all Circulation Sub-Contractors
- Review of all Circulation Vendor Invoices
- Consultation on All Circulation Projects and Procedures

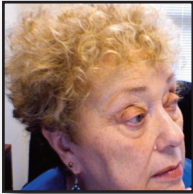
You get the services a publisher expects from in house staff – and more. Full and partial service is available as well as project consulting.

Judge Us By The Company We Keep

Partial List of Clients We've Worked With Over The Past 33 Years

Addiction Professional	Income Opportunities
Atlantic City Magazine	Java Developers Journal
Behavioral Healthcare	KM World
Beyond Computing	Lamaze Family
Black Enterprise	Long-Term Living Magazine
Business Traveler International	Metropolis
Casino Player	Milwaukee Magazine
Chief Executive	Museums New York
Children's Magazine Guide	New Scientist
CRM Magazine	Paper Magazine
Circulation Management	ParentTalk
DBTA	Professional Computing
Dance Magazine	PROMO Magazine
Design News	Quest Magazine
Dig Magazine	SalonOvations
District Administration	Services
EDN	The Scientist
EContent	The Spectator
EE Times	Sustainable Communities Magazine
EMedia	Test & Measurement World
Effective Clinical Practice	Ticker
Empire State Report	University Business
Essence	Verdant Magazine
Game Developer	Video Magazine
Healthcare Building Design	VIV Magazine
Healthcare Informatics	Zoetrope: All Story

BACKGROUND OF COMPANY PRINCIPALS



Elaine Tyson, President, is a noted authority on circulation management. For the past 33 years, she has run her own company providing consultation and creative work for blue chip publishers. Prior to that she worked for a direct response advertising agency supervising all work for the agency's magazine publishing clients. She was the circulation director of American Artist, American Art & Antiques, Interiors and Sales & Marketing Management. She writes for the trade press and is a seminar leader at major publishing conferences. Elaine is a guest lecturer at the Columbia School of Journalism's Publishing Course and the 2010 recipient of the Angelo R. Venezian Award presented annually by the National Trade Circulation Foundation to an industry professional who has contributed to the advancement of the industry and the circulation discipline.

Karen Tyson, Vice President, is the managing partner of Tyson Associates. In addition to acting as circulation manager for several clients, she buys all of the printing, lettershop and other outside services for clients. Prior to joining Tyson Associates in 1982, she was a copywriter and broadcast traffic manager of a national chain of department stores.



Roy Beagley, Director of Publishing Services, manages a number of client accounts. Before joining Tyson Association in 1992, he worked for International Media Partners in New York as well as The Spectator, South Magazine and the Economist in the U.K.



He has an extensive background in newsstand sales and subscription marketing for consumer and business publications as well as mailing, printing and airfreight businesses in the U.K., Europe and Asia. Roy is a contributor to the trade press and seminar leader at industry functions.

Contact us today for a **FREE** consultation.



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