

PARTHENON  PUBLISHING

WWW.PARTHENONPUB.COM

CUSTOM



MEDIA

MAGAZINES

NEWSLETTERS

DIGITAL MEDIA

TEL 615-627-2200



LOYALTY COUNTS

“IT COSTS FIVE TIMES AS MUCH TO ACQUIRE A NEW CUSTOMER AS IT DOES TO KEEP AN EXISTING ONE.”

- DON PEPPERS AND MARTHA ROGERS, THE ONE TO ONE FUTURE

“INCREASING CUSTOMER RETENTION RATES BY 5 PERCENT CAN INCREASE A COMPANY’S BOTTOM LINE BY 25-125 PERCENT.”

- FREDERICK REICHHELD, THE LOYALTY EFFECT

ARE YOU WORKING TO INCREASE YOUR CUSTOMERS’ LOYALTY?

PARTHENON PUBLISHING CAN HELP YOU CONNECT WITH CUSTOMERS THROUGH CUSTOM MEDIA THAT INCREASES CUSTOMER LOYALTY, STRENGTHENS BRAND IDENTIFICATION AND BOOSTS YOUR BOTTOM LINE.

STRENGTHEN YOUR CUSTOMER RELATIONSHIPS

Parthenon Publishing helps clients build and strengthen their customer relationships through print and digital media.

Our best-in-class marketing strategy, editorial, design and online solutions increase customer loyalty through media properties that strengthen brand identification and win a greater share of your customers' wallet.

WHY CUSTOM MEDIA?

Successful customer relationships are not built on reach, frequency, or targeting, but on engagement.

Custom publishing provides engaging content that your customers want to spend time with, influencing their buying decisions.

Custom media works for companies across all industries, whether selling financial services, retail products or health-care services. That's because good publications and good Web sites engage their readers. High quality magazines, newsletters and Web sites go beyond advertising to deliver brand loyalty by opening a dialogue with customers and deepening their relationship with your company.



WHY PARTHENON PUBLISHING?

Parthenon Publishing creates media properties that engage, educate and inform their intended audiences.

The strategy can be as basic as a four-page newsletter or as complex as a 120-page magazine. It can be an e-mail campaign or an interactive Web site. We excel in helping you integrate your print and online efforts to create a program that meets your – and your customers' – specific needs and boosts your bottom line.

And we do it all, from developing the appropriate strategy, to crafting original content and design, to managing production, prepress and advertising sales.

MANAGEMENT TEAM



BOBBY STARK PRESIDENT

Bobby has 15 years of marketing strategy and client service experience. Prior to founding Parthenon, he was president and founding partner of a custom publishing firm. Prior to that, Bobby was on the account service team at the Buntin Group, a marketing, advertising and media management firm. He is active in the Young Entrepreneur's Organization (YEO), having served as chapter president and board member. Bobby received his undergraduate degree from Vanderbilt and his M.B.A. from the Jack C. Massey School at Belmont University. He is also a graduate of the Birthing of Giants, a three-year executive leadership program managed by MIT, *Inc.* magazine and YEO.

ADELE ROWAN EXECUTIVE VICE PRESIDENT



Adele has 15 years of client service experience. For 10 years she was executive vice president and founding partner at a custom publishing firm. While there, she created and managed a variety of successful B2B and consumer publications. Adele was a founder of *American Profile*, a national weekly magazine with a circulation of 4.5 million, distributed through community newspapers. Prior to that, she spent five years on the account service team at the Buntin Group. Adele also spent two years working on a project to restore the state capitol for the Tennessee Department of General Services. Adele is a graduate of Vanderbilt University, receiving a B.A. in English Literature.

MICHAEL NOTT CREATIVE DIRECTOR



Michael has 25 years of magazine design experience. For 10 years he was creative director and founding partner at a custom publishing firm. There he shaped the high-impact visual identity of dozens of award-winning publications, creating newsletters, magazines, brochures and Web sites that built brand recognition and enticed consumers. Prior to that, Michael was creative director at the Buntin Group and before that, he did design work for *Texas Monthly*, *Houston Home & Garden* magazine, and *Houston City Magazine*. He received his fine arts degree from the University of Texas.

CARLTON DAVIS DIRECTOR OF OPERATIONS



Carlton has 10 years of creative and production management experience. For six years he was head of production at Capitol Records, where he directed the creative and oversaw the production of integrated marketing campaigns with print runs exceeding 5 million. Before that, he managed Team Design Inc., a Nashville design firm. Carlton brings to projects a rare combination of production and creative management expertise, along with a business mindset. He holds a business administration degree from the University of Tennessee.

ANASTASIA HOLDREN DIGITAL MEDIA DIRECTOR



Anastasia has seven years Internet development and marketing experience. She previously headed the Internet services department at a custom publishing firm, managing teams of Web content producers, content syndicators and Web development projects. Prior to that, Anastasia personally managed the Air Jamaica, Harvard Executive Education, Osram Sylvania and Cannondale Web sites for a Boston-area consulting company. Anastasia received degrees in journalism and English literature from the University of Massachusetts at Amherst.



LISA WADDLE EDITORIAL DIRECTOR

Lisa has 11 years of writing, reporting and editing experience. Prior to joining Parthenon, she was editor of *MyBusiness* magazine, an award-winning 550,000-circulation magazine for small-business owners. Before that, Lisa spent seven years as a reporter and editor for Nashville's daily newspaper *The Tennessean*, covering small business, health care and education. She has an undergraduate degree from Brown University and a master's degree in journalism from Columbia University.

CUSTOM MEDIA SERVICES

STRATEGIC EDITORIAL AND PUBLICATION DEVELOPMENT

✱

EDITORIAL

✱

DESIGN

✱

PRODUCTION AND PREPRESS

✱

ADVERTISING SALES MANAGEMENT

✱

WEB SITE STRATEGY, DESIGN AND DEVELOPMENT

✱

CONTENT MANAGEMENT

✱

E-MAIL MARKETING

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