

Gravure Publisher Perspective Overview

Cathy Merolle

HEARST *magazines*



"Best Practices & Emerging Technologies"

GAA Pressroom Conference – April 22-24, 2008

Millennium Hotel, Cincinnati, OH

Major Gravure Publishers, Pubs

- AARP / Modern Maturity
- AAA
- American Girl, Inc.
- American Media
- Bauer Publishing
- Beverage Aisle
- Beverage World
- Chicago Tribune Magazine
- Conde Nast Publications
- DFS
- European Media Group
- Figi's, Inc.
- Guideposts
- Hachette Filipacchi Mags HFM US
- Hearst Magazines
- Los Angeles Times Magazine
- Martha Stewart Living Omnimedia
- Meredith Corporation
- National Geographic Society
- National Wildlife Foundation
- New York Times Magazine
- OK! Magazine
- Parade Publications, Inc.
- Publishing Group of America
- The Reader's Digest Association
- U.S. News and World Report
- USA Weekend/Gannett Co., Inc.
- Washington Post Magazine



Hearst Magazines' 6 Gravure Titles

Cosmopolitan
Country Living
Good Housekeeping
Redbook
Seventeen
Quick & Simple



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WIN \$104,000 OF FREE STUFF!

REDEEM

love your life.

sexier sex

How real couples recharge their love life

WEIGHT-LOSS TRIUMPH

"I LOST 18 POUNDS IN 30 DAYS"

De-junk your life

TRADE IN YOUR CLUTTER FOR CALM

LOOK YOUNGER IN SECONDS

Beauty fixes: real-life before & afters

EXCLUSIVE

Mariska Hargitay

What she knows about child abuse

Love your body

Dresses for every shape



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140 Money-Saving Tips & Recipes!

Good Housekeeping's

quick & simple

April 8, 2008 Weekly

Bargain Buy!

INSTANT WIN!
\$27,713
In Coupons & Prizes!

Alison Sweeney
Lost 30 Lbs.
& 3 Dress
Sizes!

Fun New Ways to Walk Off Weight!

No-Stress Spring Cleaning!

Delta Burke's Feisty Fight for Happiness

The Secrets Health Pros Tell Their Friends

EXCLUSIVE! Host Alison Sweeney Insider Diet Tips From

THE BIGGEST LOSER



Easy, Dreamy Ice Cream Cake!



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Why magazine publisher will choose Gravure

- Cost advantage for long run magazines
- Consistency of the run
- Rich, saturated look
- No in-line compromises...less ad complaint opportunities
- Ability to make upfront local corrections prior to cutting cylinders
- Perfect process for certain subject matter
- Less run waste
- Ability to run on lighter substrates, SCA



Gravure's "image" – Editors, Agencies, general

- Editors -- Good and Bad
 - Good – National Geo, Martha Stewart
 - Not so good -- some Fashion/Beauty editors
 - Objection to fuzzy type, static, "feel" of paper
- Agencies
 - Reproduction must be process transparent, 1 set specs
 - Level of expertise not what it used to be
 - No "excuses" for gravure
- Some associate gravure with "less than high-end"
- Magazine business in this country still thinks offset
 - Most "gravure" mags are gravure/offset combinations
- "Crème de la crème" magazine publisher 99 % offset
- We don't sell gravure well (my opinion)



Gravure – in “competition” with Offset

- Digital cylinder engraving (no ads)
 - Elimination of the proof press
 - Bigger presses, wide bodies (3 meters +)
 - Faster front end
 - Ballard shells / sleeves
 - K6 helios
- Computer to plate (ads start to roll in)
 - 48-page “Sunday” presses
 - 64 page presses
- ????????????????



What's next?

How will gravure respond to it?



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Future – what magazine publishers want to see

- More deliveries, delivery flexibility
- Make gravure more cost advantageous at shorter runs
 - Press enhancements, design
 - Engraving technology
- Reduce MR time, cylinder cost
- Capture lighter tones with consistency
 - “no excuses for gravure”– reproduction process-neutral
- Complete virtual workflow
- Less corrections to match proofs
- Improvement in type fuzziness, static (if possible)



What you can expect from Publishers

- Automated Ad delivery through Advertising Portals
- Complete color-managed Virtual environment and workflow
- Elimination of advertising proofs
 - Procter & Gamble initiative
 - Run to “numbers”
 - Print what’s in the file



More from my colleagues.....

- Ken Kingston, Director of Manufacturing, Parade
- Dave Wolvek, Quality Technical Director, Meredith



Thank you for your attention

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