

# Meredith Corporation

## Publishing Group



Dave Wolvek



*“Best Practices & Emerging Technologies”*

GAA Pressroom Conference – April 22-24, 2008

Millennium Hotel, Cincinnati, OH

- Meredith Publishing Group has been involved in Gravure Print since the early 1970's
- We currently print 2 major magazines with a mix of Gravure for the main body, and offset for the regional portions and cover.
- Approximately 40% of Meredith's total printed pages per year, are produced in the Gravure process.





Total  
number of  
Gravure  
pages  
printed per  
year for  
BH&G

24 billion



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Total  
number of  
Gravure  
pages  
printed per  
year for  
LHJ

9 billion



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We also produce several other Gravure programs for our external customers at:

- White Flower Farms
- Stark Brothers
- Home Interiors
- Chrysler
- KOA



- Meredith initially became involved in Gravure for cost savings potential, and to attract more retail type work.
- As we realized our initial goals, we discovered there were many other benefits to printing Gravure.



- Localized corrections
- No in line compromises
- No ink water balance problems
- Ability to run lighter stock



- Dry trap process, better color reproduction
- Consistent color through the length of the run
- GCR driven ink savings
- Color management control through gradation and cell size





Our most recent efforts have been focused on a collaborative effort with our print vendors, to reduce or eliminate the need for hand corrections.

Increasing throughput, reducing waste, and further reducing variation in color through the length of the run.



Working with our print vendors, we are correcting supplied ads into the same color space as our edit pages, to reduce the need for hand corrections.

Currently, Meredith is producing catalog work with no corrections and have reduced corrections on our magazines by 90%



Due to continuous improvement in the Gravure process, and changing market conditions.

Helping allow Gravure to compete in the shorter run market...



Meredith Publishing Group is exploring the possibility of moving 3 more Meredith magazines to the Gravure platform



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Meredith appreciates the opportunity to  
attend this event



Thank you for your time



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