

McMurry  
CustomPlus™

*At McMurry, we're more than a custom publisher, we're your marketing partner for proven return on investment. A higher level of thinking, consultation, strategy and results are all yours*

## CREATIVE

Creating your publication is much more than ink on paper.

You can't afford to waste money on a publication that's thrown together. It has to be engineered to your needs. It must deliver a return on investment. At McMurry we engineer your publication from the ground up, starting with a strategy to meet your goals. There's a psychology to getting the most of your readership, response, shelf life and pass-on rate. Consider our editors and designers reader psychologists with an obsessive goal of exceeding your expectations.

# McMurry CustomPlus™

## THE TEAM

Women. They make the majority of healthcare decisions in the household. They also tend to make a majority of the decisions around here. Reason being, of the team that will create your custom publication, a majority of them are women. However, every person that touches your custom publication is the best of the best. In fact, our creative team has won over 1,000 industry awards for its expertise. Is this from Chad? It just seems a bit odd. The transition to however after discussing

At last count our creative team produces custom publications for 220 healthcare organizations, including such stalwarts as Baylor Health System, Kessler Institute for Rehab, and Cleveland Clinic Health Systems. But our work doesn't stop there. The Ritz-Carlton, USAA, Amtrak and CBS among others also turn to us for our publishing expertise. And there's a reason why; our creative team delivers unparalleled results.

# McMurry CustomPlus™

## PUBLICATIONS: About Health

16 to 24 Pages

Oversized, 100% Custom

Have the best of both worlds. With About Health you have ample room to customize your pages for a big presence, as well as do it affordably.

The overall editorial focus of About Health centers on general wellness and encourages readers to embrace a healthy lifestyle, which includes healthy eating, exercise and mental wellbeing. You have the freedom to keep the original stories we provide, alter them or make your magazine 100 percent custom. Add pages. Add inserts. It's not a problem. The McMurry creative team is here to make it as turnkey and as custom as you'd like.

The oversize format and snappy design appeal to larger hospitals that want maximum impact. You'll also find that in competitive situations, hospitals will choose About Health to crush a competitor's feeble little newsletter.

### Key benefits:

- Oversized to break through the clutter
- Make life easy with our exclusive MasterBook format.
- Replace national expert quotes with quotes from a hospital's own experts.
- Customize any page 100 percent.
- Add pages if you like.

# McMurry CustomPlus™

## PUBLICATIONS: SmartHealth

8 or 12 Pages

Oversized Tabloid, 100% Custom

SmartHealth is a tabloid publication offering the latest health research and trends to female household decision makers. Our goal is to enable readers to make healthy lifestyle choices while positioning you as the healthcare leader in your market

NP: With useful, timely features and eye-catching design, SmartHealth can be expanded to include additional custom pages. Numerous calls to action direct readers to your major service lines and measurable reader-response mechanisms support your unique marketing strategy.

Key benefits (reveal these):

- Make life easy with our exclusive MasterBook format.
- Replace national expert quotes with quotes from a hospital's own experts.
- Customize calls to action.
- Customize any page 100%.

# McMurry CustomPlus™

## PUBLICATIONS: Health Direct

8 Pages

Standard, Size, 100% Custom

Health Direct is a highly sought-after publication that provides readers with easy-to-understand general health information on such topics as women's health, cancer, heart disease and diabetes. Included in every issue of Health Direct is an article on healthy eating and is accompanied by an easy-to-make, good-for-you recipe. Eye-catching calls to action (is "offers" a good substitute for "call to action"?) prompt readers to contact you for more information or to schedule services. Above all, Health Direct's quick-read, magazine-style format leaves a lasting impression with women, its primary target audience.

If it's a magazine look you're searching for while working with a smaller budget, Health Direct is a great choice as a hip, fresh and effective publication. It is also great to pack a bunch of information in with lots of calls to action.

### Key benefits:

- Make life easy with our exclusive MasterBook format.
- Free customization of black type in calls to action.
- Free customization of folios.
- Free customization of expert attributions.
- Free customization of calls to action.
- Replace national expert quotes with quotes from your experts.
- Customize calls to action.
- Make every page 100 percent custom.

# McMurry CustomPlus™

## PUBLICATIONS: Vim & Vigor

60 Pages

Unmatched Quality, Undeniably Custom

When it comes to health-wise publications Vim & Vigor is top of the line — putting custom magazines for healthcare on the map nearly 25 years ago. Today, it is the number one custom magazine for healthcare in the country and for good reason. It absolutely delivers results.

Hospitals that choose this magazine generally want to stand out from the others and illustrate that they are unmatched and credible. You can make that decision with confidence, too. The average reader spends nearly an hour with the magazine, and keeps it for three months. And when you consider that your information is included in every story, we easily predict you'll be seeing a lot more business come your way.

One significant distinguishing characteristic is the celebrity cover feature, which wraps a health story around an A-list personality. The celebrity cover instantly differentiates you from mere hospital-only publications.

The stories in Vim & Vigor strive to present complicated health information in an interesting and easy-to-understand way in addition to giving readers useful tips that apply to their own, or loved ones, lives. Using straightforward language, Vim & Vigor covers the major hospital service lines through prevention and treatment-oriented articles. Every issue contains cancer and heart health features as well as food- and senior-focused departments. Diabetes, women's health and orthopedics are also frequently featured topics. You're free to use ample pages for 100 percent customization, utilize built-in custom reply cards, an included polybag and more to maximize your return on investment.

# McMurry CustomPlus™

## PUBLICATIONS: You Name It!

You want it, you got it. So what if it's a 28-page custom publication on heavy matte paper with a fifth color and a French-door cover. Let's do it. Fact is, while our suite of publications works for most clients, there are some who just want their very own thing or want us to take over an in-house publication. Our team of marketing and magazine experts will work with you to find the best strategy, design, and editorial tone for your publication. We'll also develop a database strategy, tracking programs and prove your return on investment.

# McMurry CustomPlus™

## MY MCMURRY

Adjust your publication anytime, anywhere. Created exclusively for our clients, MyMcMurry™ is an incredibly intuitive and easy-to-use system that allows you to alter your publication whenever you want. Take advantage of those rare spare moments and fine-tune or tweak your custom pub right from your own computer. Don't wait for paper proofs or uploading versioned files. All the pages from your publication will be there in full color, along with an extensive photo library, article collection and more.

On MyMcMurry™ you can download and print your production schedule, search our image library, and get answers to frequently asked questions about editorial, art, production and circulation.

You also have access to our archive of thousands of articles from which to choose. Whether you want an article for your publication or for any other project at your facility, just type a keyword in the search box and take your pick.

All in all, when it comes to creating your custom publication, getting approvals and working with your creative team, MyMcMurry™ makes it your McMurry.



## EDITORIAL AND DESIGN

From concept to proofing, McMurry's design process follows steps that are tailored specifically to your needs. Whether your goal is to drive traffic to the Web, to classes, or generate prompt call-ins, we'll integrate elements that support your strategy that are on target and visually stimulating.

To ensure we meet your goals, both the art department and our writers gather to uncover unique and creative ways to present each article subject so the reader is captivated, entertained and most of all responsive. Once the concept is crafted in story format, it is then proofed and refined.

That same care in the editing and proofing processes are applied to client-supplied stories. Whether you request a rewrite, editing or proofreading, our goal is to create the highest quality story each and every time. We can even assign one of our award-winning health writers to write original, local stories.