

Custom magazine specialists



What is custom publishing?

Custom publishing offers an effective way of increasing customer loyalty, customer satisfaction and in turn customer retention.

Magazines are a great way of engaging your customers and keeping them involved with your organisation. They can be used to keep customers up to date with new products and services, and as well to maximise customer value.

Total Image Publishing is Australia's leading publisher of custom magazines for retail environments, publishing magazines for Camera House, Fletchers and Soul Pattinson, and distributing magazines through Harvey Norman, Dick Smith Electronics and Grace Bros/Myers.

The complete solution

Total Image Publishing offers an "all-in-one" solution for companies wanting to produce high-quality

publications for internal or external use.

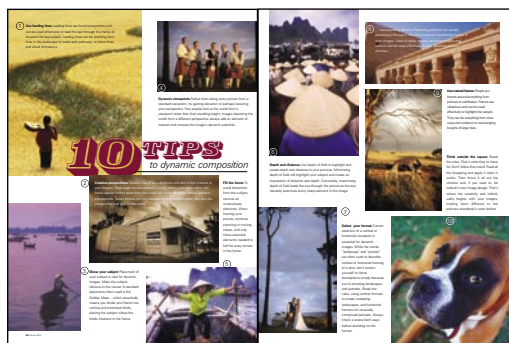
We can manage the whole process of creating a magazine or newsletter for you from start to finish. Our services include:

- Writing and editing
- Photography
- Layout and design
- Print management
- Distribution and logistics

We can tailor publications to meet your needs and specifications, and can offer you high levels of input and flexibility in the creative and production processes. We have more than a decade of experience in publishing, and all our staff are experts in their fields.

With experience in point-of-sale magazines we have special expertise in distribution into stores, overprinting (for example store details onto the covers of magazines) and plate changes - printing different versions of a particular magazines.

For more information, contact: John Pospisil, PO Box K560, Haymarket NSW 1240, john@total-image.com.au, ph 02 9573 1163, fax 02 9573 1590, Mob (0425) 254 765.



OUR PUBLICATIONS

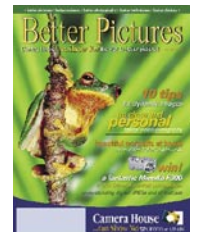
Total Image

Total Image is a photographic magazine distributed through camera shops. The magazine is designed to help a range of camera user take better pictures, and with an audited circulation of 50,000 it is the highest circulating photographic magazine in Australia. Customised versions of the magazine are published for Camera House (as Better Pictures) and Fletchers (as Photo News).



Inspiration

Inspiration is a beginners photography magazine published exclusively for Soul Pattinson Chemist. Soul Pattinson stores distribute the magazine to customers, and also mail thousands of copies to Special Privilege Club members.



FREE ACCESS

Since 1998 FREE ACCESS has been helping consumers make purchase decisions in the areas of computer hardware and software. Written in an easy-to-read style, the magazine is distributed through Harvey Norman, Dick Smith Electronics and Grace Bros/Myers.



PC Projects

Our annual PC Projects is very popular with shoppers in the major retail outlets during the summer period.

