



Cornerstone Publishing Services

Publishing Services

Publishing Services provides publishers with complete back-end subscription fulfillment processing and subscriber database management. We also provide web-based tools such as online subscriber processing and self-serve customer care.

Publishers have tight production schedules and rely on receiving efficient service and accurate and comprehensive reports on demand.

Industry Experts

We have assembled a team of industry experts that really understands the nuts and bolts of the circulation business. We have been on both sides of the business, so we know the frustrations and demands of the magazine industry.

Subscription Fulfillment System

We have built a multi-publisher platform, capable of handling audited and non-audited publications, which allows us to view, report and extract data by individuals or product lines. Our system creates a single account to use across multiple publications, customer purchases, reader reply and other products. We have full capabilities in setting up basic requirements, such as language preferences, do-not-

promote settings and billing and shipping information. For audited publications, there is an unlimited number of customized audit and demographic questions.

Accurate Data Capture

Our scan line technology immediately captures the names and addresses of subscribers and appends them to your database, along with an image of any accompanying cheque and/or order form. In addition, cheques are immediately deposited into your designated bank account.

Security

Our security measures are designed to protect your most precious asset—your subscriber database. All aspects of our process, from the physical environment to database access,



Our priority is helping you take care of your subscribers

are rigidly controlled by security procedures that ensure that only fully authorized and qualified personnel are working to serve your needs.

Call Centre Solutions

Our inbound call centre representatives receive and fulfill customer requests such as new subscriptions, renewals, billing modifications, changes of address, gift subscriptions and other transactions. Our system provides the customer service representative with real-time access to our Clients' subscription databases, making the changes instantaneous.

Superior and Flexible Reporting

Our reporting system separates us from our competitors. Our reports can be provided in hard copy or in the popular Microsoft® Excel pivot tables. These flexible reports allow circulators to calculate totals, averages, counts, percentages and much more, based on any numeric field. And the flexibility extends to the ability to generate charts, to rearrange data by moving, adding or deleting fields, and to automatically recalculate whenever fields are added or dropped, or whenever categories are hidden or displayed. Analyzing circulation and promotion campaigns can be done in seconds.

Full Integration with Online Services

Our subscription fulfillment module integrates with our web services for publishers. Cornerstone's customer care service provides comprehensive, dynamic access for subscribers who wish to review account status, renew, give gifts and edit addresses.



Contact Us

Cornerstone Group of Companies

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The Cornerstone Group of Companies

Our mission is to help our Clients find and keep good customers. We will accomplish this by providing our Clients with the best prospecting leads available and helping them to be the best in the world at managing and enriching their customer databases.

The Prospecting Group

- List Brokerage Services
- List Management Services
- List Processing Services
- Data Products
- Search & Web Marketing Services

The Database Group

- Marketing Database Services
- Fundraising Services
- Publishing Services

Every business unit at Cornerstone has been set up with a specialized set of products, services and experienced professionals dedicated to fulfilling the needs of marketers.

We invite you to call us at [1.416.932.9555](tel:1.416.932.9555) to explore how we can make your customer experience a long-lasting one.



Clients
Our People
Technology

