



Case Study Hogue Printing eNeighborhoods/RISMedia



Customer

Printer and Marketing Services Provider

Challenge

Designing and implementing a process for printing personalized magazine covers to meet the rigid specifications for magazine publishing and binding.

Solution

A national team working in tandem with PersonalEffect software modules to meet a tight deadline

Rules combining data from multiple databases

Flexible, industry-leading design capabilities

Running the digital press at full speed

Results

High-response cover, delivered on time, to the satisfaction of the client, the publisher, and the subscribers

XMPie Inc.

Headquarters

XMPie Ltd.

Hogue Printing Solutions opened their commercial printing business in Mesa, AZ in 1962. Currently Hogue also offers digital on-demand printing, creative services, database management, marketing solutions (CRM, 1:1, Right-time marketing), event-targeted marketing (1:1 direct mail, unique landing page, web registration page, e-mail follow up and printed fulfillment), and custom packaging (including dynamic). www.hogueprinting.com

Each year, National Relocation Real Estate magazine (NRRE) runs a feature article on eNeighborhoods, the nation's premier compiler of information for real estate professionals. eNeighborhoods was announcing an addition to their Internet marketing solutions: instant aerial and satellite photos of any address. Greg Robertson, Vice President of Marketing for eNeighborhoods, had the idea for customizing each individual cover of NRRE with the subscriber's name and a satellite photograph of their address. John Featherston, CEO of RISMedia, the publisher of NRRE, was intrigued by such a project but was reluctant. He felt this was too detailed a project with an inherently large margin of error and that the variable data printing process, including printing speed, might not be practical for magazine publishing. While the impact on increased circulation and response rates of such personalized covers would be tremendous, Featherston needed to be satisfied that the technical and logistical roads were mapped out carefully. Bryan Ehrenfreund, Director of Product Development for eNeighborhoods, contacted Hogue Printing Solutions for their 1:1 printing expertise. Hogue's challenge was to coordinate the project elements and turn it around in a tight time frame: the covers had to be ready for binding in one month. Hogue had to consider the techniques for calling up the correct satellite image for each address, for featuring the recipient's name within the design, for postal-standard mailing information with a barcode, for a packaging code for sorting standards, for number sequencing for Hogue's production tracking, and for the printing and binding specifications for production of the magazine. Registration of the prints had to be accurate to register the digitally printed side with the offset printed side and to accommodate the 3/16" spine in the middle of the wraparound cover.

Hogue Printing coordinated a national team of contributing companies, integrated the VDP project with XMPie® PersonalEffect™, and printed the digital covers. Banta Corporation (OH), who was printing the rest of the magazine, provided the specs for the cover and binding. Hogue acquired the CASS certified and presorted subscriber list of 31,555 names from Banta List Services (KS). eNeighborhoods provided the concept, business rules and the image database of 15,000 address satellite maps (pulled from the GlobeExplorer [CA] database). eNeighborhoods gave each image a unique ID number and set up relationships to the subscriber database. The cover was designed by RISMedia using Adobe® InDesign® and included a circular Image Box, for a neighborhood aerial photo that matched the recipient's address. Hogue developed the Plan file (using XMPie uPlan™) that included the rule for selecting the neighborhood image based on the recipient's address and information in the image database. This required using uPlan's ability to develop rules that combine information from multiple databases. Fitting each specific image into the Image Box was accomplished with the combination of XMPie uCreate™ and InDesign's automatic image fitting modes. These two aspects alone saved a tremendous amount of time, and contributed dramatically to the flexibility of the solution and the quality of the end result. Hogue preprinted the inside cover on their 6 color offset press. During the stage where the outside covers were being tweaked for alignment on the digital press and double-checked for compliance with the binding requirements, the ability to adjust the design in the press room *without* having to change any of the programming, an advantage of the XMPie workflow, was another key contributor to the extremely fast and efficient pre-production process. XMPie uProduce™ processed the VI Output stream ahead of the press' demand, keeping the digital press running at its rated speed. Banta perfect bound the covers to the magazines at a rate of 5,000/hour and had far less spoilage than expected.

RISMedia reports that this is its highest-response cover to date, providing eNeighborhood the awareness they desired for their new service. People are even saving the magazines as "coffee table books." "We could not have completed this project in time without the speed of implementation and processing we achieved with the XMPie PersonalEffect system. We were able to deliver on time with no production problems." says Kevin Trent, Manager, Sales & Digital Solutions Division, Hogue Printing. Ehrenfreund adds "Hogue Printing Solutions enabled us to achieve our goal by providing the technical and production expertise to convey our message to each recipient and at the same time addressing the logistical and technical concerns raised by RISMedia CEO Featherston."

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