

Hearst signs on for Impoze technology - April 2005

The Hearst Corporation, one of the world's largest publishers of monthly magazines, is the latest publisher to purchase a software license for Impoze, the publication-planning software that aims to streamline the process while cutting precious time from the production cycle.

"At Hearst we are always assessing the state of our business. We view Impoze as a way to improve book make-up functions and ultimately our work flow," said Jerry D'Elia, Vice President of Manufacturing and Distribution at Hearst Magazines. "The timing seemed right for us to implement a digital work flow in tandem with other company initiatives."

The Impoze license applies to 18 Hearst Magazine Group titles: *Cosmopolitan*, *Cosmo Girl*, *Country Living*, *Country Living Gardener*, *Town & Country*, *O*, *the Oprah Magazine* and *O at Home*, *Esquire*, *Good Housekeeping*, *Harper's Bazaar*, *House Beautiful*, *Marie Claire*, *Popular Mechanics*, *Redbook*, *Seventeen*, *Shop Etc.*, *Smart Money*, *Teen Specials LA* and *Veranda*.

Hearst joins other large publishers in using Impoze. Conde Nast Publications, Gruner + Jahr and Meredith Corp. are among many that employ Impoze for their publication planning. "It's a big deal to have all the big-name publishers use Impoze," said Ryan Ware, Washington, D.C., Sales Manager.



Jerry D'Elia, VP of Manufacturing and Distribution at Hearst Magazines (left), joins Jeff Parnau, developer of Impoze, as Hearst Corporation signs on to buy the software license for Impoze.

Hearst's titles will benefit from Impoze's ability to automatically calculate the ad percentages and weights needed to determine postage. The U.S. Postal Service automatically accepts the calculations that Impoze generates. "For a complicated magazine [with multiple versions], Impoze is indispensable," said Jeff Parnau, Impoze developer. "When necessary, we can handle a wide variety of factors, demographically and geographically."

The contract also gives Hearst access to two other Impoze products: PAGE (Periodicals Accuracy, Grading and Evaluation), which produces reports on postal certification; and Prose/XML, which gives publishers the ability to communicate their entire print order to printers in an industry standard. "Impoze allows publishers to generate reports that previously were done using paper and pencil," Jeff said. "We are continually evolving our program to best suit the needs of publishers."

Since Impoze Systems was launched in 1990, five new programs have been added: AdSync, a corporate ad sales and image management system; RAPS (Regional Advertising Planning System); and OCC (Other Copy Collection); in addition to PAGE and Prose/XML. "Other software claims to compete with Impoze, but we're the only software company that can manage complicated magazine versions in a USPS-certified manner," Jeff said. "The postal certification is a huge selling point."

In addition to being a boon to publication planners, Impoze is used to generate press configurations and create pocket layouts for binding.

Quad/Graphics, which owned a 20 percent interest in Impoze Systems since 1995, acquired the company in 2000.

Benefits of Impoze

- Automate the page-layout process for magazines and catalogs
- Adjust page layouts when last-minute changes are needed
- Serve as a database for all ad or image data
- Issue conflict reports when ads for competing companies are in close proximity
- Compute book weights and advertising-to-editorial ratio, needed to determine postage