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Rodale Selects QuadSystems' Impoze and AdSync Hosted Solutions Software Tools

Impoze and AdSync automate and streamline publishing workflows for *Men's Health* and *Best Life*

SUSSEX, WI – Rodale has selected QuadSystems' Impoze and AdSync hosted software solutions to streamline production for two of its publications, *Men's Health* and *Best Life*. Additionally, the publisher utilizes Quad/Graphics' Advertising Resource Management Center (QuadARM) to process ad materials for these publications.

Rodale, along with more than half of the top 100 publishers, capitalizes on Impoze software for the planning, manufacturing and distribution of all of its titles. The industry standard, Impoze streamlines and condenses workflow throughout planning, production, printing and distribution, cutting significant time from the production cycle.

Because staff in multiple locations produces two of the publisher's titles, *Men's Health* and *Best Life*, the publisher identified a need for additional workflow management tools for these titles. According to Rodale Associate Manager of Magazine Print Production Sue Signorello: "With AdSync and Impoze, we are producing these titles completely in sync from two different locations. Our advertising and production staffs in both Pennsylvania and New York are realizing tremendous benefits because everyone is operating on the same page with real-time, accurate information."

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Although Rodale currently owns a software license for Impoze, the hosted solution was a perfect option for the production of *Men's Health* and *Best Life*. "QuadSystems is hosting both Impoze and AdSync. The installation was executed quickly and efficiently," says Ms. Signorello.

"AdSync Pro connects Rodale to Quad's prepress facility so Rodale can see updates of advertising material data in real time," says Ryan Ware, QuadSystems Sales Manager. "Advertisers and their advertising agencies send ad materials directly to Quad, eliminating redundancy and decreasing shipping time. As ad material information is entered at the ARM Center, it shows up in AdSync Pro at Rodale. Rodale gets real-time access to all of the information that came with the ad package, including a JPEG preview of the ad. And because Rodale is using Impoze, AdSync Pro and the QuadARM together, the publisher's planning production process and ad traffic workflow is fully automated. It's a win-win for everyone."

"We're extremely proud to expand our relationship with a well-regarded publisher like Rodale," says Joel Quadracci, President & Chief Operating Officer of Quad/Graphics. "We recently signed a multi-year agreement for the print production of eight of Rodale's magazine titles as well as specials and promotional pieces. We're happy that we are also able to provide software solutions that enable Rodale to streamline its internal production processes, providing time and cost-savings to the company."

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414-566-2955**About QuadSystems**

QuadSystems (www.quadsystems.com) delivers integrated solutions that optimize the entire publishing creative and production workflow. It offers software systems, hosted solutions and a full range of professional services. As part of Quad/Graphics, one of the world's largest printers, QuadSystems evolves its products and services from a consistent and diligent focus on what its publishing customers need to be more successful. QuadSystems' development and support teams are based at Quad/Graphics' headquarters in Sussex, Wis. Dedicated sales and professional services teams are also located in New York City and Washington, D.C.

About Rodale Inc.

Rodale Inc. (www.rodale.com) is the authoritative source for expert content in health, fitness and wellness around the world, reaching nearly 40 million people each month. The company publishes some of the best-known health and wellness lifestyle magazines, including *Men's Health*, *Prevention*, *Women's Health*, *Runner's World*, *Best Life*, *Bicycling*, *Backpacker* and *Organic Gardening*, and is also the largest independent book publisher in America with a stable of international titles, including *The South Beach Diet* and *The Abs Diet* franchises. Rodale's broad range of media platforms includes magazines, books, video and extensive Web sites. The company is also a leader in direct-response marketing and has more than 25 million active customers in its database.

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About Quad/Graphics

Headquartered in Sussex, Wis., Quad/Graphics (www.qg.com) is the largest privately held printer of magazines, catalogs, direct mail and other commercial products, and the third largest printer – public or private – in the Western Hemisphere. Through a network of print production facilities on three continents, Quad/Graphics offers services from front-end design and photography through digital imaging, printing, list management, finishing and distribution. The company employs 12,000 people worldwide and has annual sales of \$1.9 billion.

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