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## **Hobby Publications Selects QuadSystems' Impoze Hosted Solutions Software Tools**

Impoze automates and streamlines publishing workflows for Hobby Publications' *Design New Jersey* and *The Rubber Stamper*

SUSSEX, WI – Hobby Publications has selected QuadSystems' Impoze hosted software solution for two of its publications, *Design New Jersey* and *The Rubber Stamper*.

With QuadSystems' hosted version of Impoze, Hobby Publications is able to achieve the same publication planning advantages as large publishers that employ Impoze, including Conde Nast Publications, Hearst Corporation and Meredith Corporation. Impoze publication-planning software streamlines the publication planning process while cutting significant time from the production cycle.

When Group Production Manager Anna Lieggi joined Hobby Publications in 2004, she was familiar with Impoze, and knew it was the right choice for *Design New Jersey* and *The Rubber Stamper*, the two titles she produces. "When I came to Hobby Publications, I knew that I wanted to use the Impoze system, but I also knew that the cost of acquiring the full version was cost-prohibitive for a small publisher like Hobby. QuadSystems' hosted version of Impoze is the perfect solution for us," she states.

Because QuadSystems hosts the application, Hobby Publications is able to avoid the cost of hardware, software, implementation and IT staff, yet receives all the functionality and service of the full version of Impoze.

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“Impoze is a huge time saver,” says Ms. Lieggi. “We produce an annual Kitchen issue of *Design New Jersey* that is nearly 250 pages. Impoze takes the pain out of the process of putting together this complex issue while cutting production time by one-third.”

A Web browser and Internet access are all that is required to access QuadSystems’ world-class infrastructure and publishing management tools. In addition, because the tools are hosted by QuadSystems, there are no expensive software and hardware start-up costs. All the required infrastructure and services are included in one flat monthly fee. “We now have all of the benefits of a powerful hardware, network infrastructure, software upgrades, expert technical support staff and security solutions that we could not afford to maintain on our own,” states Ms. Lieggi.

Used by more than half of the top 100 publishers, Impoze has become the industry standard for layout systems. For producing one magazine or thousands of demographic and regional versions, it streamlines and condenses workflow and enables impositions and changes to be made throughout the entire issue in reflex time. In addition to being a boon to publication planners, Impoze is used to generate press configurations and create pocket layouts for binding.

“We’re very pleased that Hobby Publications selected our hosted solutions software,” says Steve Jaeger, vice president of QuadSystems. “The fact that this choice was promoted by staff who had previously worked with Impoze is testimonial to its value to all publishers, regardless of the size and complexity of their products.”

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414-566-2955**About QuadSystems**

QuadSystems 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 evolved 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 Hobby Publications, Inc.**

Headquartered in Morganville, NJ, Hobby Publications is a small, privately held publisher of consumer and trade magazines. The company publishes four magazines including, *Design NJ*, *The Rubber Stamper*, *Hobby Merchandiser* and *Picture Framing Magazine*, and organizes trade shows and conferences.

**About Quad/Graphics**

Headquartered in Sussex, Wis., Quad/Graphics is the world's 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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