



**Creative Circle  
MEDIA SOLUTIONS**

DESIGN • TRAINING • CONSULTING

Outsourced media  
production, content,  
design & editing

New revenue & product  
development

Web site, newspaper,  
magazine & classified  
design & redesigns

Newsroom, advertising  
& web training programs

Branding, marketing  
& strategic consulting

WEB SOFTWARE,  
HOSTING & REVENUE

mediasiteQ web site CMSw  
& hosting solutions

newsroomQ to improve  
modern print productionw

QuickAds to engage  
small businesses in new  
types of web advertising

communityQ  
social networking &  
citizen reporting software

NativeNewsQ to integrate,  
archive & monetize local  
business news

e-editionQ to showcase  
your print products online

paywallQ to manage  
online subscriptions, sales  
& e-commerce

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# Niche publications are our speciality

**We know how to zero in on a niche audience.**

Niche publishing is critical to growing your market reach and we know how to deliver these targeted audiences. We've helped create, reposition or improve dozens of specialized publications.

Creative Circle is a unique media design firm with a very practical focus. We draw on the talent of dozens of top working media professionals. Each project involves a team selected to match your needs. And we keep you involved in every step of the process.

If you have an existing publication, our redesign, training and consulting can help you grow and get better.

Launching a new product? It's great to have a seasoned team to make sure your investment is a success. Our team members have helped redesign hundreds of newspapers, magazines and Web sites and led hundreds of industry seminars.

We can even help design, edit or produce your early issues until you test the market or hire your staff.

**Let's get started!**

Call (401) 455-1555 or e-mail Bill@creativecirclemedia.com to find out more.

'We knew from the outset that [Mercury] had to look — and feel — very different from the daily newspaper. Working with Creative Circle allowed us to accomplish that in an extremely short amount of time. I'm not sure we could have done it as efficiently or as effectively without them.'

Sheila Mullowney,  
Managing editor, Mercury

# Before and after samples

## Why hire us?

**Targeting.** We'll make sure we understand your strategic plan and your readers. Everything we do will be strictly focused on capturing your niche.

**Content.** We focus on strong content and readership. We'll help you get the right content as well as the right design.

**More revenue.** We will help you grow revenue through circulation growth or by generating new ways to make money. We're always thinking of ways to grow your business.

**Cost containment.** We bid all projects as a fixed cost. You won't experience cost overruns or expense bills. Our bid is what you pay.

**Efficiency.** From better workflows to saving newsprint, we make solutions easy on you, your budget and your staff. And, unlike other firms, we deliver templates, libraries and stylebooks instead of asking you to do this work.

**Experience.** Our teams have helped with hundreds of successful launches and redesigns, and we'll put everything we've learned to work for you.



### THE INLANDER, Des Plaines, Ill.

A national media bi-monthly published by the Inland Press Association.



### PROVIDENCE BUSINESS NEWS, Providence, R.I.

A business weekly for Rhode Island and southeastern Massachusetts.



### LIFESTYLES MAGAZINE, West Paterson, N.J.

A high-end, regional women's publication.



## How our philosophy works for you

We involve the entire staff from the beginning to make sure their goals, concerns and ideas are heard.

Training, team building and culture change are critical to the success of any project. We will develop and improve your staff's skills, attitude, knowledge and teamwork. That assures you get the best return for your redesign investment. Our redesigns last longer, too.

We build our redesigns in pieces, like building blocks, and seek your input at every step. That means lots of discussion and no surprises.

We believe clients should see lots of alternatives, not just one or two. We work in teams and attack projects from multiple perspectives, offering solutions from several top designers.

We guarantee that our work will meet or exceed your expectations. We'll work hard until you are happy.

We love what we do and will do our best to make it fun for you, too!