

Guide To Publication Printers: What They Offer and what You Need! **Summary**

The one who plays an important role for a magazine publisher is the printer selection. The vendor is charge of handling the products for most publishers. The number one factor when evaluating printers is Price. The more volume that can be consolidated to one preferred printer, the better the process, and more opportunity to reduce cost,” says Phil Graham, senior vice president of operations at F+W Media. This article emphasize that printers have to have a flexible schedules. Most of the time manufacturing and productive executive know whom they work with. Usually know their schedule and know they are open 24/7 and closed on certain holidays. Some people understand printers because they know they have a lot of work to do and sometimes the may close down several days for the same reason.

According to Hammerbeck While they may seem obvious, co-mailing and distribution services are not always provided. “Co-mail and other postage reducing services are very important. Different publishers have different types of rules. For example they use a couple of printers but one is not use for major fulfillment. When it comes to ca-mail they are always ask anxious about what the discount is and what are the typical pool sizes and how many run are done weekly. When a new printer is about to get hired the rules are simply and strict. They been asking about their customer service rep, their background and experience, and their back up is. For this same reason printers are offering training for magazine manufacturing and production staff is important. As Hammerbeck says, ““We don’t use our printer for most of these services because we have other suppliers we use, however we do want our printer to be proactive in regards to being able to offer training as needed, and work with us on making sure our instructions are being supplied properly,”