



BAMBOO HOUSE
PUBLISHING LTD



Bamboo House Publishing Ltd specialise in producing quality bespoke publications

We produce publications that generate response, awareness, loyalty and manage audience expectations. We listen to our clients and work with them in defining an exact brief. We can then apply ourselves in the right way to ensure that we are producing exactly what is needed.

Our track record says it all. We've worked successfully with leading corporate organisations, Charities, Membership groups and Government departments. This varied experience has developed our skill in interpreting brands and messages in the right way, to the right people. Our in-house team of experts all come from a customer or contract publishing background and we only work with associates and suppliers who share our values. Our work ethic of doing exactly what we say we will and working in a principled and ethical way means we always deliver the right publication at the right time, in the right way.

Our Component parts:

Concept and Design: We can design from scratch or work to a definite brief. We appreciate that each publication has a different objective and our design team always produce top quality individual work to ensure that these objectives are fulfilled.

Copywriting: We have a pool of experienced writers and editors from a number of different backgrounds. This means editorial content is always expert, lively and informed.

Advertising Sales: We have an experienced team to sell Advertising when required. We always work with each client to set realistic targets and work in a disciplined and intelligent way to ensure these targets are met and corporate relationships are managed in the right way. We always look to provide fixed offset discounts to provide a risk free commitment from the client.

Print: We only work with specialist and ethical printers. This ensures that every project is produced in the most efficient way possible and for the best possible price.

Distribution: We always ensure that each title is distributed in the most effective way possible. We can manage all distribution channels from Newsstand to Subscription and will always make sure that each publication is working as hard as possible for the client.

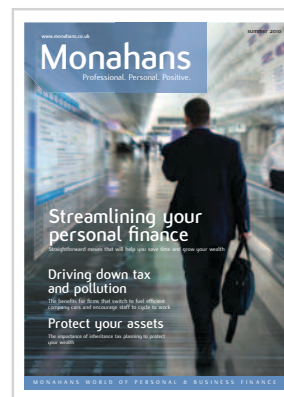
Online and Digital: We can produce professional, targeted, digital publications, EZines and Websites and advise on ways of making sure your message is being conveyed in the right way.



A few interesting facts about what we do

- Bespoke publications build sales: as many as 53% of consumer magazine readers say they are more likely to purchase products or services once they have featured in a branded publication.
- Bespoke magazines increase loyalty: 40% of customer magazine readers say they are more likely to continue to use the organisation represented by a particular magazine.
- Among regular readers these figures rise to 46%. Overall, research has shown that bespoke magazines increase brand loyalty by a third.
- Bespoke magazines enhance brand image and awareness: 85% of bespoke magazine readers say that magazines are the best form of marketing for organisations to tell them about their products, services, news and events.
- Bespoke magazines let you talk to your clients or members efficiently; you can communicate with all your clients in an effective format. On average readers spend 25 minutes reading the magazine.
- (source Mintel and APA)

Business



Charity and Membership



Expert publishers, based in Bath producing high quality customer
and contract magazines and other promotional publications



BAMBOO HOUSE
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