



# Register

This newsletter is brought to you by:

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We hope you enjoy this issue of the *Register*. Please feel free to [contact us](#) with any questions or comments.

## Working Smarter

### Ad Revenue Predictions Inspire Optimism, Creativity

Studies show that publishers are feeling optimistic about ad revenues for 2011, but they are still looking at ways to contain costs and improve profitability. See what measures Sheridan Magazines and publishing analysts recommend media companies take to [increase the bottom line](#).



## Need to Know

### Switch It Up: Simple Ways to Reduce Production Costs

As optimism for the print advertising sector grows, it's still important to find ways to hold down on publishing costs. Here are a few simple ways to [boost your bottom line](#).



## Industry Innovation

### Reality and Beyond

New technologies are combining virtual and real worlds. Information publishers can tap into these augmented reality technologies to [enhance the value of their publications](#) for both the reader and their advertisers.



## Publisher Solutions

### Take Control of the Publishing Process from Start to Finish

The Magazine Manager publishing program manages all aspects of the publishing business from ad sales and circulation to production workflows and accounting. [Learn how it can integrate and streamline your publishing processes.](#)



## Above and Beyond

Sheridan Magazines prides itself on customer service. [Read how](#) we've recently gone above and beyond to ensure the success of a client.

## Where to Meet Us

Mix and mingle with Sheridan Magazines! [Click here](#) to view our upcoming event calendar.

## Share Your Success

Have you streamlined processes, blazed new trails, or figured out how to do something better or cheaper? We want to hear about it!

[Send us an email](#) and share your solution. If we publish your idea, we'll send you a copy of *Use This Book*, the "Swiss Army knife of books," with our thanks. With *Use This Book*, you'll never again wonder how to perform CPR, drive a stick shift, treat a snakebite, make chicken soup, set a table or read a sundial.

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### 'Tis the Season

Yes, the holidays are upon us! Are you ready? Check out these **emergency gift ideas** for those last-minute or hard-to-buy-for people on your list.



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