



Register

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



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Working Smarter

Break Out the QR Codes

The U.S. Postal Service is once again offering an incentive program for business mailers who use QR codes. In 2012, [there are new restrictions](#) you need to note before taking advantage of the promotion.



Plus: [The U.S. Postal Service eases regulations](#) on "Supplement To" mailings.

Need to Know

The Death of Print? Reports Are Greatly Exaggerated

As digital subscriptions continue to rise quickly, many publishers may be wondering if it's time to ditch the print arm of their business. [Not so fast.](#)



Industry Innovation

Advertisers: There's an App for That

Advertisers are looking for ways not just to reach readers, but engage them. Ads and apps can combine in innovative and fun ways to draw in their audience. Are publishers ready to guide advertisers in [creating ads for magazine apps?](#)



Publisher Solutions

New Revenue for Existing Content

Sheridan Reprints will help you repurpose existing content for [additional revenue and new audiences.](#)



Life Savers

You Need That Vacation. Take It!

Most American workers do not use all their vacation time. Surprisingly, taking a break from your job can [help both you and your employer.](#)



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

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