



This newsletter is brought to you by:

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Working Smarter

6 Tips for Engaging Your Niche Audience

Niche and enthusiast publications gained ad pages in 2013, with help from their passionate, engaged audiences. These tips will help you **get your readers fired up.**



Need to Know

2013: A Year of Surprises in Magazine Launches

Launches were down in 2013, but closures were down as well. You may be surprised to learn where some of the launches came from this year. **Find out.**



Industry Innovation

7 Tips for Email Marketing Success

There are few better ways to keep up with your clients than through email. Use these best practices to **make your email marketing campaign a success.**



Sheridan DE Sampler

Check out our new interactive sampler for Dynamic Editions!



Try out each feature and animation style to see for yourself why our Dynamic Editions deliver an exceptional reading experience.

Discover now.



Congratulations to our customer **Reef to Rainforest Media**. Their magazine, *Coral*, was just awarded Best Niche B2C Hobbyist Magazine at the **Niche Media Conference!**

Publisher Solutions

How Much Are You Really Saving with Co-mailing?

Because every printer charges for co-mailing services differently, it's hard to determine your true savings. Get the scoop on this service and how to **figure out where your money is really going.**



Life Savers

Messy Desk? Your Reputation May Be at Stake!

Want to work more efficiently and put your best foot forward with coworkers and your employer? It's time to chuck the clutter and transform your chaotic office into an orderly, productive space. **Here's how.**



Sheridan in the News

Check out the latest **news-worthy releases** from the Sheridan companies!

Above and Beyond

Sheridan 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

Connect with Sheridan! View our planned attendance at **upcoming industry events.**

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