



Popcorn

A way to leverage the editorial support you
give companies.

Just enter the name of any company in POPCORN'S search box and the image of every press release, article, and feature story that you carried for that company will appear on your screen. Imagine the added impact of your sales calls when you can show a company the editorial support your magazine has given that company. Think how powerful this information can be in dealing with those companies that do not presently include your magazine in their advertising lineup.

At a rate of just \$1,500 adding a single additional page of advertising by just one of your sales people over the next two to three years will more than pay for the service.

Just some of the benefits of adding POPCORN to the mix.

- A powerful argument for attracting new advertisers to your magazine.
- Raise your profile with existing advertisers.
- A great excuse for a face-to-face meeting with those hard-to-get-to advertisers.
- Finally, receive full value for the editorial investment you make in support of important companies in your market.

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ABOUT IMS

With offices in Toronto, New York and London, IMS has served magazine publishing professionals since 1979. Over 2,300 magazine titles utilize our array of products that help sell additional pages of advertising, increase lead results for advertisers and produce creative web solutions.

Proud of our high-tech reputation, our leading software technology continues to gain industry-wide recognition. Industry Canada, recognizing our 'advancing-the-science' contribution, has rewarded our company with substantial research and development grants over a number of years to encourage us to continue our leading edge developments.

Here are the facts:

- IMS is privately owned, shared by all employees through an innovative employee benefit program that transcends profit sharing to include full equity sharing.
- Headquartered in Toronto, occupying a 38,000 sq ft facility.
- 200+ full-time employees work out of offices in Toronto, New York and London.
- 18 account representatives focus 100% on serving the needs of our 2,000+ client base.
- 25+ programmers on staff respond to our clients' needs quickly.
- With 28+ years under our belts, we have yet to have a single year pass without introducing something new (often value-added) to our clients.
- Our single largest database grows at over 180 million records per month, to a projected size of 2.2 billion records a year.
- \$2,000,000 invested in infrastructure and co-location facilities ensures 24/7 access to your sales-generating information.

