

Newspaper Subscription & Audience Management

More than 30 Years Serving Newspapers

Our subscription and audience management platform, Multipub, has been used by newspapers since 1984. A robust circulation system, it handles print and digital products in one database, offering a 360° view of every subscriber.

Contact us at sales@epublishing.com to learn more.

Along with accounting, marketing and fulfillment, Multipub:

- ✓ Manages carrier and mail deliveries.
- ✓ Handles multiple subscriber frequencies.
- ✓ Works with paywalls and metering.
- ✓ Offers a variety of billing arrangements.
- ✓ Supports targeted advertising inserts.
- ✓ Manages events.
- ✓ Automates address updates.
- ✓ Supports inventory management.
- ✓ Provides reports on everything from renewals to engagement data.
- ✓ Houses digital and print products in one database
- ✓ Provides valuable engagement data.
- ✓ Manages single copy sales.
- ✓ Manages carrier billing.
- ✓ Provides a dispatch/complaints functionality.
- ✓ Integrates with General Ledger packages.

“The flexibility of the ePublishing platforms support our strategic growth plans and improves our operational efficiency. It also allows us to move away from old, outdated, expensive systems, reducing our overall costs by more than 50 percent.”

– Judd Jones, Chief Information Officer, Hagadone Corp.

NEWSPAPER CLIENT LIST

- + Philadelphia Inquirer
- + National Catholic Reporter
- + Observer Media Group
- + Outdoor News
- + Pamplin Media Group,
- + The Warren Group
- + The Hagadone Corporation

 **MULTIPUB**
ePublishing

epublishing.com

312.768.6800

sales@epublishing.com