



KingFishMedia

Own Your Media Channel™



King Fish is the leading provider of custom media marketing solutions.

We deliver programs designed to help marketers meet campaign objectives for acquiring new prospects and retaining current customers.

We engage your audience with original content across integrated platforms in print, online, in person, or through social media channels—enabling you to own your media channel™. King Fish delivers measurable results for your marketing objectives and will drive your company's sales. To maximize your marketing ROI, turn to King Fish for custom publishing, magazines, catalogs, newsletters, websites, webinars, virtual meetings, video production, event management, and market research.



Cameron Brown
President



Brad Ketchum
Vice President of Sales



Gordon Plutsky
Director of Research and Marketing

STATS**Founded:** 2001 by President, Cameron Brown**Location:** Salem, Massachusetts**Employees:** 18**Web Site:** www.kingfishmedia.com**Blog:** "King Fish Media Think Tank" www.kingfishmedia.com/thinktank **Twitter:** KingFishMed **Facebook:** KingFishMedia

Scott Berkley
Creative Services Director



Nicole Porter
Director of Webcasting/Streaming Media



Laura McFadden
Art Director

20 years

Average number
of years experience
our management
team has in
media, marketing,
and advertising.

King Fish Custom Media Services

We collaborate closely with you to understand your customers' or prospects' information needs, and then develop custom media solutions that position you as a reliable and trusted source of that information. Our custom media solutions stand out from the usual marketing clutter, leveraging your brand and customer affinity to build closer customer relationships, which lead to conversions. The world has changed; let us show you how your company can succeed in the new media landscape.

Custom Publications	<ul style="list-style-type: none"> • Magazines • Catalogs • Newsletters • White papers
Interactive	<ul style="list-style-type: none"> • Custom websites • HTML email • Email newsletters • Ebooks • Interactive advertising
Social Media/Mobile	<ul style="list-style-type: none"> • Facebook pages and apps • Twitter • Mobile apps • iPad apps
Webcasts/Video	<ul style="list-style-type: none"> • Webcasts • Virtual Meetings • Podcasts • Virtual trade shows • Video emails • Online video
Face-to-Face Events	<ul style="list-style-type: none"> • Multi-day conferences • Road shows • Round tables • Award shows • Seminars
Marketing & Brand Identity	<ul style="list-style-type: none"> • Presentations • Marketing templates • Logos and brand identity systems • Marketing style guides • Audience development/media buying services
Marketing Research & Analytics	<ul style="list-style-type: none"> • Surveys (phone and online) • Focus groups • Sales data analysis • Web usability testing • Database mining and creative testing
Content Development	<p>King Fish maintains a significant network of editors, writers, designers and speakers. We match subject matter experts and well known writers with the appropriate content projects.</p>



Own Your Media Channel™

At King Fish, our goal is to create a content-rich custom media strategy to drive direct communication with your customers and prospects. We believe it is better to Own Your Media Channel™ than to rent advertising space from traditional media platforms. While advertising has its place, smart companies are creating their own content and becoming their own media brand.

We deliver customized content to your customers using a multi-platform approach to increase awareness, customer affinity, and value. Bring your products and services to life with custom magazines, websites, webcasts, events, social media and mobile apps.

**Visit www.kingfishmedia.com today
for your custom media solution.**

We offer

- Custom Magazines
- Catalogs
- Mobile Apps
- Websites
- Social Media
- Webcasts/Video
- Virtual Meetings
- Live Events
- Research & Analytics



What Makes Us Different

King Fish is a platform-agnostic content provider. We help clients create the right content for the right audience and deliver that content across the most appropriate media platforms for the greatest return on investment. We integrate print, digital, and live events, to provide your customers with multiple ways to consume and interact with your information and content.



King Fish has experience across multiple platforms, something you won't find in most custom media or custom publishing firms. We have an internal Webcast/streaming media group that created and managed over **1,000** Web events including Webcasts, virtual meetings, virtual trade shows, and podcasts. We have also developed deep expertise in social media to help our clients reach customers and prospects via blogs, Facebook, Twitter, and mobile media channels.

Our experience extends beyond custom media development. We offer full-service market research and turnkey event management. All of our services are supported by audience development, lead generation, and data mining/data analytics capabilities.



ROI

Every King Fish campaign is designed to help your company drive revenue and increase profitability. We guarantee it.

Recent Awards and Honors

- CPC Gold Pearl Award (multiple years)
- MINs Integrated Marketing Award
- Davey (multiple years)
- Pinnacle
- Print Excellence
- Knowledge (PEAK) awards
- The King Fish Think Tank blog has been named one of the leaders in content marketing by Junta42 (www.kingfishmedia.com/thinktank)
- *Entrepreneur Magazine's Hot 500 List*
- *Inc. Magazine's 5000 list*
- *Boston Business Journal's fastest growing regional businesses, and Top 30 Best Places to Work*

Partial client list

Company	Platforms	Objective
Albertsons	Print/Online	Customer Retention
Aramark	Print	Retention
BabyAge	Online	Acquisition/Retention
Bank of America Merrill Lynch	Web Casts/Live Events	Acquisition/Retention
BBVA Compass Bank	Print/Online	Retention/Internal Comm.
BTM	Video	Acquisition
Copyright Clearance Center	Email Campaign	Acquisition
Computer Associates	Print	Acquisition/Retention
David's Bridal	Catalog	Acquisition/Retention
Flatworld Knowledge	Video/Email Campaign	Acquisition/Retention
IBM	Webcasts/Virtual shows	Acquisition
Keurig	Direct Mail/Online	Acquisition/Retention
Michigan State University	Interactive	Acquisition
Nuance	Direct Mail/Web Casts	Acquisition/Retention
PBS/WGBH	Marketing Identity	Acquisition
Source Media	Research/Live Events	Acquisition/Retention
Stop and Shop	Magalogs	Retention
Sun Trust	Live Events	Acquisition/Retention
Trend Micro	Webcasts	Acquisition
Unicco	Webcasts	Acquisition/Retention
Verizon	Newsletters	Retention
Zappos	Catalogs	Acquisition/Retention



For more information visit us at www.kingfishmedia.com



Contacts

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