

TRIANGLE PUBLISHING SERVICES CO., INC.

The Best Strategic Content for Web, Print, Multimedia and Beyond



Annual Report for 2000
www.triangle-publishing.com

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Dear Stakeholders:

Thank you. If you were a client of Triangle Publishing Services Co., Inc. in 2000, you put your most valuable possession—your brand name—in our care. If you were a supplier of services to Triangle, you provided the highest quality material and services to help achieve the goals of our clients. Together, we had another year of outstanding progress.

Despite the well-publicized problems faced last year by dot-com companies and many Internet-related publishing ventures, Triangle continued—and substantially improved upon—its previous accomplishments. In 2000, we produced approximately 1,500 pages, a 50 percent increase over the prior year, which was also a record. More than 60 accomplished writers, editors, artists, photographers, art directors, designers and other editorial professionals worked for Triangle in 2000.

MISSION STATEMENT

Triangle Publishing Services Co., Inc. provides superlative content for publishing companies and vendors, especially those focusing on the information technology, financial services and healthcare markets. • The name of the company reflects a fundamental belief that a publication or a Web site can be successful only if the three components of its business model—content, sales and distribution—are strong and work together. Triangle provides its services on an outsourcing basis to organizations that need publishing support. • In addition to its experienced staff, Triangle recruits experts to meet the specific needs of each project. The company makes extensive use of computers, electronic mail, desktop-publishing systems and high-speed networking to provide its products and services.

2000 Review of Operations

As the interests and opportunities to support our clients expanded, Triangle substantially revised its organization and bolstered its resources to continue to deliver excellent service. In 2000, Triangle Publishing Services Co.:

Significantly added to its full-time payroll. To attract as well as retain the top talent needed for Triangle projects, the company also put into place an extensive personnel benefit program, including 401(k), life insurance, medical and vision coverage, paid vacation, stock options and profit sharing.

Made its first corporate acquisition. Triangle absorbed the personnel and assets of Schuman Technology Editorial Consulting (STEC), an editorial content operation that specialized in multimedia as well as print and technology positioning.

Filed for two U.S. Patents. The first pending patent is a video/audio streaming technology called the Multimedia Feature Article (MFA). The second is the Interactive Analysis Tool (IAT), which is a sophisticated, Web-based interactive calculator.

Expanded its product line to include more multimedia and interactive products as well as additional publishing and sales services.

Established key technology alliances. New partners include Microsoft and RealNetworks—both for multimedia—and Lexis-Nexis for intranet/extranet site content.

Signed a major agreement with *BusinessWeek* to produce Special Advertising Sections on a variety of topics to run throughout North America.

Incorporated in the state of Delaware.



Selected Web Site Projects

Web Site Sponsor	Type of Site or Business Model	Triangle Services
Internet World Radio/ Penton Media	Advertising	Creation and management of audio files
masg.com	Advertising, site licensing fees	Strategic planning, design and content
Meaonline.com	Subscription	Content
Peppers & Rogers Group/ 1to1 Personalization Guide	E-commerce, advertising	Content
Microsoft.com/enterprise	Image	Strategic planning, design and content
MySAP.com	E-commerce	Strategic planning, content and management services
Web Review	E-commerce	Content and audio profiles

The *BusinessWeek* deal also represents a major move for Triangle in publishing support. Not only is the company creating content, designing pages and providing project management, but it is actively participating in the advertising sales effort. Marketing and sales support for *BusinessWeek* includes assembling prospect lists, creating profiles of potential advertisers and selling ads in conjunction with the *BusinessWeek* sales staff. For more information about the *BusinessWeek*/Triangle partnership, see the news release on our Web site at http://www.triangle-publishing.com/pressrm/pressrm_09jan01.asp.

Making these activities more noteworthy is the fact that they all happened in one of the worst markets in technology publishing's history. The decline of dot-com stocks on Wall Street and the demise of many dot-com companies led to a shift in the mix of revenue sources for Triangle.

Strong interest from print publishers and established vendors more than compensated for the decline in Web-only projects. Because Triangle's revenues derive from a mix of both print and Web publishing projects—now 60 percent print and 40 percent Web only—as well as from a host of newly acquired clients for its innovative multimedia services, the diversification of its client base has enabled the company to cope with either the loss or the diminished publishing of a few clients.

Despite the diminution of Web publishing projects throughout the industry, Triangle in 2000 continued its strong participation in Web publishing on behalf of several clients (see table above). Vendors and publishers alike recognize that a different set of skills is required to develop effective content for the Web. Triangle's expertise in Web publishing has enabled the company to be a content developer for Microsoft, Penton Media and masg.com.

By the end of 2000, Triangle had provided strategic planning, development, design services and content for 22 Web sites. Publishers using an advertising-based business model sponsored some of the sites. Other sites were developed for vendors seeking to provide information, insights and incentives for their customers and potential customers. Still other content was developed for the sites of vendors pursuing an e-commerce revenue model.

The partnership between Triangle and CXO Media Inc., publisher of *CIO* Magazine, continued in 2000. The two organizations collaborated to provide magazines, supplements and Web site content development services for CXO clients. These services included site development strategy, content development, design services, production supervision and marketing, as well as direct mail services and print support.

Triangle Shares Two Prestigious Publishing Awards

One of the most gratifying results of this continuing partnership is that in 2000 Triangle, CXO Media and the Ken Silvia Design Group won Apex Awards for Communications Excellence. The Apex awards are sponsored by Communications Concepts. More than 5,000 entries were submitted for the prestigious awards program in 2000.

Triangle, CXO and Ken Silvia Design won the design and layout Award of Excellence for the Winter 2000 issue of *eDirections Magazine*, a custom publication with a circulation of one million that Triangle and CXO created for Microsoft. In addition, Triangle and CXO's custom publishing staff received an award for the Microsoft enterprise Web site.

Triangle Applies for Patents for Two Web Methods Innovations

In another recognition of its creativity, Triangle in 2000 filed applications for patents for two of its innovative media presentation technologies. The applications are for the Multimedia Feature Article (MFA) technology and the Interactive Analysis Tool (IAT).

The MFA technology integrates audio, video and animation in a feature article on a Web site. It invites viewers to listen to additional audio information and view video clips embedded in the Web page being browsed. To see a demonstration of a Multimedia Feature Article, please go to:
<http://www.triangle-publishing.com/multimedia/mmediafeat.asp>.

Triangle applied for the MFA patent on April 11, 2000.

The IAT is a custom-built application for business-to-business Web sites. It provides specific personalized analysis about issues of interest to the viewer of such sites. For example, if the viewer types in answers to a brief questionnaire, then the IAT can reveal in real time the anticipated ROI of a software implementation project, the time allocation required for new software implementation or the expected cost of system upgrades, among other analyses. To view a sample of an IAT, please go to:

<http://www.triangle-publishing.com/calcs.asp>.

Triangle applied for the IAT patent on May 12, 2000.

While the applications for the patents are pending, these new technologies are being operated by such Triangle clients as Microsoft, CXO Media and [masg.com](http://www.masg.com).

To find out more about these Patent-Pending technologies, please go to: <http://www.triangle-publishing.com/multimedia.asp> and <http://www.triangle-publishing.com/customweb.asp>.



New Strategic Plan

During 2000, Triangle convened its executive management team for a high-level meeting about strategic planning. The team decided that Triangle had to diversify the industries it serves and to work more directly with vendors. The decision was made to focus on three industries: information technology, financial services and healthcare.

One noteworthy outcome of this shift in Triangle's strategic focus is that, in December 2000, Triangle was chosen by *BusinessWeek* to produce a series of Special Advertising Sections in 2001. The topics planned include e-health, broadband and storage.

Finally, during 2000 Triangle acquired Schuman Technology Editorial Consulting (STEC). The assets acquired included audio and Web equipment and software, a Web site and STEC's roster of clients, including major credit-card issuer Capital One and publisher Lehar-Friedman. As part of the acquisition, Evan Schuman, the founder of STEC, joined Triangle as Vice President and Editor-in-Chief.

In addition to the activities previously described, Triangle's projects covered a wide range of print and Web publishing. A magazine was created for the Peppers & Rogers Group, a consulting firm specializing in personalization and the customer relationship management (CRM) market. Triangle launched the *1to1 Personalization Guide* as part of a conference series. Triangle's editorial and publishing services divisions oversaw the content, design, print production, fulfillment and merchandising efforts.

Partial Client List*

Publishing Companies

BusinessWeek
 CXO Media Inc.: *CIO*,
Computerworld, *InfoWorld*,
Network World
 Ziff Davis: *PC Week*,
InteractiveWeek
Software Magazine
Client/Server Computing
 Cahners Publishing: *Electronic*
Business, *Datamation*
 CMP: *Information Week*,
Communications Week, *HOMEPC*
Inc.
Nation's Restaurant News
The New York Times
Beyond Computing
 EarthWeb
 Thomas Publishing
 Economist/CFO Publishing
InternetWorld
 TechTarget.com

Vendors

IBM
 Cambridge Technology
 Group
 Compaq Computer
 Digital Equipment
 LeCroy
 Lotus Development
 ObjecTime
 Okidata
 Peppers & Rogers Group
 SAP
 Unisys
 Microsoft
 Citrix
 Renaissance Solutions
 Cable & Wireless
 Intuit

End-User Firms

Con Edison
 Capital One
 J.P. Morgan

Intermediaries

Beacon Technology Partners
 Creamer Dickson Basford
 Cunningham
 Communications
 Geoghegan Associates
 Manning, Selvage & Lee
 Buerger Media & Marketing
 Eastwick Communications

Consultants

Cahners In-Stat Group
 Dataquest
 Giga Information Group
 Gomez Advisors
 Hurwitz Group
 IDC
 PricewaterhouseCoopers
 Sentry Group
 Tower Group

* Includes clients of affiliates and subsidiaries

New Strategic Alliances

Triangle developed several strategic alliances to expand the range of services provided to its clients. The company dramatically diversified and expanded its base of experts and staff with proficiencies and sales talent in specific markets and skill sets. Two important examples of this expansion are alliances with Medmedia and CommCorp.

- Medmedia is a sales/marketing firm headquartered near Philadelphia that specializes in advertising sales in healthcare and several technology markets.
- CommCorp is a Washington D.C.-based consulting firm that provides media training for vendor spokespersons.

New Staffing

Other highlights of the Year 2000 were internal. The surge in demand for Triangle's services required an organizational restructuring in August. Triangle shifted its capital structure from a sole proprietorship to a Delaware corporation and added two full-time vice presidents.

To manage the turnkey publishing services for Triangle clients, Regina Twiss joined as Vice President of Sales & Marketing. Her responsibilities include promoting the organization to build awareness about Triangle and what it offers. In addition, Ms. Twiss sells Triangle's services to publishers and vendors. Furthermore, she is in charge of clients' sales and marketing support projects. Ms. Twiss is part of the Triangle executive management team and shares responsibility for setting corporate policies and strategies.

Evan Schuman's role as Vice President and Editor-in-Chief includes oversight of Triangle's content preparation services. He meets with prospective customers to review their needs and how Triangle can fulfill them. Mr. Schuman prepares or supervises the development of issue plans for each project, prepares budgets, selects staff and other necessary resources, and reviews content before it is shipped to the client. In addition, he is part of the Triangle executive management team and shares responsibility for setting corporate policies and strategies.

As the volume of print and Web projects increased, Alice R. Shimmin was named the company's Managing Editor to oversee processes and implementation. In addition, several new and talented staff editors and writers were added to the core team.

Triangle revised its operational procedures, as well. Each content development project now has two editors who share responsibility and authority for that project. These dedicated project management editors are empowered to deliver the level of quality that is expected by clients and commensurate with Triangle's high standards.

Triangle hosted two off-site management retreats in 2000. The spring event focused on the new Patent-Pending technologies. The fall meeting focused on Triangle's business model and its marketing strategy.

Publishing Services

Triangle continued to expand its publishing services in 2000, and it will continue to do so in 2001. The company now offers more than a score of specialized publishing services, including:

- Custom publishing
- Backgrounders
- Business plans
- Case studies
- Circulation strategies
- **Multimedia and interactive technologies***
- **Fulfillment services***
- **Advertising sales***
- **Marketing/merchandising services***
- Editorial audits
- Editorial strategic planning
- Expert witness testimony
- Focus groups
- Ghostwriting of books
- Market research reports
- Special reports
- Supplements
- Temporary staff
- Trade show representation
- Web site development
- White papers

* new in 2000

2001 Goals and Objectives

Maintain strong revenue growth in the face of industry slowdown: As publishing partners experience consolidation in 2001 amid a recession in IT spending and vendor marketing, Triangle will focus on IT vendors with demonstrated success, profitability and growth in specific areas synergistic with its areas of expertise, including e-commerce, B2B exchanges, storage, wireless, ERP/CRM/SCM and security.

Further broaden client base to include more vendors: Working directly with a variety of strong hardware and software vendors, Triangle will diversify its customer base and provide some protection from advertising declines.

Further inroads into financial services and healthcare markets: Triangle actively will pursue and establish relationships with vendors demonstrating IT products and services targeting the financial and healthcare industries. Hundreds of software vendors offer products (such as business intelligence software and hardware as well as ERP tools and services) for executives managing corporate finances. Vendors servicing the healthcare industry represent another revenue opportunity, especially those looking for third-party credibility to demonstrate company proficiency and timeliness for meeting all mandatory regulations relating to patient security and electronic documentation.



2000 Goals and Objectives Review

Each year Triangle management sets a series of goals for that year and tries to attain them. This is the for 2000 and the status of the company's efforts to achieve those goals.

More aggressively market Triangle, including a direct mail campaign: In the fall of 2000, Triangle's executive management team developed a strategic business plan and marketing approach. Based on research and a review of resources and opportunities, Triangle decided to reach out to publishers and vendors directly via networking and other forms of viral marketing. The team discovered that investments in more traditional marketing tactics, such as advertising in trade publications, would not have an appropriate ROI.

The immediate impact of this approach was positive. The agreement with *BusinessWeek* is a direct result of Triangle's networking initiative.

Target Markets

Triangle has produced content for dozens of specialized topics in technology, business and healthcare. A sample of client topics includes:

Data mining	Supply chain management	Intellectual property
Data warehousing	WAN products	Interactive TV
E-health	Technology training	Online exchanges
Enterprise Resource Planning	Data communications services	Customer relationship management
LAN products	Sales force automation	Wireless LANs
Network and systems management	Electronic commerce	Security and authentication
	Distribution	
	Electronic design automation	

Build and operate a Web site for Triangle Publishing Services Co., Inc.: The Triangle Web site, version 1.0, was launched in April. It was a robust site that contained a variety of print materials used to promote the company and its services. An intranet also was established to support internal operations.

Recruit additional personnel: Triangle made major progress here. In addition to the staffing described earlier, the company recruited writers and editors who had worked for *SmartMoney*, *Forbes*, *Computerworld*, *PCWeek* and other leading publications. As part of the Patent development, Triangle identified vendors to help support the legal and technical requirements involved.

Further refine the Triangle organizational structure: The appointment of vice presidents of sales & marketing and editorial was one of many moves to revise the organizational structure to more closely align responsibility and authority. The revised structure provided additional scalability to support the growing number of Triangle's clients and projects.

Two offsite meetings per year: Triangle had two organizational meetings in 2000, one in the spring to discuss the Patent technologies and the other in the fall to develop a business plan and marketing strategy.

Provide useful feedback to Triangle staff who request it: The reorganization and additional staffing provided the opportunity for senior managers to offer more feedback to Triangle associates who requested it.

Once again, my profound appreciation for your interest and support.

Larry Marion

CEO

Triangle Publishing Services Co., Inc.

Staff Biographies

Editorial

Larry Marion is the Chief Executive Officer of Triangle Publishing Services Co., Inc. Mr. Marion has more than 27 years of experience writing and editing publications about computer system users and vendors. He has worked as a writer and editor at *Datamation Magazine*, *Lotus Magazine*, *BusinessWeek*, *Forbes*, *Financial World*, *Institutional Investor*, *Electronic Business* and *Software Magazine*. In addition, his articles have appeared in *Information Week*, *PC Week*, *Beyond Computing* and *Computerworld*.

Evan Schuman is Vice President/Editor-in-Chief of Triangle Publishing Services Co., Inc. Mr. Schuman has 21 years of experience in the areas of information technology, publishing, journalism and marketing. As Editor-in-Chief, Mr. Schuman is responsible for developing and implementing the strategies and editorial content for Triangle's clients. He has held a variety of editorial positions at both print publications and Web sites, including CMP Media's *TechWeb*, *Communications Week*, *Information Week*, *Sun Focus*, *Unix Today*!/Open Systems Today and *The Internet Business Report*. He also oversees Triangle's multimedia efforts. For that, Mr. Schuman draws heavily on his extensive broadcast and Web experiences. He has reported stories for National Public Radio, CBS Radio News, NBC Radio News, ABC Radio News, AP Radio, CNN Radio, UPI Radio, Mutual Broadcasting and the Canadian Broadcasting Company, among others.

Regina Twiss is Vice President of Sales & Marketing for Triangle Publishing Services Co., Inc. With 20 years of experience in print and Internet publishing marketing and sales, Ms. Twiss is responsible for Triangle's sales and marketing strategies as well as its new business expansion. She oversees the development of all marketing communications and branding efforts for Triangle. Ms. Twiss has held a number of marketing and sales positions for publishing organizations, including PlugIn Datamation, *Datamation Magazine*, Cahners Business Information's C2 Group (Computers & Communications), Digital News Publishing and *Lotus Magazine*.

Alice R. Shimmin is Managing Editor of Triangle Publishing Services Co., Inc. Ms. Shimmin is responsible for overseeing the editorial content and art assignments for Triangle's print and Web-based projects. She has held several

freelance and editorial positions with information technology publications and Web sites, including PlugIn Datamation, *Datamation Magazine*, *Application Development Trends Magazine*, *Open Computing Magazine* and *LAN Times Magazine*.

Art Direction

Mary Avery of Carlson Webster Avery has more than a decade of experience with high-technology publications and vendors. Her firm has developed editorial material for *Information Week*, *Computerworld*, *Software Magazine* and *Client/Server Computing*. In addition, she has prepared collateral material for SAP, Cambridge Technology Group and other firms.

Susan Yousem is a publishing veteran with over 15 years of experience, specifically in magazine design with an emphasis on the high-tech and financial services industries. Her studio, ARTWORKS, has developed or contributed to publications for a variety of clients, including Ziff Davis Custom Publishing, IDG, Microsoft, Gateway, *PC/Computing*, *Computerworld*, *CIO*, Fidelity

Investments, MFS (Massachusetts Financial Services) and Inc. Custom Publishing. The studio's work has received design awards from *Print Magazine*, *How Magazine*, *Folio Magazine* and The Society of Publication Designers (SPD).



Market Research

Beacon Technology Partners of Concord, Mass., is an independent market research firm specializing in qualitative and quantitative market research and consulting, primarily in the fields of electronics, computers, software, services, the Internet and the World Wide Web. Working with Triangle, Beacon Technology Partners conducts market research relevant to the client's objectives and needs. Beacon provides quantitative and/or qualitative methodologies, brand management tools—including the Everest Chart and the Perceptual Map, product management, and Web audit and Web architecture services. In adherence to Triangle's mandate, Beacon's goal is to provide its clients with relevant market data to guide and help them make informed decisions.

Circulation

Blue Dolphin Communications of Sudbury, Mass., works with Triangle when a client's circulation issues come into question. This includes defining the target audience, looking for new subscribers or boosting a renewal effort. Blue Dolphin is a circulation management and subscription marketing firm that provides consulting, circulation strategy, direct marketing and creative solutions to publishers. It deploys a wide spectrum of resources, including direct mail, World Wide Web, space ads, gift programs, renewals, bills, inserts and card decks. Its founder and CEO, Don Nicholas, literally wrote the book on subscription marketing and invented the metrics and models used today by publishers throughout the world.

Media Relations

CommCore Consulting Group, a consulting firm based in Washington, D.C., specializes in media training programs and all facets of communications. If the goal is to have more of the right "sound bites" appear in the press or to deliver memorable and effective presentations, CommCore Consulting's goal is to make sure a company takes its best foot forward in the media and is communicating its message correctly. CommCore's professional media training includes guiding all company communications efforts in all channels and capacities, media and presentation skills, witness preparation, voicemail and e-mail communications, crisis communications, and business and negotiation communications.

MedMedia, a division of K. I. Lipton of Doylestown, Pa., is a marketing communications firm serving the healthcare marketplace. It identifies, develops and executes promotional strategies for emerging healthcare markets and publications such as *The Consultant Pharmacist*, pharmaceutical publications for the American Psychological Association, HT for travel health professionals and Atlantic Information Systems' aishealth.com site. In addition to offering specialized advertising representation, MedMedia's wide range of services include ad creation, media placement, meeting and conference management, and event marketing. MedMedia's reputation and success is based on its ability to entrench itself in the healthcare market, maximizing advertising sales and increasing market share.

BusinessWeek

Triangle was chosen by *BusinessWeek* to produce a series of Special Advertising Sections in 2001. The first special section on e-health published in the April 9, 2001, issue of *BusinessWeek*. Other Special Advertising Sections to be prepared by Triangle include broadband and storage. *BusinessWeek* is the world's largest business magazine. It has a worldwide circulation of more than 4.3 million and is read each week in more than 140 countries.

Peppers & Rogers Group

This management consulting company, one of the thought leaders in the growing field of customer relationship management (CRM), wanted to develop a program guide to accompany conferences that would be the authoritative voice about the use of personalization technologies for CRM marketing initiatives. Peppers & Rogers chose Triangle to develop this centerpiece publication to meet its publishing and quality goals in the most efficient way possible. Triangle assembled a team of editors, writers and design professionals, and delivered the new, 66-page magazine—*1to1 Personalization Guide*—on time and on budget.

Microsoft

Establishing itself as a knowledgeable provider of enterprise solutions and information was the goal set by Microsoft in the summer of 1999. The company wanted a new Web site dedicated to providing information and insights to CIOs and other senior IT managers, and it wanted the robust site to be operational in roughly eight weeks.

Triangle and its partner, the custom publishing unit of CXO Media Inc., assembled a team of editors, writers, designers and programmers to deliver an interactive site on schedule. The equivalent of 75 pages of editorial material was conceived, researched, written, edited and posted on a Web site largely designed by the Triangle/CXO team, and the site went live the week it was promised.

Triangle/CXO maintained the site for almost a year, providing a constant flow of unique and engaging editorial content, interactive features and other activities.

Cahners Publishing

A venerable magazine was placed on the market, and half its editorial staff promptly quit. In desperation, the editor of *Datamation Magazine* contacted Triangle to provide on-site managerial services as well as content. For four months, Triangle, working with the remaining *Datamation* staff, maintained a monthly magazine running more than 70 pages in each issue.

When *Datamation's* owners decided to convert the magazine to an online e-zine, Triangle was engaged to manage the editorial operation, including managing the remaining full-time staffers. Working with the publisher and general manager, Triangle continued the Web site operation for a year, until it was sold to another company and the new organization hired full-time staff.

SAP

The rapid rise of the Internet as the preferred conduit for business-to-business commerce demanded a quick response from SAP, the leading vendor of enterprise software. In late 1999, SAP turned to Triangle to provide strategy, design and content for its new B2B e-commerce site, MySAP.com.

Microsoft

To support the launch of Windows 2000, Microsoft turned to CXO Media Inc. for a variety of marketing efforts, including the organization of a conference, list rentals and a custom-published magazine. The custom publishing unit of IDG's CXO division then engaged Triangle to provide editorial strategy and design as well as to carry out the development of the magazine, called *eDirections*.

In less than two months, the former editor-in-chief of Triangle and his staff, along with several veteran high-tech and business writers, developed the editorial content for an 80-page magazine that included extensive interviews with beta users of the new software as well as Microsoft partners and staff. The Triangle team developed a compelling package of profiles, tips and round-up articles. In addition, Triangle created special content for a Web site version of *eDirections*.

The reaction of the marketplace to the publication of *eDirections* in February 2000 was unanimous—the magazine, with a circulation of one million, was one of the highlights of the Windows 2000 launch.

edu.com

A month before the launch of a new Web site for college students, the owners of edu.com realized that they needed a variety of buyers' guides on various technologies and products of interest to the target market. Triangle was able to deliver 27 buyers guides, on a variety of technology subjects, in three weeks. edu.com then requested a series of commentaries on new technologies and their use. Again, Triangle was able to deliver a large quantity of high-quality material in a short amount of time.

TechOnLine

In a market crowded with competitors, this Web site for electronics engineers began providing daily news items about new products and other announcements. In the summer of 1999, senior TechOnLine executives realized that they needed some short-term support to fill a gap as they were staffing up with full-time help. The Web publisher turned to Triangle for a short-term staffing and content solution, and for six weeks Triangle provided six news stories a day along with editing and project management. Triangle's content was delivered on time and gave TechOnLine's new full-time staff a chance to establish itself and provide its own content.



Penton Media

In late 1999, Penton Media's flagship publication—*Internet World Magazine* (formerly *WebWeek*)—decided it needed to put its money where its readers were and deploy leading-edge streaming multimedia content on its site. It turned to Triangle subsidiary STEC. Within a month, Triangle/STEC had created an editorial package and launched Internet World Radio. Triangle/STEC mastered the editorial voice of that publication and prepared detailed reports on key topics involving doing business on the Internet. Triangle/STEC managed the process from concept to execution to FTPing the client finished encoded audio files, ready for immediate posting. On-site tradeshow coverage also was provided, when needed.

Intuit

When consumer finance software giant Intuit—makers of Quicken, TurboTax and QuickBooks—decided it needed to further extend its consumer finance expertise to the public radio airwaves, it relied on multimedia and editorial help from Triangle subsidiary STEC. Triangle/STEC researched, wrote, co-narrated and created a series of personal finance reports for national broadcast. Intuit later turned to Triangle/STEC to create a nationally published column about the company's thoughts on e-signatures.

Cable & Wireless

Cable & Wireless is one of the world's largest telecommunications firms and stands as the largest or second-largest ISP in the United States, Europe and Asia. But when it needed someone to help articulate its application service provider (ASP) position for major keynote speeches, it relied on Triangle subsidiary STEC. Triangle/STEC performed research and writing services to help communicate the C&W message to audiences as diverse as technology buyers, ISPs and financial investors.

IBM

When the world's largest computer vendor—IBM—needed to position its value-add in e-commerce circles in 1999, it needed help from a firm with a sharp understanding of the needs of its various audiences as well as the ability to explain complicated technologies in an easily absorbed way. IBM relied on Triangle subsidiary STEC, which created several columns on many aspects of e-commerce and the Internet. These columns appeared in various national publications. ▲

If you are interested in finding out more about Triangle, call us at 617-244-0698 or e-mail us at info@triangle-publishing.com.

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