

TRIANGLE PUBLISHING SERVICES CO., INC.

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

Specialists in:

STRATEGY

MULTIMEDIA

CUSTOM ONLINE—CONTENT FOR YOUR WEB

EDITORIAL

CUSTOM PUBLISHING

DESIGN

PUBLISHING SERVICES

STAFFING

www.triangle-publishing.com

“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.”

*—Larry Marion, Founder and CEO,
Triangle Publishing Services Co., Inc.*

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Introduction

Triangle Publishing Services Co., Inc. provides superlative content and multimedia/interactive services for publishing companies and vendors, especially those focusing on the information technology, financial services and healthcare markets. With a team of more than 60, Triangle's experienced writers, editors, art directors, programmers, sales executives and circulation experts provide a turnkey solution for publishers and vendors seeking to outsource some or all of their communications projects.

Two Solutions: Complete Project Management and Selected Services

Triangle provides comprehensive Web, print and multimedia content services, built from scratch to meet our clients' specifications and objectives. We offer fully customized research, writing, editing, multimedia, design and production services managed entirely by us for clients who prefer to turn to us for a complete solution.

Alternatively, we offer an a-la-carte approach. For clients looking for a specially tailored solution, we will mesh a series of services to fit seamlessly with our clients' editorial, art and production personnel. We can serve as either "project manager, editor, publisher" or "member of the team."

For example, to create a magazine's content, Triangle would take a journalistic approach—including interviews with independent experts, customers and other sources—based on our more than 300 years of collective editorial and management experience to produce engaging and convincing material.

Triangle's writers have extensive experience in high technology, business, finance and healthcare, and they can call upon a broad range of authoritative sources. They have written for *The New York Times*, *The New York Times Magazine*, *Forbes*, *Fortune*,

Financial World, *BusinessWeek*, *Institutional Investor*, *PC Week*, *Computerworld*, *Information Week*, *InfoWorld*, *Electronic Business* and other top-tier business and technology publications.

We use a vigorous and painstaking method to plan and track projects to ensure that our editorial material achieves the goals and objectives of our clients. In every case, we produce a detailed outline before research and writing begins to make certain that the client, the writers, the editors and the art director agree about the content, tone and scope of the project.

The Issue Plan—A Comprehensive Roadmap

Put the plans on paper, and then put them to work. Producing a custom publication or Web site requires a "roadmap" or "blue print" that is designed to express and clarify all the intricate and complex details necessary to achieve the client's objectives.

Triangle specializes in producing:

- Paid or free publications for business-to-business communications
- Supplements to existing publications
- Multimedia for the Web (using our Patent-Pending Multimedia Feature Article technology)
- Interactive content for the Web (using our Patent-Pending Interactive Analysis Tool methodology)
- Redesign and refocusing of existing publications
- Custom publications
- Case studies
- White papers
- Web site design, content and maintenance
- Corporate backgrounders
- Media training
- Publishing based business plans and strategies
- Circulation strategies
- Fulfillment services
- Print/production services
- Editorial audits
- Editorial strategic planning
- Expert witness testimony
- Focus group and market research reports
- Ghost writing of books
- Temporary publishing staff
- Trade show representation
- Ad sales support
- Marketing/merchandising support

The issue plans Triangle customarily generates are extraordinarily detailed and comprehensive. The issue plan is the essential prerequisite for everything we produce. When any change occurs, the issue plan reflects it—in detail—so our clients have the assurance of knowing immediately how each and every stage of production will be affected as well as when the project will be completed and delivered. Whether it is one story or a series of full-length publications, our issue plans will cover the entire scope of the project.

A sample Triangle issue plan includes a variety of components. Some of them are:

- **Specsheet:** a listing of the page count, publication date, circulation and mail date.
- **Principals:** a detailing of all necessary personnel involved in the production of the material, including publisher, editors, designers and the client's team members, as well as contact information for all listed participants.
- **Timeline:** a comprehensive "action-item" list of required production phases (previews, reviews and signoffs) and the parties responsible for each.
- **Editorial Thumbnail:** a tabular checklist to ensure that deadlines are met. It stipulates word counts and the writers and editors assigned, along with due dates for submission by writers and editors as well as client signoff dates.
- **Background Overview:** a description of the publication's editorial focus, positioning statement, core content and intended audience.
- **Processes Overview:** a detailed outline of the project, including:
 - How all the components of the project will be completed by the deadlines, with viewing formats (text document or PDF) for review and signoff by the client;
 - How the core elements of the story will be presented to the reader or viewer;
 - Specifications of presentation techniques (for example, recipe box, pictures of users, schematics, full-feature text or sidebars); and
 - Presentation techniques for Web sites, expressing what decks, URLs, related stories, analyst stories or vendor links will be mentioned online.
- **Diagram of the Issue/Web Site:** a guideline that describes the look and feel of the content, including cover design and presentation of the text and the section of the publication or Web site.
- **Triangle Content Outline:** a summary of each story's goal and a list of the key constituents of the story; that is, the issues or questions to be addressed in the article, the art that will be included and what sources should be contacted. These components are described for each section, including the cover story, case studies, feature articles and sidebars.

IT Specialized Content

As writers and editors for many of the leading IT and business publications, Triangle's editorial staff has deep experience in dealing with vendors, industry analysts, customers and senior management executives. They understand the technologies and the business factors at the core of every initiative.

The Triangle editorial team is well versed in a variety of specialized financial services, healthcare and information technology content areas, including:

- Data mining
- Data warehousing
- E-health
- Enterprise Resource Planning
- Customer Relationship Management
- LAN products
- Network and systems management
- Supply chain management
- WAN products
- Technology training
- Data communications services
- Telecommunications
- Online exchanges
- Sales Force Automation
- Electronic commerce
- Electronic design automation
- Interactive TV
- Distribution
- Intellectual property
- Wireless LANs
- Security and authentication
- Management
- Straight through processing
- Electronic bill presentment and payment
- Outsourcing (ASPs, MSPs, ISPs, etc.)
- Economic value added analysis

Clientele

Triangle's services are planned and developed to both meet the specific needs and accomplish the objectives of the client. We've worked in partnership with leading IT organizations, corporate publishers and Internet sites, providing a variety of services, such as content, editorial planning, strategic planning, design and image consulting.

To learn more about how Triangle helped these and other clients solve problems and achieve strategic objectives, please go to:

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

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

Triangle specializes in several core competencies that enable our clients to effectively and strategically demonstrate their knowledge and leadership with informative and insightful content. Working with our clients, we help them determine the right format to meet their strategic goals and objectives regardless of the scope or size of the project. And we deliver those words and sounds in the most compelling way possible for our clients' audiences. Triangle's solutions are custom tailored to each client and project, and each can include any or all of our services, including: multimedia, custom online, custom publishing, editorial and publishing services.

Multimedia

Multimedia Feature Article (MFA), a Patent-Pending Technology

From concept to delivering the complete encoded file, Triangle offers the proverbial soup-to-nuts multimedia creation service.

Multimedia is a variety of dynamic communication tools incorporated within existing Web content. Publishers looking for new and effective methods of attracting and retaining Web site visitors as well as vendors seeking new tools to promote the sale of their products will find multimedia a very flexible and compelling option. Triangle takes online content to the next level by including audio and animation features that enhance the Web site users' experience without compromising their technical or bandwidth considerations.

Triangle's Multimedia Solution

Our Patent-Pending MFA technology combines text, screen captures, synchronized voice-over and informative but non-complex moving graphics into an efficient and compelling tool that resembles video, but without the bandwidth and cost drawbacks. The resultant multimedia is embedded in appropriate spots within the text of a feature article or case study, giving the content an added dimension of insight and value through, for example, the inclusion of actual sound bites from a company CEO or an industry guru. If online demonstrations are required, Triangle creates a hybrid between video, moving images and animation.

Our client list includes:

- *BusinessWeek*
- Cable & Wireless
- Cahners: *Electronic Business, Datamation*
- Cambridge Technology Group
- Capital One
- CFO Publishing: *CFO Magazine*
- CMP Media: *Information Week, Communications Week, HOMEPC, Electronics Group*
- Compaq Computer
- Con Edison
- DoubleClick
- edu.com
- IBM
- IDG: *CIO, Computerworld, InfoWorld, Network World*
- Inc. Magazine
- Intuit
- J.P. Morgan
- Lebhar-Friedman: *Nation's Restaurant News*
- LeCroy Corp.
- Lotus Development
- Microsoft
- *The New York Times*
- ObjecTime
- Oki Data
- Oracle
- Penton Media: *Internet World Magazine (formerly WebWeek)*
- SAP
- *Software Magazine*
- TechOnLine
- Techtarget.com
- Thomas Publishing Co.: *Managing Automation, masg.com*
- Unisys
- *Web Review*
- Ziff Davis: *PC Week, InteractiveWeek*

To view a demo of a Multimedia Feature Article, please go to:

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

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

Custom Online

Triangle offers a wide range of online services that harness the power of a Web site. Whether it is an extranet, intranet or public site, we work with each client to craft content designed to truly help that client's Web site visitors and give them reasons to return repeatedly. We offer a complete menu of online service options that create value and interaction on a client's Web site.

Interactive Analysis Tool (IAT), a Patent-Pending Technology

Considering what impact your next IT mandate can have? Triangle's Interactive Analysis Tool can shed light on the situation. Our IAT product is a custom-built application for the business-to-business Web site. Analogous to the retirement or college education calculators provided by financial services firms over the Web, the Interactive Analysis Tool is designed for IT professionals and business managers. It provides specific, personalized guidance about a key area of information technology, based on a site visitor's answers to specific questions. The IAT results can reveal the anticipated ROI of a software implementation project, the time allocation required for new software implementation, the cost of system upgrades or a recommendation on what percentage of an IT budget should be allocated for a specific task.



To learn more about our IAT approach, please go to: <http://www.triangle-publishing.com/calcs.asp>

To see actual IAT's designed for IT professionals in specific topics of interest, please go to: http://www.triangle-publishing.com/calcs/1199_rules_intro.asp for Customer Relationship Management;

http://www.triangle-publishing.com/calcs/0200_rules_intro.asp

for IT Budgets for Start-ups;

http://www.triangle-publishing.com/calcs/0300_rules_intro.asp

for The Price of Reliability; and

http://www.triangle-publishing.com/calcs/0500_rules_intro.asp

for The Application Service Providers Challenge

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

Review of Reviews

How is your product/service faring in the marketplace? After a product announcement, trade publications typically provide voluminous reviews, feedback, commentary and so on. Triangle's Review of Reviews summarizes these materials and compiles a comprehensive highlight of the reviewed product/service strengths as noted by the various publications' experts, etc. This compilation includes a credible list of comments from the reviewers and users. Triangle identifies a knowledgeable writer to assemble a compilation of the articles and to prepare the overall review

Other Multimedia Services at a Glance

- Five to six minute radio-like reports on topics of interest to your audience.
- Profiles of end users and other customers.
- Live Webcasts at prescheduled times, updating users on the latest use from that vertical that day.
- Product/service demonstrations using video and audio.
- On-site multimedia crews (camera, lighting, audio, support) for tradeshow, conference or event coverage.
- Complete end-to-end multimedia production services, from developing the concept to narration, digital editing, encoding for streaming and delivery of the final approved file to a client's Web hosting firm.
- Other services also are available, including DVD and other non-streaming multimedia services.

based on the description noted above. The deliverable would consist of a Word file summary and analysis about the other stories, plus a variety of lists.

Buzz Filter

Need to know some real qualitative responses from end users? Our Buzz Filter package is a compilation of the Web chatter surrounding a new product announcement. Public discussions in Usenet newsgroups and private discussions in forums with companies such as AOL, Yahoo! and MarketWatch generate volumes of rapid analysis. Triangle's Web team will scan the various discussion sites on a routine basis and provide a commentary/update of the most useful Web chatter about the new product, complete with URLs.

Triangle's Ultimate Research

A custom-built repository of specialized content just for your Web site. Triangle's Ultimate Research leverages high-end database products and creates reference centers on any topic. Not only do we gather available Web links, but we obtain proprietary information such as television transcripts, non-searchable newspapers and magazines, overseas press, etc. Every such link is identified and reviewed by a journalist who is an expert in that subject area to make sure all links are relevant, current and informative. This is more effective, compelling and useful than a standard Web search, where the vast majority of responses are often irrelevant.



Lexis-Nexis on Your Site

For our clients who need content for intranets and extranets, Triangle has partnered with Lexis-Nexis, owner of one of the world's most sophisticated business databases, with searchable access to more than three billion documents from thousands of sources. This allows our clients give their site visitors full access to that database at a fraction of the normal cost. As a device to encourage partners and key customers to use your extranet—or to get reluctant employees to visit your intranet—it is unparalleled.

Community Discussion Area

Need to build closer affinity with your customers? Triangle can build and manage a forum on your site—password-protected or open-to-all—for community members to discuss topics of interest. It also can have a moderator or guest speaker. We will work with our clients to determine the format and discussion guide to create a dynamic and thoughtful session.

Ask the Expert

How can you extend your company's thought leadership? If you are looking to promote your expertise and thought leadership in a specific category, this popular feature can be done in several ways. The first offers a Triangle-provided content expert, who answers all questions and posts the results to the group. Questions can be posted anonymously. The second approach has the expert acting as a moderator, with attendees collectively providing the real information.

The 60 plus writers, editors, art directors and other publishing professionals available from Triangle provide publishers and vendors with a unique resource. No other content outsourcer has the caliber of staff of Triangle—our team has worked as writers and editors for: *BusinessWeek*; *Forbes*; *Fortune*; *Institutional Investor*; *The New York Times*; *Inc. Magazine*; *Information Week*; *CIO*; *Computerworld*; *PC Week*; and other top-tier business and technology publications.

Opinion Columns

Need to inform your site visitors on the latest developments and trends? Triangle can recruit major industry authorities to comment on the latest happenings.

Q&As

Many site visitors have similar concerns and issues. Our client's sites can address them directly via verbatim interviews with client executives, major customers, industry partners or anyone who would have comments of strong interest to site visitors. This technique works especially well in tandem with Triangles' multimedia services.

Search Engine Assistance

If you build it, will they come? Like any other Web site, a custom Web site is only as powerful as the number of the people who visit it. Triangle offers our clients assistance so their custom sites can have as prominent play as possible on various search engines.

Full Design Team

To achieve the right balance of content and graphic impact on a Web site, Triangle can provide award-winning design and production expertise. We can design, program and build Web pages that will work with our client's existing site structure or construct a new site designed to meet the new goals, objectives and interests of Web site visitors.

Update Service

Keep the momentum going. Once an online project is created, the content should be timely and regularly refreshed to keep site visitors coming back. The Triangle editorial team can continuously update all site content at pre-agreed-upon intervals.

Editorial

When a company's existing staff is consumed by tremendous workloads and responsibilities, special content projects oftentimes can and do come up at a moment's notice. When this happens, Triangle is ready for service. We are a key resource for editors and publishers looking to expand their editorial capacity quickly, without increasing their fixed costs for staff. In fact, such leading publishers as, *CIO*, *Computerworld*, *PC Week*, *Information Week* and the CMP Electronics Group have relied on Triangle to help their editorial staff produce superlative articles, special reports and supplements.

Our team of more than 60 writers, editors, art directors and other publishing professionals is available, and it represents a wide array of specialties and expertise in IT, finance and healthcare. No other content outsourcer has the caliber of Triangle's staff—our team members have worked as writers and editors for *BusinessWeek*, *Forbes*, *Fortune*, *Institutional Investor*, *The New York Times*, *Inc. Magazine*, *Information Week*, *CIO*, *Computerworld*, *PC Week* and other top-tier business and technology publications. Triangle's network of writers includes people based in the United States, Europe, Asia and Latin America who have extensive experience in dealing with vendors, industry analysts, customers and senior executives. Many of our writers have their own powerful brand and name recognition.

"We were quite impressed with the comprehensiveness and diversity of Triangle's services. There are simply not that many publishing services companies that can deliver the multimedia, print, IT and online expertise, plus sales and sales support, art and production services."

—BusinessWeek's Jim Richardson, vice president of strategic programs

A Seamless Process

No matter the size or scope of the project, Triangle integrates our proprietary content development methodology with the existing editorial policies of each client. This ensures that our output will directly reflect the quality level of the client's publications. Our process is seamless and efficient, allowing our client's editors to retain complete control, but affording them the flexibility to delegate day-to-day operational headaches to the Triangle team. Working in tandem or behind the scenes, Triangle delivers on time and within budget.

Staff Support Services

Maternity leave, competitor raid, financial distress or other events can create a short-term staff shortage, leaving an editor or publisher scrambling to find a quick solution. Triangle offers a simple, yet effective solution—our Rent-an-Editor service. For short-term staffing assignments, Triangle provides the requisite level of journalism, management and technology experience required. Our staff is ready to work on site or at a remote site. Many publishing firms, such as CIO, Sloan Management Review, Sentry and Cahners, have utilized Triangle's Rent-an-Editor service.



Custom Publishing

Triangle is highly specialized in creating and publishing custom magazines, special supplements, case studies and white papers. With hundreds of years of combined publishing experience and expertise, we help our clients determine the appropriate print medium to convey their message. Triangle has developed new concepts that break through the clutter with compelling material that delivers a solid return on investment. Our branded magazines, newsletters, white papers and case studies incorporate each of our client's messages into a package that looks, feels and reads like real editorial. That's because all materials are written by expert journalists and provide a more powerful and credible vehicle to convey the value of the products and services of our clients.

Our complete turnkey process for publications, case studies and white papers addresses all the requirements: strategic and branding issues; editorial research and content; as well as design and production for both print and PDF formats. We produce:

White Papers

Most white papers are not accomplishing the objectives of the organizations funding them. The reports frequently lack credibility because they do not contain comments from leading analysts or experts. Furthermore, they appear to be written by the vendor funding them. In addition, they rarely provide a compelling reading experience. Triangle's Digest Series of white papers synthesizes the views of a wide variety of industry analysts into one essay. Written, edited and packaged as if it were an analyst report, each Digest includes the illustrations, charts and other materials that provide valuable information that not only will be read by the target audience, but also will be distributed and cited internally during the buying process.

Our Digests are written by professional writers with extensive experience in the

Successful vendor magazines share the following components:

- 1) A cogent business strategy with an ROI metric based on customer service, increased inquiries and many qualitative rather than quantitative measures;
- 2) Business and technology publishing professionals who implement and produce the entire process based on the goals and strategies set by the vendor;
- 3) An understanding that the magazines don't always make a profit, but will become a strong positive influence over customers and prospects;
- 4) A valid measure of success, such as feedback from the vendor's readers/subscribers or quantitative/qualitative surveys; inquiries on subsequent or planned future publications.

client's requisite technology and market, further adding to the credibility of the material. Triangle has the combined knowledge of business, technology and user environments, along with hundreds of years of publishing experience. All of that experience and credibility can be focused on achieving our clients' white paper needs.

Case Studies

A company's success undoubtedly leads back to customer loyalty and the value each customer places on the product. Publishing a case study—or a series of them—is one of the best communication tools to share the success of a company's product in the marketplace, both for existing customers and new ones.



Demonstrating ROI, cost savings and successful implementation strategies appeal to both the IT professionals facing similar challenges and the key decision-makers outside of the IT department. Triangle's case studies assemble real-world work scenarios—the people, the problem and the solution.

Our Edge Series of case studies depicts our client's customers achieving a competitive edge from using that client's products. It includes third-party analysis of the successful implementation, which provides a credible environment that captures the attention of the target market. We decipher and clearly outline all the relevant

components of the user's experience with the company product or service and conduct extensive interviews with all key personnel involved with the project.

Triangle's complete turnkey service for our Digest and Edges Series includes interviews, editing, design and production, visuals, 1,000 printed copies in PDF format and unlimited Web license for the text.

Custom Magazines

Custom magazines clearly demonstrate our clients' investment and commitment to sharing their expertise and knowledge in a particular product category or industry. However, the challenge to create and produce a successful magazine can be daunting and costly, particularly if a client is inexperienced in all facets of print publishing. Triangle has helped major publishing houses and vendors create custom publications designed to meet their strategic objectives and the expectations of their readers. Our reputation was built on providing the highest level of quality and service, and assembling the best and brightest group of editors, writers, designers and production personnel with the credentials and experience for the project.

We make sure our clients understand the entire process—from prep to press. It's important to know that customers view vendor-sponsored magazines as the highest rated service provided by that vendor, if they are created properly. Triangle works with our clients to ensure they understand all the elements involved in creating and producing a quality print product. Every step of the process, planning, budgeting, staffing, editorial content and design creation, print/production and fulfillment are managed and implemented by Triangle in a timely and professional fashion.

To learn more about custom magazines, please go to:

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

Triangle offers clients the freedom and flexibility to match our service offerings to their specific needs and projects, including:

- Publishing business plans and strategies
- Circulation strategies
- Fulfillment services
- Print/production
- Editorial audits
- Expert witness testimony
- Focus group and market research reports
- Media training
- Ad sales support
- Marketing/merchandising support
- Trade show representation

Publishing Services

Triangle offers several publishing services to help our clients—both publishers and vendors—meet their objectives. With more than a dozen specialized publishing services to choose from, we are ready to help our clients through every step of the publishing process.

With every content project, Triangle custom tailors and bundles our services in accordance with the strategic goals and objectives as well as the budgeting and timeline mandates required by our clients.

For a complete description of Triangle's services, please visit our Web site:
<http://www.triangle-publishing.com>

About Triangle

Triangle's mission is to provide superlative content and multimedia/interactive services for publishing companies and vendors, especially those focusing on the information technology, financial services and healthcare markets.

Our company name reflects a fundamental belief that a publication or a Web site can only be successful over the long term if the three components of its business model—content, sales and distribution—are strong and working together. Triangle provides these functions on an outsourcing basis to publishers and vendors.

Launched in 1994, Triangle initially began by offering basic research, writing and editing services. We had a writing staff of six to support our three clients. As of January 2001, with an expanded product line of services and a team of more than 60 writers, editors, designers and photographers, Triangle has earned a prestigious reputation among the leading publishers and corporations. In fact, 80 percent of Triangle's current clients have retained us for multiple projects.

The success of our long-term client relationships is testimony to Triangle's expertise, a qualified and dedicated team of experts, and our quality services. In addition, we have won several awards for our Web and print projects.

For more information about Triangle's award winning work, please go to:
http://www.triangle-publishing.com/pressrm/pressrm_100300.asp

Triangle Management

Larry Marion is Chief Executive Officer of Triangle Publishing Services Co., Inc. He has more than 27 years of experience writing and editing publications about business and technology.

Evan Schuman is Vice President/Editor-in-Chief of Triangle Publishing Services Co., Inc. He has 21 years of publishing experience in the areas of business, information technology, journalism and marketing.

Regina Twiss is Vice President of Sales & Marketing of Triangle Publishing Services Co., Inc. She has 20 years of marketing and sales experience in print and Internet publishing.

Alice R. Shimmin is Managing Editor of Triangle Publishing Services Co., Inc. She has more than 7 years of editorial production and management experience in both print and online operations.

For a complete listing of the credentials of Triangle's team, please visit our Web site: <http://www.triangle-publishing.com/contact.asp>

Triangle does all the work for you

We offer several publishing services to help all of our clients—publishers and vendors—meet their project objectives. And we make the entire process a seamless one. We believe a vendor client shouldn't have to secure multiple contractors or service operations, and a publishing client can always use additional resources. Triangle does it all.

The Triangle Difference... We do all the work for you

We realize our vendor clients may not have the publishing experience and our publisher clients may not have the resources when their staff is dedicated to other projects. As industry veterans experienced in all facets and functions of publishing operations, we clearly understand the enormous task of planning, budgeting, selling and coordinating a print or online content project. Triangle manages every project down to every detail.

- **Getting Writers:** Triangle retains writers and editors with prior publishing experience in a wide variety of specialized technology or business categories.
- **Determining an Outline:** Triangle helps determine the appropriate content to capture the interest of the target audience—a critical and key process that ensures and confirms the audience, whether they are C-level, business managers or technologists.
- **Publishing Process Development and Project Management:** Triangle has a very detailed issue plan that ensures a smooth production process, including review cycle disciplines. It's everything from prep to press.
- **Editing Time:** Triangle knows how to efficiently and accurately edit the content to meet our client's specifications.
- **Design Management:** Triangle has a talented design team, familiar and proficient in all facets of design for print and online publishing.
- **Multimedia Capabilities:** Triangle filed for the Patents and has the technology and experience to combine text, screen captures, synchronized voice-over and informative but non-complex moving graphics into an efficient and compelling tool that resembles video, but without the bandwidth and cost drawbacks.
- **Extensive Research and Supportive Market Intelligence:** Triangle's team of talented and published writers has established relationships with industry analysts who are knowledgeable and well versed in IT, finance and healthcare. ▲

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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