

# Register

This newsletter is brought to you by:

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## In This Issue:

- Why Magazines Are No. 1 in Reader Engagement
- What's Behind the Proposed USPS Rate Increases?
- Magazine-Friendly Trends for 2014
- 2 New Offerings to Make Your Covers Shine
- The Secret to Improving Your Team's Productivity

## Working Smarter

### Why Magazines Are No. 1 in Reader Engagement

New technologies are giving magazine publishers greater opportunities to connect with readers. Using these creative engagement techniques can be especially effective for niche, association, and other specialty publishers interested in **upping reader engagement**.



## Need to Know

### What's Behind the Proposed USPS Rate Increases?

With the looming possibility of large USPS rate increases, Congress has an opportunity to vote on postal reforms that may allow us to **avert the increases altogether**.



## Industry Innovation

### Magazine-Friendly Trends for 2014

Take a look at some of the upcoming industry trends that are geared toward helping you **boost readership and revenue**.



## Publisher Solutions

### 2 New Offerings to Make Your Covers Shine

Cover coatings make a huge difference in a publication's marketability. Sheridan has two new offerings you won't want to miss: **Textured Aqueous and Soft Feel Aqueous coatings**.



*Plus, find out what an upcoming rise in uncoated paper prices means for you.*

## Life Savers

### The Secret to Improving Your Team's Productivity

Want to get the most out of your team? Start by **setting a great example!**



## Sheridan DE Sampler

Check out our new interactive sampler for Dynamic Editions!



Try out each feature and animation style to see for yourself why our Dynamic Editions deliver an exceptional reading experience.

**Discover now.**

## Sheridan in the News

Check out the latest **newsworthy releases** from the Sheridan companies!

## Above and Beyond

Sheridan prides itself on customer service. **Read how** we've recently gone above and beyond to ensure the success of a client.

## Where to Meet Us

Connect with Sheridan! View our planned attendance at **upcoming industry events**.

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