



Corporate Subscription Services

Hidden Savings for Businesses, Schools and Religious Organizations

What You Will Learn By Reading This Document

What makes MagMall's corporate services special and why the decision to use MagMall is so easy.

How your group can utilize MagMall's corporate services in ways you might not have thought of.

The benefits of creating a corporate relationship with MagMall; more people than ever read magazines.

The savings—both time and money—that MagMall's decentralized account management system offers.

The outstanding titles that MagMall can deliver: Both quality and quantity set us apart from the competition.

How simple and easy steps it is to transition your company to MagMall's award-winning service.

Even more reasons why your organization should use MagMall's Corporate Services program!

Corporate Services

Decisions in the business world don't get much easier than this!

MagMall is one of the world's leading magazine resellers and we have perfected a powerful new magazine management program designed to help businesses save time and money on new, renewal and corporate gift subscription purchases. Companies such as Intel, Disney, NBC, Panasonic and Barnes & Noble rely on us to fulfill their magazine needs.

MagMall's Corporate Services provides award-winning customer service, outstanding product support and always-on-time order fulfillment. Powered by our resourcefulness and dedication, we deliver a complete solution that fits your organization's requirements.

You, as a Corporate Partner with MagMall, will receive the following benefits:

Corporate Benefits

- ❖ The best pricing: Incredible discounts—save up to 80% off of retail prices
- ❖ Thousands of the most popular magazine titles from one source
- ❖ Individualized service
- ❖ A variety of payment options
- ❖ A dedicated staff ready to serve you
- ❖ Option to place orders online, via fax, phone or email at your convenience
- ❖ Toll-free customer service number, with live support
- ❖ No wasted time spent by you!

Corporate Qualifications

An organization of any size can take advantage of MagMall's Corporate Services. Currently, hundreds of businesses, schools, churches and government organizations from all over the world take part in our Corporate Services program.



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How Your Business or Organization Can Use MagMall's Corporate Services

Our quick fixes to your company's subscription nightmare require no investment yet can yield significant real-world results. The following are real-world examples that illustrate just how our Corporate Services can be utilized.

The Office Waiting Room

Your clients like you. They know that you're good at what you do—very good at what you do. And they're even willing to spend some of their precious time waiting just to see you. Yet, you want to keep them entertained, so that they don't notice exactly how much time they actually spend waiting.

How MagMall's Corporate Services can help:

Your personal Corporate MagMall account representative will sit down with you and come up with a tailored selection of magazines that will appeal to all segments of your clientele. And, best of all, you won't have to place orders with myriad different companies—MagMall takes care of it all for you. Plus, you'll be able to renew the ones you notice your customers reading more often with just one click of your mouse or just one call to your personal representative. Making your waiting room more hospitable couldn't be any easier.

The Fundraiser

You may not like it, but it's fallen to you. You have to raise money for your favorite interest, and also need to find some way to give incentives to those people who help you. It's not that you don't have ideas, but you're looking for something simple yet with value; something that you can manage; something that you won't have to run to several vendors for; something that you won't have to worry about being fulfilled.

How MagMall's Corporate Services can help:

MagMall is the easiest place for fundraisers and corporate giveaways. With our selection of more than 10,000 magazines, we are sure to carry at least one that appeals to each and every person in the United States. And by utilizing MagMall's Corporate Services not only will you receive award-winning customer service and guaranteed on-time fulfillment, you'll also be able to offer each and every contributor a personalized web page where they can manage their subscriptions.

The Bottom Line

Accounting is constantly on your case. "We write too many small checks," they whine. "We don't like having to deal with so many vendors," they complain. "We don't like getting double billed," they protest. You'd wish that accounting would all take a collective valium—and if you're in accounting, you wish you had a valium for all the stress simple magazine subscriptions seem to cause.

How MagMall's Corporate Services can help:

Well, MagMall can't offer you valium, but we can offer a way to get accounting off your back. Why deal with multiple publishers—and multiple billing cycles—when you can deal with one source? Our Corporate Services are proven to substantially reduce magazine subscription expenditures—just ask the accounting departments at NBC Studios, Panasonic, or Jiffy Lube. We even offer you four convenient ways to manage your account (phone, online, fax or email) so you can save up your valium for when you have to deal with the CEO.



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Do People Really Read Magazines? Of Course They Do!

"**Magazine readership** increased 5.3% among adults since 1998, outpacing the 4.4% growth in the adult population during the same period, despite the economic downturn and the continued growth of the Internet and other media alternatives....

The relationship between magazines and their readers is both dynamic and symbiotic. More than ever, people are depending on their favorite magazines for information, news and entertainment....The study confirms that it's a partnership that works.

This study also demonstrates the staying power of magazines and proves that, despite a myriad of media choices, consumers remain loyal to reading the magazines of their choice."

- Magazine Readership Analysis from
MRI Study ©MPA 2002

Creating a Relationship

MagMall recognizes that business success involves building long-term relationships. Therefore, we have designed a corporate services program with real, tangible benefits to your organization.

Whether it is stocking a reception area or a waiting room, providing medical offices with magazines that match their specialties, or creating exciting magazine subscription giveaways and fundraisers, here are four guaranteed benefits that demonstrate why many, many organizations already use our Corporate Services.

Save Time

You can place your order with a minimum of fuss. MagMall's customer ordering process is one of the most streamlined and simplest available, even for complex corporate orders. This lowers overhead and costs—a savings that we pass along to you.

Gain Experience

Provide your company with exceptional customer service. MagMall, established more than 15 years ago, has the experience to ensure the timely delivery of even the largest, most intricate, business orders.

Save Money

MagMall, with its long-term relationships with the leading publishing houses, has been able to negotiate unbeatable prices for our corporate partners. No other service can match the low rates that we deliver.

Gain Love

Feel the love! Give your employees the benefit of your buying power. Our whole process is turnkey, which will allow you to set up a unique, branded web site, where your employees can order by phone, fax, email or mail. Our online toolkit gives employees account management features to change addresses, renew magazines and pay outstanding invoices.

Corporate Subscription Services

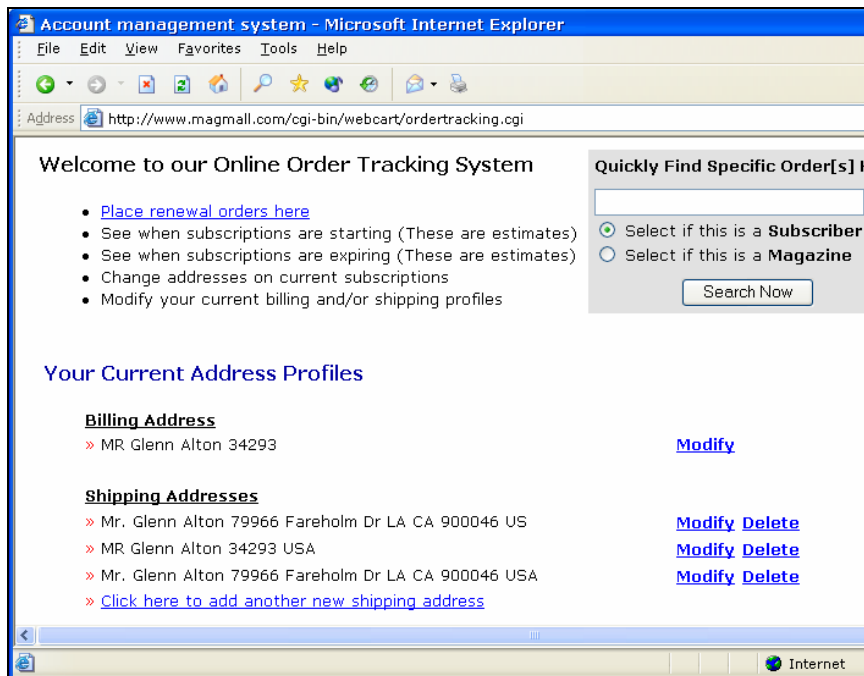
Hidden Savings for Businesses, Schools and Religious Organizations

Our Online Decentralized Account Management System Works For You

Why create a bottleneck by giving just one person the ability to manage your corporate subscriptions? Our decentralized subscription management system allows you to give other employees (or each individual subscriber) the ability to manage magazine subscriptions, saving you time and resources. Let us show you how simple this is to use:

Monitor Your Profile Information

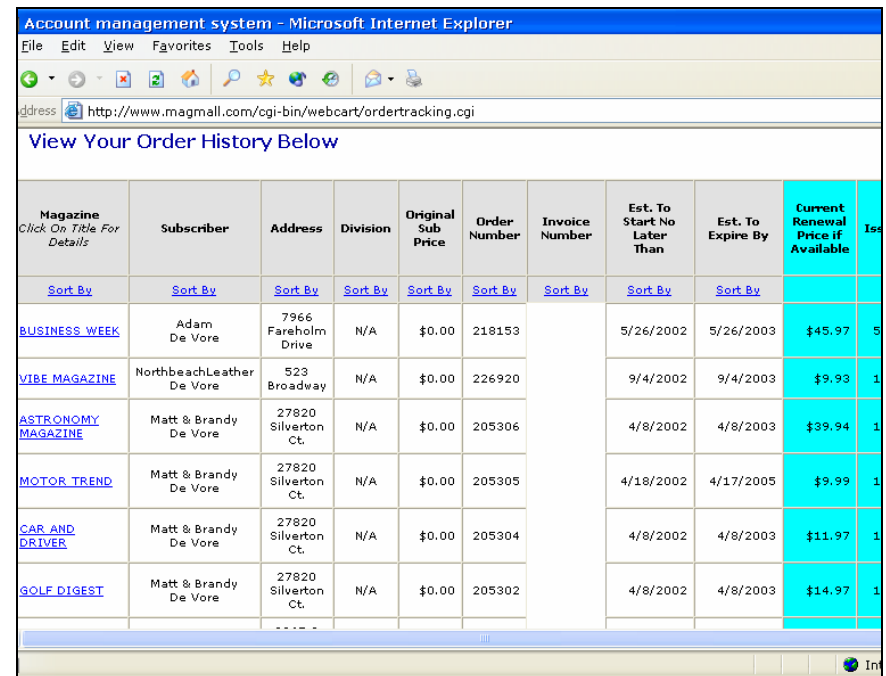
One screen for all your personal information needs



These convenient options allow for easy access to order renewals, search subscription start and end dates, search for individual orders and modify your current billing and shipping addresses.

Take The Guesswork Out Of Tracking

Detailed reports of all your subscriptions on the same page



| Magazine <small>Click On Title For Details</small> | Subscriber | Address | Division | Original Sub Price | Order Number | Invoice Number | Est. To Start No Later Than | Est. To Expire By | Current Renewal Price if Available | Issued |
|---|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------------------|-------------------------|------------------------------------|--------|
| Sort By | Sort By | Sort By | Sort By | Sort By | Sort By | Sort By | Sort By | Sort By | | |
| BUSINESS WEEK | Adam De Vore | 7966 Fareholm Drive | N/A | \$0.00 | 218153 | | 5/26/2002 | 5/26/2003 | \$45.97 | 5 |
| VIBE MAGAZINE | NorthbeachLeather De Vore | 523 Broadway | N/A | \$0.00 | 226920 | | 9/4/2002 | 9/4/2003 | \$9.93 | 1 |
| ASTRONOMY MAGAZINE | Matt & Brandy De Vore | 27820 Silverton Ct. | N/A | \$0.00 | 205306 | | 4/8/2002 | 4/8/2003 | \$39.94 | 1 |
| MOTOR TREND | Matt & Brandy De Vore | 27820 Silverton Ct. | N/A | \$0.00 | 205305 | | 4/18/2002 | 4/17/2005 | \$9.99 | 1 |
| CAR AND DRIVER | Matt & Brandy De Vore | 27820 Silverton Ct. | N/A | \$0.00 | 205304 | | 4/8/2002 | 4/8/2003 | \$11.97 | 1 |
| GOLF DIGEST | Matt & Brandy De Vore | 27820 Silverton Ct. | N/A | \$0.00 | 205302 | | 4/8/2002 | 4/8/2003 | \$14.97 | 1 |

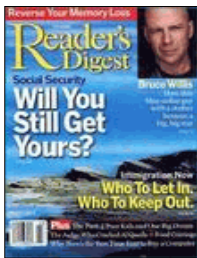
View your orders in minute detail. By title you can find out to who and where it's shipped, what the payment status is and if it's available for renewal. Plus: one click renewal right from this screen!

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Hidden Savings for Businesses, Schools and Religious Organizations

Magazines That People Want To Read

It's not just about quantity at MagMall—though we do carry more than 10,000 titles—it's also about quality. We offer the most popular magazines in a variety of genres:



Top Sellers

NRTA/AARP Bulletin
Modern Maturity
Reader's Digest
TV Guide
National Geographic



Men's Magazines

GQ
Esquire
FHM
Men's Fitness
Men's Health



Entertainment

US Weekly
TV Guide
Premiere
Mouline
National Enquirer



Business/Investment

BusinessWeek
Economist
Forbes
Kiplinger
Worth



Sports

ESPN Magazine
The Sporting News
Football Digest
Baseball Weekly
Golf Digest



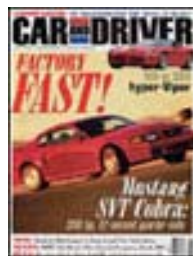
Fashion

Cosmopolitan
Elle
Vanity Fair
Glamour
Allure



Technology

PC Magazine
Wired
PC World
MacWorld
PC Gamer



Cars

Car and Driver
Motor Trend
Road and Track
Autoweek
Automobile



Kids

Nickelodeon
Child Magazine
Disney Adventures
Humpty Dumpty
Jack and Jill



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Unparalleled Customer Service

Questions? Cancellations? Missed Issues? Not a Problem!

No matter what the issue may be or how confusing it may seem, never fear. If you're not happy, we're not either.

MagMall's Vice President of Sales Sean De Vore is at your disposal, regardless if you have a real emergency or just a random inquiry.

Feel free to call Sean at 323.933.9291 or email him at sean@magmall.com and he will resolve the problem in a rapid and responsive manner.

Can't Find The Magazine You Want In Our Database? Not a Problem!

Just drop us a note via email to publishers@magmall.com with any information that you can provide (magazine name, phone number, web site, etc.). We'll trace the magazine and let you know when we add it to our database.

MagMall's Smooth Three-step Transition Process

The smooth transition to MagMall's Corporate Subscription Services is the result of our intense and detailed planning. We understand the dynamics involved and that communication is essential to making the shift easy and simple.

Step 1: Ten-Minute Account Setup

Sean De Vore, MagMall's Vice President of Sales, will personally handle your organization's account setup, which takes no more than ten minutes! The account setup will cover the following basics:

1. Account login URL, username and password
2. Contact phone, fax and email information of your personal account representative
3. Invoicing and payment alternatives
4. What to do if a magazine you want isn't located in our database
5. A quick walkthrough of our online ordering system

Step 2: Place Your First Order

You're now ready to begin using your MagMall Corporate account. Either call your personal account representative to place the order or use our online ordering form. If you would like to renew a magazine subscription—even one that wasn't placed with MagMall—simply mark the renewal option when placing the order. Once an order is placed, an email confirmation will be sent to the purchaser. It's that simple!

Step 3: Renewing Batches of Orders

You get to choose one of two ways to renew a bunch of magazine subscriptions at once.

1. Collect renewal notices in your mailroom and send them to us once a month in special envelopes that we will provide. We'll go through the renewal notices and send you a breakdown of what needs to be renewed when, for your approval.
2. Send us a list (hard copy or computer file, e.g. xls, dbf, tab, txt, etc.) including the magazine title, the subscriber name and full address and length of renewal, and we'll send you back a confirmation invoice for your approval.

Our transition process is fast and painless. But don't just take our word for it. Ask our clients.



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For the Rolodex

MagMall.com

6310 San Vicente Blvd
Suite 404
Los Angeles, CA 90048
USA
voice: (323) 933-9291
email: b2b@magmall.com
web: <http://www.magmall.com>

Statline

- Founded in 1984
- More than XXX satisfied corporate customers, including Intel, Disney, NBC, Panasonic, Jiffy Lube and Barnes & Noble.
- Committed to outstanding customer service

The Los Angeles Times calls MagMall:

"The better online subscription service."

The Right Solution

The MagMall team developed the corporate services partnership, a comprehensive channel program that takes into account the needs and requirements of businesses, schools and religious organizations, to help you save time and money.

By partnering with MagMall, companies can take advantage of our unique context-based turnkey platform and our extensive customer service capabilities.

But why take our word for how wonderful and helpful MagMall's Corporate Services are? Here's what one Fortune 500 Corporate Partner had to say:

"We used to contact dozens of different publishers and now we are thrilled to be able to talk to one person at MagMall for all our magazines."

Get Started Today!

The transition to our service takes fewer than five minutes, even if you're currently using another system. We provide you with a usable turnkey solution from the start: Order forms, customer service numbers, email addresses, web site links and an employee starter kit that is available online and in print. Benefit immediately from these great services:

- ❖ Global address and name changes for all of your subscriptions
- ❖ Effortless cancellations & refunds
- ❖ Early confirmation of expiration dates
- ❖ Customized corporate billing, which centralizes subscription payments and reduces costs
- ❖ EZ Renewal Program: Renew multiple subscriptions at one time, on one form. In addition, renew up to 9 months in advance, locking in current lower rates
- ❖ Online account management: Access your information, securely and at your convenience

Your savings will begin on day one and rise exponentially. Guaranteed.