

# RIMPACT

CUSTOM PUBLISHING  
SOLUTIONS

Rhode Island Monthly Communications, Inc.

**RIMPACT.pub**



“Custom media marries the marketing ambitions of a company with the information needs of its target audience. This occurs through the delivery of editorial content – via print, Internet, and other media – so intrinsically valuable that it moves the recipients behavior in a desired direction.”

Custom Content Council (CCC)



# Why Custom Communications?

## In Print. Online. On the Go.



- 78% feel that custom publications show a company's interest in building good relationships with consumers.
- 74% prefer receiving information about a company through custom publications.
- 65% say that companies that provide information about their products in custom magazines help them to make better purchase decisions.
- 55% say that they are more apt to buy another product from a company that has provided them with a custom publication.
- 61% feel that when reading custom publications it makes them feel better about the company that provided it.

Custom Content Council (CCC)

## CUSTOM EVENTS Partner with Strength and Expertise

Partner with *Rhode Island Monthly* for high-profile signature events. We'll handle it all from start to finish with a comprehensive plan including event concept/design, venue selection, catering, staffing, invitations/RSVPs, photography/video, entertainment, web promotion, online ticket sales, and publicity.

"Any time an advertising source can create a social and interactive event that brings qualified leads to your place of business, you create an opportunity for a demographic that you couldn't achieve otherwise. We're thrilled to have the relationship we have with *Rhode Island Monthly*, their amazing team and, more importantly, the synergy they create for our team at Audi Warwick."

**Raffaele G. Iacovone**  
General Manager  
Audi Warwick

**Audi**  
Truth in Engineering



  
**ATHLETA**  
Power to the She

**Crate&Barrel**

# We're here to help... from start to finish.

With our multi-platform approach, we can provide you with a comprehensive package that handles everything from concept to distribution.

## Our key capabilities include:

- Content Creation/Editorial Assistance
- Photography
- Production & Printing
- Sales Assistance
- Art Direction & Design
- Distribution Services

Publications can be printed and mailed to your specific list or – for maximum impact - mailed along with *Rhode Island Monthly* to our loyal subscriber following of 166,000 educated, affluent readers.

**Did you know?** In addition to helping to write and design your custom project, you can leverage our volume of work to lower printing costs for an existing project you may already have. And once it is printed, we continue to support and promote your publication with a link to a digital edition on RIMonthly.com and digital/social media support.

## Our diverse portfolio includes:

- The Official Rhode Island State Travel Guide
- Gloria Gemma Foundation Annual Calendar
- The Rhode Ahead - BCBSRI Membership Publication  
*Our newest publication was created in 2016 and is published three times per year.*
- CASA - Cardi's Furniture Guide to Furnishing Your Home
- Trinity Repertory Company Season Program
- Healthy Living - BCBSRI Senior Publication



"Congrats on the catalog...great work...on time...under budget...looks great and you sent posters too! Our compliments to the entire *Rhode Island Monthly* team. Thanks and best from NIROPE."

**Nick, Ron and Peter Cardi**  
**Cardi's Furniture**







**Reach your customers, clients or donors  
in a more impactful and cost-effective way.**

For more information on how RIMPACT can help your business, please contact Kieran Keating,  
associate publisher/sales at *Rhode Island Monthly*, at [kkeating@rimonthly.com](mailto:kkeating@rimonthly.com) or 401-649-4888.



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