

Newspaper Subscription & Audience Management

More than 30 Years Serving Newspapers

Our subscription and audience management platform, Multipub, has been used by newspapers since 1984. A robust circulation system, it handles print and digital products in one database, offering a 360° view of every subscriber.

Contact us at sales@multipub.com to learn more.

Along with accounting, marketing and fulfillment, Multipub:

- ✓ Manages carrier and mail deliveries.
- ✓ Handles multiple subscriber frequencies.
- ✓ Works with paywalls and metering.
- ✓ Offers a variety of billing arrangements.
- ✓ Supports targeted advertising inserts.
- ✓ Manages events.
- ✓ Automates address updates.
- ✓ Supports inventory management.
- ✓ Provides reports on everything from renewals to engagement data.
- ✓ Houses digital and print products in one database
- ✓ Provides valuable engagement data.
- ✓ Manages single copy sales.
- ✓ Manages carrier billing.
- ✓ Provides a dispatch/complaints functionality.
- ✓ Integrates with General Ledger packages.

"When we began our search for a new circulation management platform, it was important to us to find a provider that was an expert in subscription-based business models. Multipub understands our organization and is able to deliver the data we're looking for."

– Jo Ann Schierhoff, Circulation/Customer Service Manager, NCR Publishing Company

NEWSPAPER CLIENT LIST

- + American Lawyer Media Group
- + Congressional Quarterly/Roll Call
- + Indianapolis Business Journal
- + National Catholic Reporter
- + St. Louis Labor Tribune
- + The Warren Group
- + The Hagadone Corporation



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