

THE PRIMEDIA APPROACH

UNIQUE AGENCY EXPERIENCE

PriMedia is one of the few agencies in the world whose personnel have worked on both sides of the desk, in agencies and as clients and/or media providers. And with over \$500 million in sales, our principles have successfully planned and placed millions of their own advertising dollars—a unique perspective **affording you an uncommon expertise and advantage.**

VIRTUAL AGENCY STRUCTURE

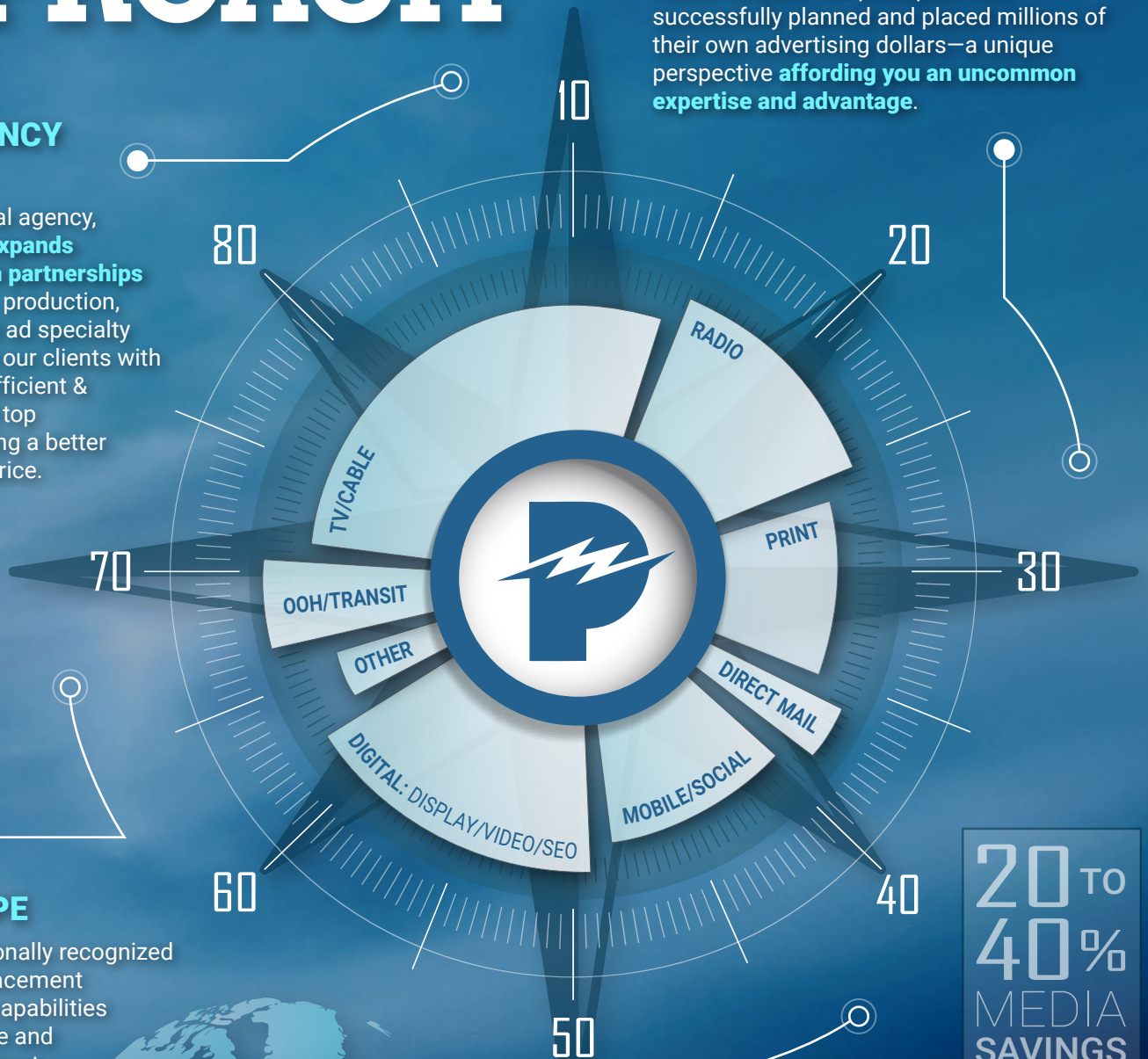
Operating as a virtual agency, PriMedia instantly **expands capabilities through partnerships** with leading design, production, public relations, and ad specialty firms. This provides our clients with an extremely cost efficient & experienced pool of top executives—delivering a better product at a lower price.

STEWARDSHIP
BRANDS
SINCE
1991

GLOBAL SCOPE

PriMedia's internationally recognized media planning/ placement & direct marketing capabilities allow us to negotiate and place media throughout the **United States** and **Canada** in nearly all radio, television, print, and outdoor markets—as well as in **185 countries around the globe.**

28 INTERNATIONAL
ECHO
AWARDS



20 TO
40%
MEDIA
SAVINGS

MORE BANG FOR YOUR BUCK

Based on decades of spending millions of dollars of our own money on media and marketing programs, we truly “spend your money like it was our own”—carefully, effectively, and efficiently. All while **averaging 20%-40% savings while delivering better schedules, results, and ROI!**