

Media Kit

Quality, Focused Content, Multi-Media Strategies, Proven Results.

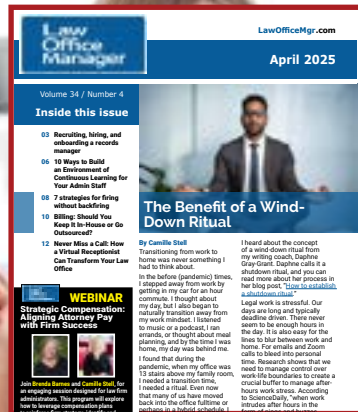
Law
Office
Manager

mom medical
office
manager

Creative
Office
Manager

PLM
Plain Language Media

Media Kit



Audience Reach: Law Office Manager

PLM
Plain Language Media

For nearly three decades, Law Office Manager has provided **law office administrators, managers and supervisors** with relevant and timely information to help them perform their jobs more effectively and more efficiently.

Our Members report responsibility for:

- ↑ Hiring & firing
- ↑ Discipline & training
- ↑ Budgeting & purchasing
- ↑ Compliance
- ↑ Client records & email policy
- ↑ Project management
- ↑ Employee productivity
- ↑ Attorney time allocation & billing
- ↑ Technology evaluation & acquisition
- ↑ Data storage & retention

Email your offer to more than **26,000** law office managers and supervisors





Audience Reach: Medical Office Manager

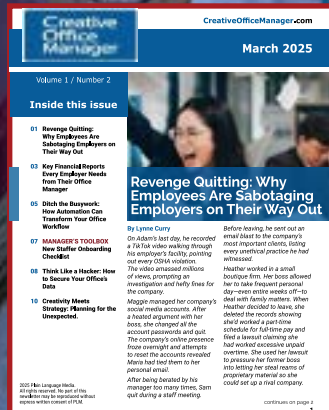
Medical Office Manager provides **medical office administrators, managers and supervisors** with relevant, timely information to help them perform their jobs more effectively and efficiently. MOM makes better medical offices - one manager at a time



Our Members report responsibility for:

- ↑ Hiring & firing
- ↑ Discipline & training
- ↑ Budgeting & purchasing
- ↑ Client records & email policy
- ↑ Compliance
- ↑ Project management
- ↑ Employee productivity
- ↑ Coding, billing & collection
- ↑ Technology evaluation & acquisition
- ↑ Data storage & retention

Email your offer to more than **30,000** medical office managers and supervisors



Audience Reach: Creative Office Manager



Creative Office Manager reaches a broader group of **office managers, senior staff and business owners** with relevant, timely information to help them perform their jobs more effectively and efficiently. COM gives you what you need to be a better office manager!



Our Members report responsibility for:

- ↑ Hiring & firing
- ↑ Discipline & training
- ↑ Computer & IT
- ↑ Budgeting & purchasing
- ↑ Client records & email policy
- ↑ Compliance
- ↑ Project management
- ↑ Employee productivity
- ↑ Billing & collection
- ↑ Technology evaluation & acquisition
- ↑ Data storage & retention

Email your offer to more than **9,000** office managers and business owners



Advertising & Sponsorship

Reach out to our audience. Let Plain Language Media design a customized multi-media program and **get the results you need.**

- ✓ **Email:** PLM offers our membership base over a dozen weekly ezines covering the latest news and new developments in four major markets. For the ezines available in the market that interests you, and ezine counts, please contact your rep.
- ✓ **WebSites:** PLM offers the opportunity to place your message on any of our popular B2B websites. Contact your rep for more information by website, including ad specs, and pricing.
- ✓ **Content Partnerships:** PLM also enters into content arrangements with select partners whose content is closely geared to the interests of our members. These options include blogs, articles, special reports, and other custom arrangements.
- ✓ **Open and Click-Through Results:** Our newsletters and magazine engagement results are well-beyond industry averages. We get to the inbox and our responsive audience is willing to engage with YOUR products and services.
- ✓ **Webinar Sponsorship:** Sponsor a PLM webinar to one of our markets. Your company name is included in all promotions, you can deliver a 1 minute message to webinar registrants, and the webinar moderator will note your sponsorship at the beginning and end of the webinar presentation.
- ✓ **Daily newsletter Banner Ads**
- ✓ **Monthly Magazine Display Ads**
- ✓ **... and much more!**

Email andrea@plainlanguagemedia.com or call 888-729-2315 x 316 for details and pricing



Why Partner with PLM?



When you get down to what really matters - **It's always about the people.**

PLM brings together **our team of experts** in content, marketing, multi-media, technology and publishing to deliver quality information to highly-targeted audiences. Our people **make sure you get more of the good stuff.** More eyeballs, more hang-time, more archive value and ultimately, more clicks through to your website.

- ✓ **Reach your target audience:** PLM's award-winning editors make sure your message is in front of the right group of leaders and decision makers.
- ✓ **Establish your company as a thought leader:** With decades of publication history, our audience has learned to trust the research and analysis we provide. Our sponsors are associated with that value.
- ✓ **Generate quality leads:** Content-driven leads connect you with the people you need to grow your business.
- ✓ **Build brand awareness:** Leverage PLM's reach and industry authority to strengthen your brand through top-of-mind awareness.
- ✓ **Leverage the power of content:** PLM can ensure your message is tied to expert research, data and content - and get it in front of the right audience.
- ✓ **The right blend of media for your message:** Different people respond to different media. PLM's multi-media approach will get you noticed.

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About Plain Language Media



Plain Language Media provides timely, accurate and trusted analysis of industry and market trends, legal and regulatory developments, and technology and innovation that directly affect the operations, financial performance, and competitive positioning of our readers and subscribers.

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