

Extend your reach and expand your visibility

SWETS

Swets Simplifies

Services for Publishers

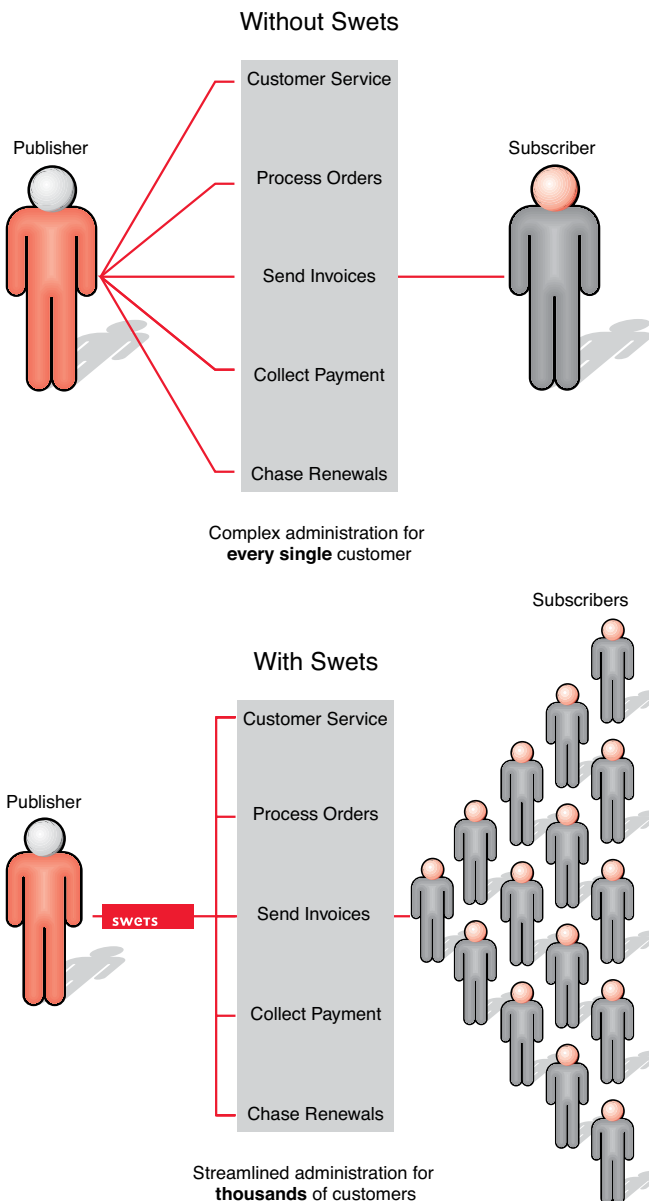
Today's dynamic information marketplace can place tough demands on your customer service capabilities, budget and time. We can help.

Working with Swets is the most efficient way of reaching professional information users. Our comprehensive publisher services can save you time and money, allowing you to focus on the business of publishing.

Our international sales force operates out of 21 offices around the world, selling to customers in over 160 countries. With a loyal customer base of over 60,000 clients, we are regarded by thousands of publishers as an essential partner in helping them reach a spread and volume of subscribers that they could not reach on their own. We can do the same for you.

Simplify administration and reduce costs

We manage the procurement and distribution of more than 260,000 titles to our customers annually. We can provide you with a single point of contact for order processing, payments, claims and customer service. Imagine how using us as your subscription management partner could save you time, money and resources.



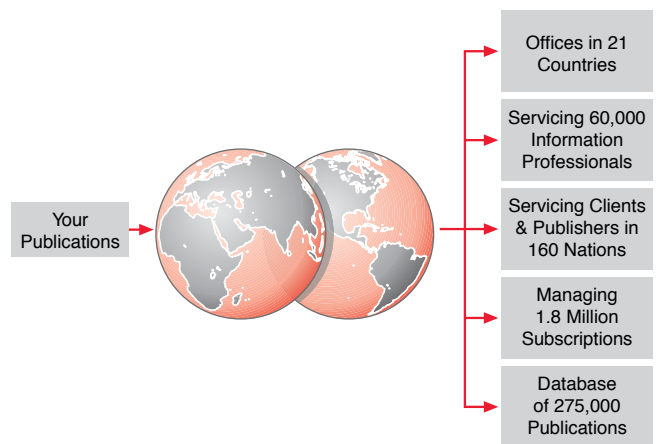
Our goals are aligned with yours. Working with us can gain you efficiencies that translate into real value:

- **More financial control:** Our cash collection and payment consolidation processes lower your overhead costs, reduce your account receivable risks, improve your cash flow and protect you from currency fluctuations
- **Reduced effort and resources devoted to orders and renewals:** Proactive order administration and renewal management protect your renewal rates and eliminate the need for you to send renewal reminders

- **Improved supply chain efficiency:** Electronic Data Interchange (EDI) capabilities that greatly reduce processing time and eliminate manual tasks
- **Enhanced fulfillment capabilities:** Our Consolidation services in 6 global processing centers consolidate customer orders, saving handling via bulk shipments, reducing claims by cross-checking dispatch details and improving shipment into "difficult" countries

Maximize your potential

With our global marketing and sales distribution services you can increase your presence in leading and emerging markets. Your publications will achieve maximum visibility, optimizing the potential for new customers to find and subscribe to them. Our understanding of local markets and business cultures also ensures that your subscribers receive outstanding service and support.



Grow business in hard to reach markets

Here are some of the ways our commercial services will help to grow your business worldwide:

- **Access to up-and-coming markets:** Through our emerging market networks and services such as our Gateway To China program, your publications are promoted to customers in markets that are traditionally difficult to reach
- **Customized marketing strategies:** When you need a specialized approach, (eg: when launching a new publication type, migrating your print publications to electronic ones or chasing non-renewed subscriptions) Swets delivers creative options, an extensive local sales force and a large customer base

Contact us to learn more

For further details demonstrating how we are the most efficient investment you can make to maximize the distribution of your content, simply contact your local Swets Publisher Relations Manager or visit www.swets.com.

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