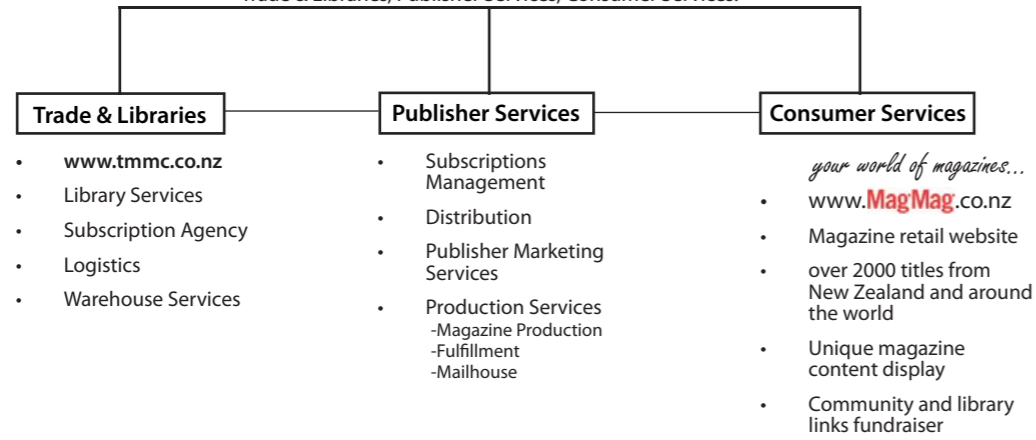


# TMMC.

THE MAGAZINE MARKETING CO LTD.

TMMC is divided into three specialist business sectors;  
Trade & Libraries, Publisher Services, Consumer Services.



## SUBSCRIPTION SERVICES WORKING WITH LIBRARIES NEW ZEALAND

TMMC is your single source for a complete range of magazine and periodical services, working with public and specialist libraries and institutions around New Zealand



Members of:



[www.MagMag.co.nz](http://www.MagMag.co.nz)

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# TMMC.

THE MAGAZINE MARKETING CO LTD.

100% New Zealand owned and operated.

## LIBRARY SERVICES

TMMC offers a comprehensive range of magazine and periodical supply services, catering to the specific needs of public and specialist libraries and institutions around New Zealand.

### Welcome to The Magazine Marketing Company

TMMC was established in June 2008 with the acquisition of Mercury Subscription Services, New Zealand's original subscription service with a proud history dating back over 60 years.

In keeping with the rapidly changing landscape of subscription service delivery, the Mercury Subs brand has now evolved into TMMC – a change that is also reflected in the new systems we have to offer, including massively upgraded online facilities.

Our recent research into the NZ libraries market has provided some useful insights into the supply challenges for suppliers and libraries alike. The traditional model of the foreign subscription agent today under extreme pressure and, as a consequence, a number of New Zealand libraries are paying subscription rates above those offered by TMMC – and being informed of further rate rises to come in 2010/2011. These price increases are inevitable due to the foreign agents passing on the price increases in international postal charges and publisher sub-rates.

The good news is that over the last 12 months we have continued to make significant annual savings for many New Zealand public libraries that use

our fully consolidated subscription services program. How do we do it? With over 20 years' experience in magazine supply management, TMMC has long term agreements as local agents for the international publishers who work in co-operation with international magazine exporters and distributors to supply weekly air freight and sea freight consolidations for imported magazines.

Uniquely, TMMC is a licensed subscription agent for New Zealand magazine publishers. Through this long-standing relationship we are now able to offer New Zealand libraries the publisher-direct and in-book rates. This new service offers substantial savings for library budgets on New Zealand magazines.

So if you are looking to maximise the return on your purchasing budget please do not hesitate to contact us for a subscription services proposal. Using our rate-tracker comparison system, we're able to quickly calculate your rate savings and present these in a format that will clearly identify the overall savings you can make.

### Customer Services

TMMC has trained, knowledgeable staff waiting to assist with your day-to-day information requirements. Just call or email – we are always happy to help!

### Magazine & Serials Claims

Claims for missing issues can be a headache for librarians. At TMMC we work harder to solve the problem by providing a prompt, accurate and comprehensive claims service, supported by regular progress reports.

### Information Services

We're dedicated to providing an up-to-date information service on the dynamic and ever-changing world of magazines. You'll find much of this news and information at [tmmc.co.nz](http://tmmc.co.nz)

### Subnews

Subnews is a quarterly newsletter featuring new magazine offers and updates to our magazine catalogue. Subnews is supported by our New Zealand and international partner magazine publishers.

### Library Website Resource

It's almost here: TMMC will launch the [www.tmmc.co.nz](http://www.tmmc.co.nz) library services website in 2010, featuring online claims and renewals, e-newsletter services and more. Also launching

is our monthly bulletin brief on what's new in magazines, which will be available exclusively to TMMC library customers.

### New Title Information Sheets

As titles launch or re-launch, TMMC issues a useful Title Information Sheet with data and content preview, subscription rates and offers.

### Title Sourcing

With global magazine and serials databases TMMC can reach titles, journals and serials worldwide with prices and availability information.

### Delivery Services

Our consolidated delivery service to libraries is a cost-effective and efficient way to obtain publisher, agency and directly imported titles. Orders are couriered nationwide on an overnight service and with full track-and-trace order management. A nominated day-of-the-week dispatch ensures your centralised orders arrive at the library on time each week.

### Subscription Services

Flexible subscription programmes allow for annual, biannual or standing-order billed subscription services. Renewal statements

provide an advance preview of your library's annual requirements. A collection or category review provides useful information on titles that are available by category and interest areas.

Remember, sample and preview copies of magazines are always available to assist with the selection of a relevant and useful magazine range.

### Shelf Ready Services

Commenced July 2010 –TMMC offers a complete outsource solution for magazine Shelf-ready processing services. Magazines are processed to the individual library specification.

### Informing Your Customers About Magazines

TMMC provides attractive support materials to assist with customer and library audience development for the magazine collection. A custom library magazine collections catalogue is a very useful resource for displaying the magazine range within your library or a library branch network, helping guide readers through the entire magazine range available.

Also available: magazine scans, flyers, handbills, posters and digital content exports.

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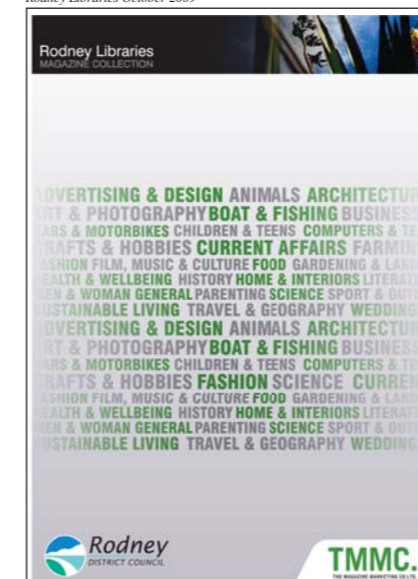
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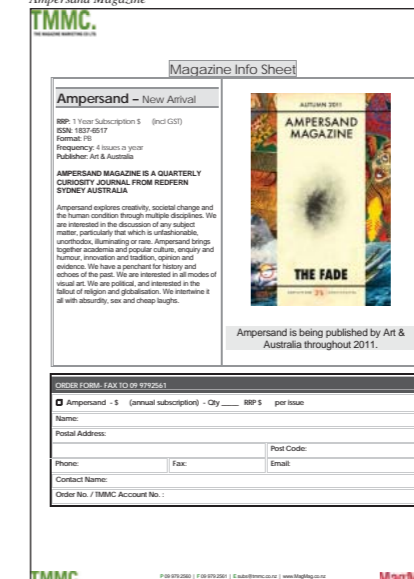
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<sup>1</sup>Library Collection Catalogue  
Rodney Libraries October 2009



<sup>2</sup>New Title Information Sheet  
Ampersand Magazine



<sup>3</sup>TMMC News  
Subnews Newsletter June 2009

