



Company Information

Low cost outsourcing services for print and digital media



What Does Global Media Solutions Do?

Global Media Solutions (GMS) helps wire print and online publishers prosper by providing a complete design and manufacturing service for producing high quality magazines, newspapers and other periodicals and related content.

Publishers who outsource are engaged in publishing activities, are under no need to be involved in the printing process, and are able to focus on their core business, while leaving the printing process to the experts. This allows them to reduce their costs and improve their margins. GMS provides a complete end-to-end service, from design to production, distribution and fulfillment. GMS also provides a range of other services, including design, proofing, and distribution.



The Modern Publishing Process



What Does Global Media Solutions Do?

Publishers, and companies engaged in publishing activities, are under ever-increasing costs pressures as traditional advertising and subscription revenues come under threat from new online, low-cost platforms.

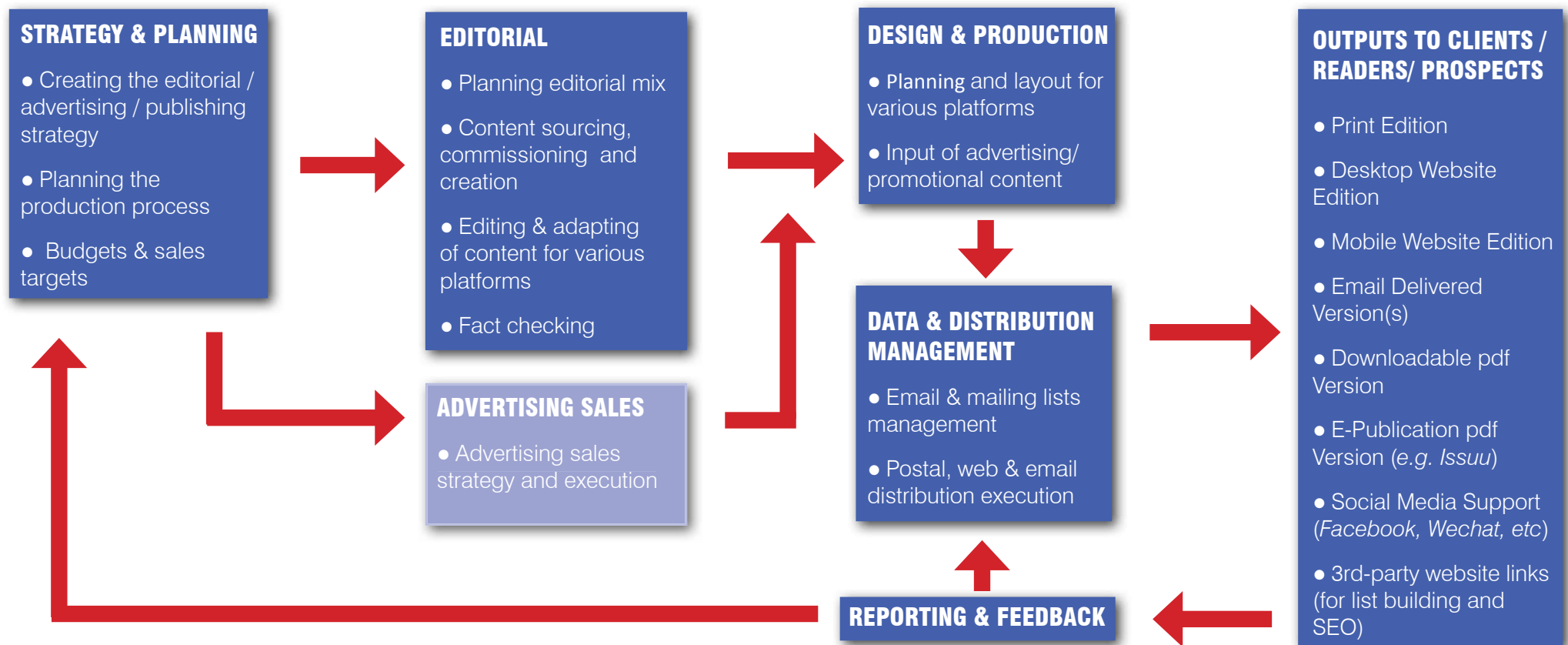
Consequently, many publishers are seeking for new ways to cut costs without compromising quality. This is where GMS can help. GMS provides solutions to help print and digital publishers reduce their costs by providing them an experienced outsourcing publishing management service of international quality, operating in a low cost environment. GMS can provide either a fully integrated service, or can manage specific functions of the publishing process at a highly competitive price.

Established three years ago, GMS has considerable experience in a wide range of publishing services ranging from total contract publishing solutions to specific tasks such as content creation, layout and design - including translation and bi-lingual layout - editorial management, email distribution and database management, that can be integrated seamlessly into the client's publishing requirements.



The Modern Publishing Process

The modern publishing process requires a highly integrated set of processes to deliver information across multiple distribution platforms. GMS can undertake all, or any, of these processes and interface with the client at various stages to ensure a smooth and high quality production process and end products.



Services and Pricing Guide

Print Services Management



GMS can handle the complete publishing cycle of magazines on behalf of its clients. Basic services typically include:

- Regular editorial/ strategy meetings with the client to identify upcoming requirements and provide feedback on previous activities;
- Preparation of production deadlines;
- Identification, briefing and commissioning of all authors and journalists;
- Editing of copy, picture sourcing, headline writing and picture captioning;
- Fact checking and managing approvals from quoted sources;
- Translation management;
- Advertising and artwork management;
- Layout of magazine and preparation of proofs for client;
- Proofing management with client and corrections;
- Printing, mailing and online distribution management;
- Preparation of issue pdfs and uploading for online editions.

Pricing

Each project is quoted specifically to meet the exact needs of the client, a basis service as outlined above, will cost as low as **US\$3,950** per issue for a monthly magazine, excluding print and mailing costs.

E-newsletters for Marketing

GMS can produce and manage high quality, email-delivered newsletters for its clients that build brand recognition and strength, and attract new clients. GMS will research, manage and generate quality content that captures reader's attention, and as a result drives visitor numbers to the client's website. **Basic services typically include:**

- Regular editorial/ strategy meeting with the client to identify upcoming requirements and provide feedback on previous activities;
- Sourcing and editing of news content for the newsletter;
- Preparation of html template and preparation of newsletter, links and advertising inclusion;
- Landing page preparation for the newsletter and email distribution and management, with strict confidentiality and security procedures;
- Free starter pack of up to 2,000 emails from the GMS database to add to the client's list;
- Daily updating of content into the client's content management system or as required;
- Full set of reports and click throughs statistics, impressions and new emails harvested by the newsletter.

Pricing

Each project is quoted to meet the exact needs of the client, but a basic service as outlined above can cost as low as **US\$1,950** per month for a weekly newsletter with a distribution of up to 10,000 emails.



Social Media Management



Highly quality, original and curated content services for social media marketing.

GMS can provide a service for clients wishing to build stronger website visitor numbers that are regularly updated with fresh, relevant content, and needed to service SEO and social media marketing strategies. GMS will research, manage and generate quality content that captures reader's attention, and will help drive visitor numbers to the client's website on a regular basis. GMS can also set up and feed the various CMS and social media identities of the client with the content as needed.

Pricing

Each project is quoted on a bespoke basis.

Other Services

GMS can provide a range of information and publishing-based services such as:

- Email and data building services and list management
- Publishing consulting
- Editorial and content generation
- Telecanvassing services

For more information on these services or for a quotation please contact **Geoff de Freitas** on + 852 6877 8810 or **Iren Hao** on + 86 1358 581 5890 or email us at enquiries@gms-asia.net



About Us



Geoff de Freitas Managing Director

Geoff has more than 25 years experience in magazine publishing. He has worked as a sub-editor and in various editorial management roles at The Sunday Times, Broadcast, Euroweek, The Treasurer and The Accountant. In 1992, he moved to Hong Kong where he worked for Hong Kong Tatler and founded Finance Asia and Asian Investor. In 2001 he moved to Shanghai where he set up Shanghai Business Review. Geoff has an M.A. in Philosophy and Psychology from Brasenose College, University of Oxford.



Thomas McKinley Editorial Director

Thomas attended Villanova University on a full academic scholarship, studying English and Business. After attaining an M.A. in English Literature from the University of London, he was invited to a university in China as a visiting professor and spent more than four years teaching at various universities in China and Thailand. Thomas then worked for the Global Times newspaper and Shanghai Business Review before moving to the Philippines in January 2013. In addition to his work at GMS, he manages the marketing department of Author Solutions, a subsidiary of Penguin Random House, where he supervises a team of copywriters and editors.



Alun John Managing Editor

Alun John is managing editor with GMS. Alun has a first class degree in Latin and Ancient Greek from the University of St Andrews, and a Masters in Modern Chinese Studies from the University of Oxford.



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