

Webscribe have been providing support services to publishers for over 17 years and through our SubCARE fulfilment operation, we effectively deliver independent publishers all the functions and services necessary for the highly competitive market of subscriptions.

From the start, we have brought the opportunities of new technology and latest practices to our publishers regardless of size and budget. Under our umbrella, our smaller publishers have access to services that are seemingly out of reach. For our larger publishers, we have successfully complimented their existing structure and in all cases, integrated seamlessly as their public face of subscriptions.

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SubCARE



At the heart of our business ethic is **traditional service** to both you and your subscribers, who will experience a team that is friendly and courteous as well as professional and knowledgeable.

Our experience and structure gives us flexibility so that not only do we cover all the functions you would expect from a fulfilment service but we will adapt to the specific needs of your list.

By employing **modern methods**, we can give your subscribers simple ways to order both online and through our subscription helpline with a choice of payment options including Direct Debit. They will have online access to their account with easy renewing and receive high quality customer service each time they communicate with us.

With processes and systems that have been developed and refined over many years, you will have great **value for money** without compromise.

Each mailing is dictated by budget, style and region. Your **tailored despatches** will be designed to ensure appropriate packaging, reliable delivery and minimum spend on postage so that each element is the best cost option.

Whether you use International Consolidation or Royal Mail's overseas service, we have internal processes in place to ensure that best prices are available for **world-wide delivery**.

We will look at your overall spend not just on issue despatch but on day-to-day items, and by incorporating email and SMS communications as part of your renewal and marketing programs we can **reduce postage costs** over the course of a subscriber's lifetime.

You will benefit from our **Specialised Marketing Programs** that will engage with the reader and add value to their subscription increasing the lifetime and spend of each subscriber.

With email and SMS, it is no longer expensive to communicate with your subscription list and regular contact invites your most committed readers into the magazine's family which brings with it **enhanced subscriber loyalty**.

Securing each new subscriber is by nature more challenging but with a loyal subscription list that renews regularly and promptly, the increased effort needed to gain a new subscription can then count towards **sustained list growth**.

We believe so strongly in our programs that we have a combination of emails and telemarketing schemes included in our fulfilment price.

With no set-up fee and our competitive fulfilment and postage rates, you can gain the benefit of **reduced costs** with immediate effect.

We undertake regular assessments of each part of your subscription fulfilment to make sure that at no time are you paying unnecessary costs in any area.

With our fulfilment, you can take advantage of every opportunity to **increased subscriber spend** with ... merchandise/services sales ... appropriate list sales opportunities ... database warehousing ... effective marketing programs

The maths is simple - with a reduction in your costs and an increase in your subscriber's spending habit, it all adds up to **better profit margins** for you.