

Optimize your information portfolio with eMediaAdvantage

How can you reap the rewards of today's complex information marketplace?

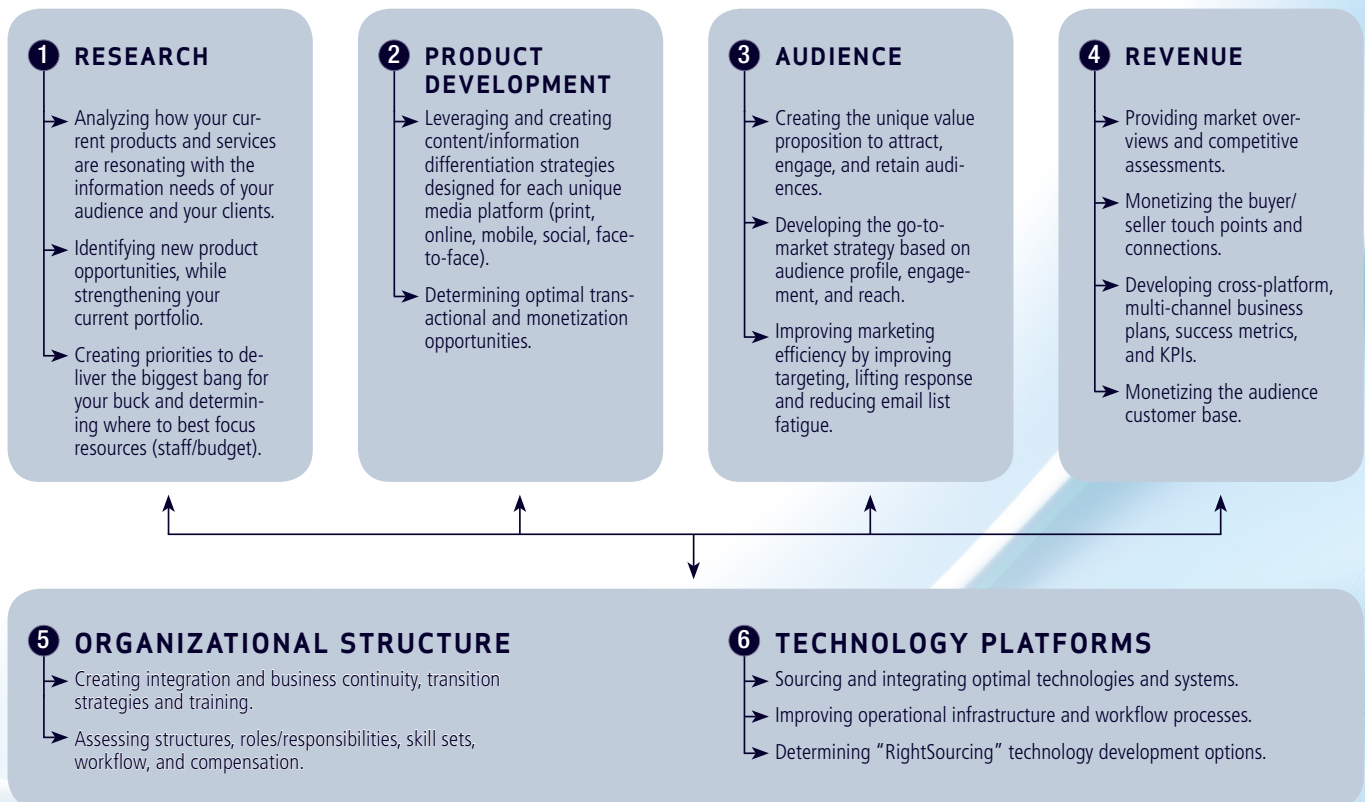
If your organization is still struggling with how to maximize profits from your content, data, audience, and customers – your information assets – you're not alone. Audience fragmentation continues to produce an endless array of information options, revenue channels, and new opportunities. How can you best leverage and position your existing products in the markets you serve? What new products can be developed to better serve and engage niche audiences? What are the best practices for monetizing your content, data, audience, and customer assets?

We'll accelerate your success.

eMediaAdvantage provides an expert diagnosis of your information and data products, aligns them to the right audiences and improves both your top- and bottom-lines. We guide media information companies like yours in transforming legacy businesses into profitable, differentiated multi-platform products. Our innovative, actionable, and cost-effective strategies and programs accelerate revenue growth and improve valuation.

How do we take you from here to there?

We'll help you analyze your assets systematically and holistically, and take a closer look at what you have, don't have, or need – and provide a gap-to-goal plan. We'll provide you with an integrated game plan that captures the power, promise, and innovation of each distribution platform available in today's marketplace – with a look forward to tomorrow's trends and technology breakthroughs. We provide a complete review of your markets, products, people, and workflow processes with a focus on six critical areas:



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Our process.

Listen. Absorb. Assimilate. Act.

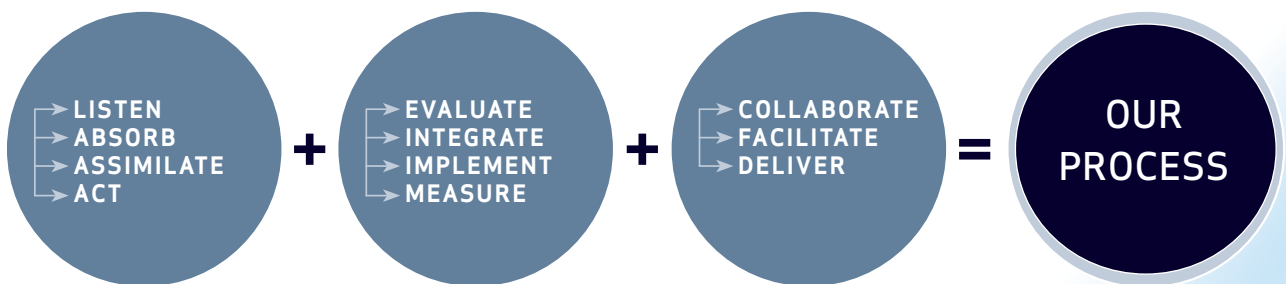
We work closely with your organization to identify and create action plans that are customized to your market, competitive set, brands, company culture, and budget. We take a 360-degree approach and listen to your particular challenges and roadblocks, and then create highly specific plans based on understanding your business, your systems, your goals, your technologies, and your team.

Evaluate. Integrate. Implement. Measure.

We have dedicated focus and work side-by-side with you to create a plan and help you execute it, on-time and on-budget. We work with your team to analyze and evaluate the strengths and vulnerabilities of your markets, products, people, and workflow processes to design a strategy essential to your organization's success. We help align your information, audience and revenue strategies with your unique organizational structure and appropriate technology platforms. We work with you to help your team develop a sustainable plan and we provide measurement best practices.

Collaborate. Facilitate. Deliver.

You can rely on eMediaAdvantage to develop a fully realized plan, create a customized leadership training program to ensure your success, and provide guidance on implementation. Plus, we will continue to work with you every step of the way to help evolve your plan, anticipating changing market needs and conditions.



Why are we different?

We are experienced thought leaders and practitioners with demonstrated track records in developing blueprints for success. Our clients include established industry leaders seeking to strengthen existing business strategies, as well as start-ups building a new market presence. We seamlessly assimilate into your organization, moving beyond the traditional advisory role, bringing the requisite experience and expertise critical to your success.

eMediaAdvantage engages and empowers your team to create, own, and sustain the information, audience and revenue plan we collaborate together to create. We use both a systematic and holistic approach to evaluate all aspects of your business with the goal of maximizing the value of your product portfolio and accelerating your financial success.

Our Leadership

eMediaAdvantage is led by Toni Nevitt, an innovative pioneer and visionary in the business information industry with over 25 years of strategic and tactical experience in launching, re-engineering, and repositioning business media products and services. As former president of eMedia and Information Marketing for Nielsen Business Media, one of the country's largest B2B media companies, Toni played a strategic role as the company transformed itself from a traditional print-based media company to a full service, multi-channel business information provider. Toni spearheaded the development of cross-platform information and distribution strategies, focusing on digital products and services that helped professionals better understand their markets, serve their customers, and grow their businesses. She was instrumental in leveraging, aggregating, and marketing the company's information assets to clients by creating innovative audience acquisition, retention and engagement strategies, and programs to deliver highly targeted audience segments and new sources of revenue.

To start a dialogue with eMediaAdvantage, contact: Toni Nevitt, President, eMediaAdvantage



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