

A woman in a black suit and high heels is sitting on an office chair in a modern office hallway. She is leaning back and reading a magazine. The hallway has glass-walled cubicles and a carpeted floor. The lighting is bright and even.

“**Sabatier Consulting** skips the fluff, gets down to business, tells it like it is, and produces **results-oriented solutions**. They are a professional, hard-working group with **high energy**.”

Linda Shoenrock

National Director
Marketing and Communications
Ducks Unlimited

A Sampling of Our Clients

American College of Physicians
American Marketing Association
American Sports Media
Boy Scouts of America
Christian Science Publishing Society
Chronicle of Higher Education
Directorship Inc.
Ducks Unlimited
Endless Vacation
Episcopal Life
Farm Journal
France Magazine
Inside Supply Management Magazine
Lake Magazine
McGraw-Hill
National Federation of Independent Business
National Geographic Society
National Osteoporosis Foundation
OECD
Science News
Tiger Beat
Vintage Guitar Magazine
Washington Airports Authority
World Bank
World Vision



Sabatier Consulting
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Sabatier Consulting

everything
publishing

A LEADING PROVIDER OF CONSULTING SERVICES AND TRAINING TO PUBLISHERS

Who We Are

Known for its versatility and breadth of experience, Sabatier Consulting is a leading provider of consulting services to publishers. Our mission is to help clients create and/or maintain a competitive advantage with sound business advice based on research and analysis. We cannot take away your risk, but we help you manage and leverage it by understanding your needs and providing practical solutions.

Sabatier Consulting deals with every aspect of publishing. We are management analysts, functional experts and executive temporaries. You can rely on us for consulting support in any area including business planning, editorial, advertising sales, circulation marketing or fulfillment, production, design, market research, technology, internet, finance, training and recruiting.

Organizations of all types and sizes, including one person with a dream, for-profit, consumer, b2b and major corporations have benefited from working with Sabatier Consulting's knowledgeable team. Contact us for a free initial consultation.

What We Do

Strategy | Strategic analysis and planning: corporate or area specific...editorial, advertising, marketing, circulation, repositioning, launches and ancillary product lines

Process | Comprehensive or area specific operational audits with resulting recommendations for improving editorial, advertising, circulation and production tools, procedures, and performance

Research | Market and reader surveys, editorial research, cover testing, prototype evaluation, focus groups, Internet surveys and advertiser interviews

People | Executive recruiting for middle and senior level publishing professionals, compensation analysis, customized training seminars and programs for senior management, editorial, advertising, and circulation staff

Technology | Fulfillment, advertising and circulation systems and applications audits and searches for in-house, turn-key and out-of-house solutions

Design | Magazines, newspapers, logos, web sites, annual reports, and collateral materials

Our Team

Lou Ann Sabatier | Principal

Helen Berman | Advertising Sales Training

Cathleen A. Bolton | Financial Forecasting

Rona Cherry | Editorial

Ed Fitzelle | Strategy, M&A

Steve Frye | Production

Brian Hack | Internet

Patrick Hackshaw | Internet

Rene Jeffress | Catalogues

Valerie Muller | Advertising

Charles Oser | Books

Angus Robertson | Strategy, Licensing and Finance

Linda Ruth | Single Copy Sales

Grant Sabatier | Research

Debra Bates-Schrott | Design

Bruce Sprague | Circulation

George Stephan | Branding

Bob Wilkerson | Circulation

Larry Zimmerman | Market Research

“Sabatier Consulting did a great job from beginning to end. They are **extremely knowledgeable** about the publishing industry.”

Louis Magliaro

Vice President of Sales

VNU Business Publications