

# Designing The Future

*Etherio Magazine Design RFP Response*

# Hello Etherio Team!

I'm thrilled to introduce our response to the RFP for your exciting new venture at Etherio. We here at MX love a bold, boundary-busting idea. And your vision of complementing super-engaging educational and community experiences with a print magazine is both smart and strategic.

We're big fans and welcome the opportunity to partner with you. How can we help? For starters, we understand the importance of producing high-quality content that's not only educational but also visually stunning. We create publications that truly resonate with their target audiences. Plus, our dynamic, startup mentality aligns perfectly with your innovative approach – letting you focus on what you do best while we handle the intricacies of creating a magazine that enhances your mission. And as you grow, we have the capabilities and scale to support you.

Thanks for considering us as your partner. We look forward to helping turn your vision into reality.

Let's grow together!

Very truly yours,



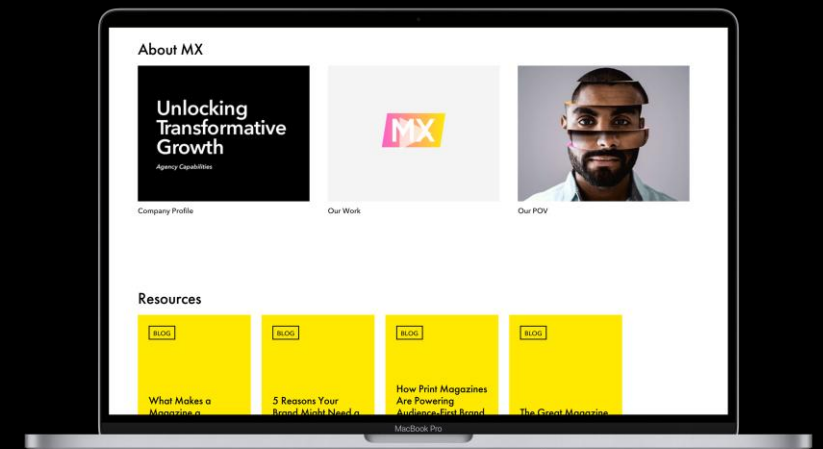
Kim Stotlar

## What You'll See

1. Cover Letter
2. The Vision
3. About MX
4. Our Work
5. Our Proposal

For more background about MX and examples of full magazines, please visit:

[TheMXGroup.com/Etherio/](https://TheMXGroup.com/Etherio/)  
Password: Etherio-portal



**The vision:**

**Build strong communities—and a new revenue stream—by combining ultra-immersive, in-person educational events with super-engaging print magazines.**

*Human connections forged with real-world analog experiences*

# Roadmap for the Future

2027

2026

2025

► **Build the Foundation**  
Planning and development for the initial launch

**Launch**  
2 Specialties:  
Signature Event +  
Magazine goes live

**Increase Scope of Offerings**  
Content Hub  
Newsletters  
Podcast  
Webinars  
Certifications

**Reach Additional Specialties**  
Open Signature Events offerings to more healthcare and pharma specialties

**Sustainable Growth**  
Proven and profitable playbook for further expansion

# Why Print Matters

Cut through  
the digital din

Nearly half of U.S. readers and a whopping 58% of U.K. readers said they **prefer reading magazines in print** versus online.

Appeal to that oh-so-elusive target audience

Millennials make up over 70% of B2B purchasing decisions, and 60% say they **love the touch and feel** of a printed magazine.

Positions you as  
a thought leader

People spend an average of **41 minutes with a magazine**, and the average one is **read by 3.6 people**.

Feeds your  
content ecosystem

You can **atomize the material** to create scroll-stopping social and video posts.

Attractive vehicles  
for advertisers

Print ads generate a **20% higher motivation** response than digital ads.

# So what will it take?

## The right partner.

### Magazine Expertise

Delivers extremely high-quality content and design while minimizing your risk and time to manage.

### Audience Insights

Understands the nuances of B2B, Associations and Healthcare and can anticipate needs.

### Value-add Services

Able to support the overall success through broader capabilities that can be flexed as needed.

### Scale and Reach

Can scale as your business grows with reach that includes the 15% of your audience outside the U.S.

### Growth Mindset

Nimble, proactive and comfortable working in a startup mode. Focused on impacting your business.

That's why MX should be your

**B2B**

**Growth**

**Partner**

# Check us out.

*About MX*



# Your B2B Growth Partner

We're a B2B growth agency that's on a mission to impact the marketplace for companies that impact the world.

We help clients grow by creating meaningful end-to-end experiences for today's B2B prospects, customers, employees and evangelists.

Our approach delivers sustainable growth by developing and executing programs that connect brand to demand to engagement.



**2<sup>nd</sup>** Largest Independent  
B2B Agency in U.S.

**35** Years Devoted to B2B  
and Content Marketing

**110<sup>+</sup>** B2B  
Marketers

We have global reach through the Mission network, an independent agency ecosystem made up of 27 other partner agencies, with 63 offices in 24 countries.

# We work as an extension of your team.

Here are just a few of the ways we can help:

Awareness campaign to promote the events and drive attendance

Experience design for the events, including digital and video

Media kits and sales enablement tools

Real-time content coverage at events

Sponsorship lead gen and telemarketing program to attract sponsors

Editorial strategy and journalism-driven storytelling

Event teaser videos

Atomization of magazine content into social, website and video assets

Custom app development for attendees and sponsors

Measurement framework and KPI tracking

Strategy

Brand

Demand

Engagement

Content  
Marketing

Media and  
Activation

Digital

Martech and  
Platforms

Data and  
Analytics

# We know B2B. And associations. And healthcare.



# Oh, and we know magazines, too.



# The experts agree.

Over the last three decades, we've created 100 magazine titles. And we've snared plenty of attention – recognized with 32 magazine awards in the past five years alone.

**Best Print  
Publication**

Content Marketing  
Institute Awards

**Best New  
Print  
Publication**

Content Marketing  
Institute Awards

**Best Retail  
Publication**

Content Marketing  
Institute Awards

**Best New  
Publication  
Design**

Content Marketing  
Institute Awards

**Best Overall  
Design**

Content Marketing  
Institute Awards

**Print  
Publication:  
Platinum**

Hermes Awards

**Single Topic  
Issue: Gold**

SIAA Excel Awards

**Best Feature  
Article  
Design: Gold**

SIAA Excel Awards

**Best Custom  
Publishing  
Magazine**

ANA B2 Awards

**Best  
Magazine:  
Gold**

National Health  
Information Awards



# Don't just take our word for it.

"MX is not just an agency, they are a partner. They are the most organized and detail-oriented team I have worked with. They listen to your objectives and make it their business to know your brand better than you do. I can count on them to make me look awesome at my job!"

Nancy Harr,  
Former Group Vice President, Director of Content  
and Social Strategy, SunTrust

"Three years ago, we believed our magazine had achieved a high level of excellence and relevance for our members. Then we partnered with MX and our concept of publication excellence was amazingly rewritten. Incorporating unrivaled skill in editorial content and design presentation, our magazine has now become an award-winning model throughout the world."

Alan D. Crockett, Director of Communications &  
Media, American Council of Engineering  
Companies

"Working with MX continues to be an incredibly rewarding experience. The team's thoughtful and skillful approach to collaboration has helped us achieve an enterprise content program which truly delivers on client and prospects' needs. MX's flexibility has also proven to be one of their greatest strengths as our priorities shift and targets move. As an added bonus, they're just fun to work with – which is always a great thing."

Cody Dees, Senior Digital Strategist,  
First Citizens Bank

# Now check out what we've done.

*Our Work*

**Great design is more than aesthetics.**

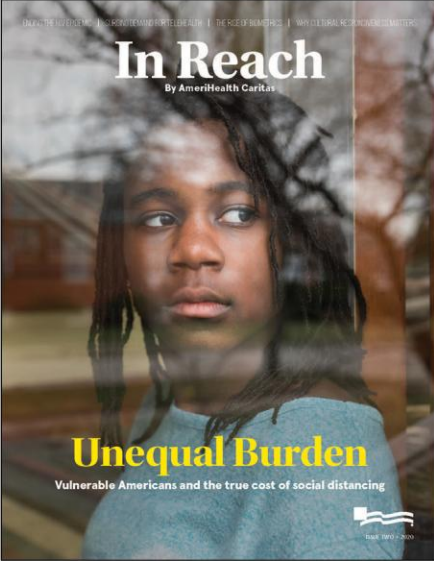
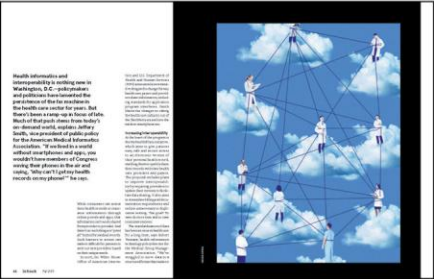
**It is a strategic tool that connects,  
informs and inspires.**

**Design works in harmony with the  
content – building a bridge to the  
audience. It transforms information into  
an experience that fuels engagement,  
trust and community.**



In Reach by AmeriHealth Caritas: We crafted the editorial and design of this publication – from initial concept to final execution.

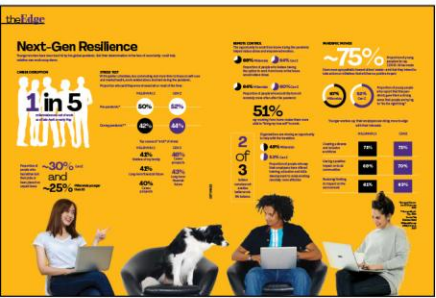
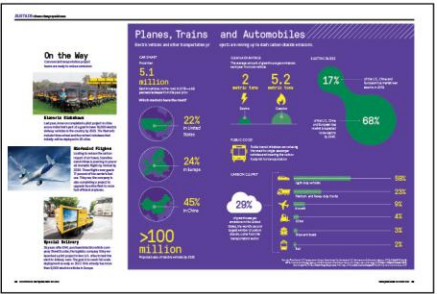
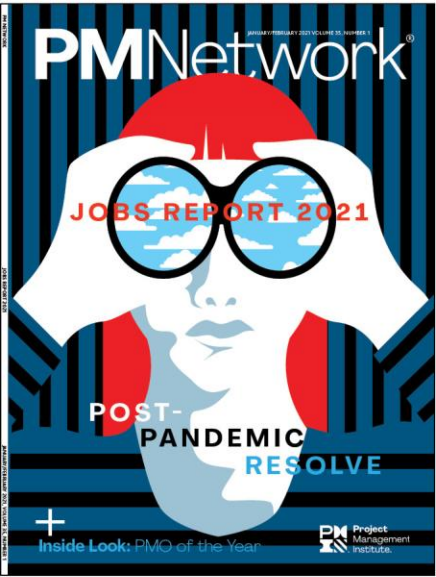
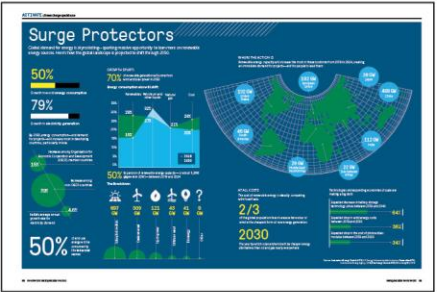
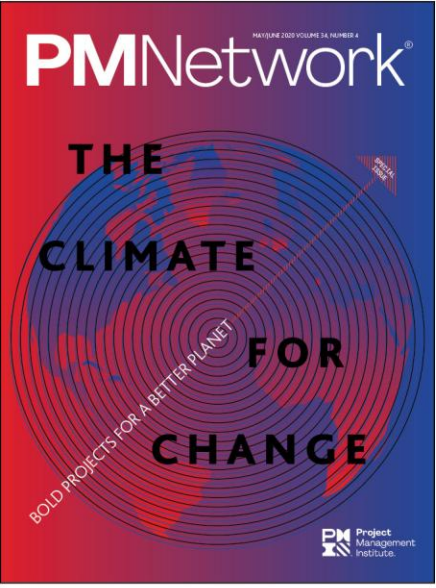
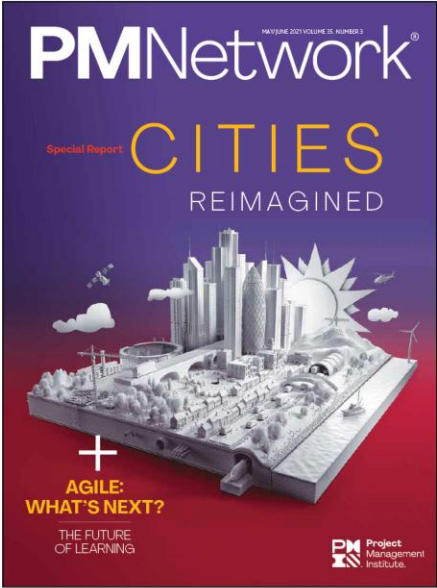
It won eight awards over three years, including Best Print Publication from the Content Marketing Institute.





PM Network by the Project Management Institute: We created the editorial and design for the award-winning magazine – and then atomized it across the association's social and digital channels for added global reach.

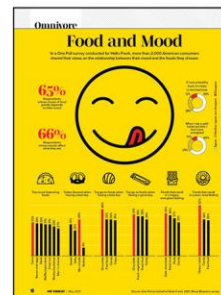
In the 20 years we published the monthly magazine, PMI's membership grew from 40,000 to 750,000 – with the publication cited as a top benefit by members.





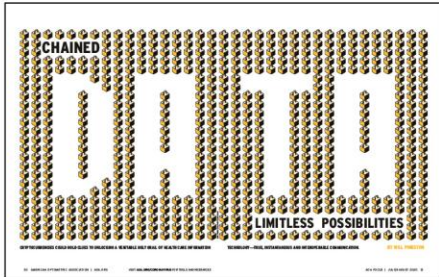
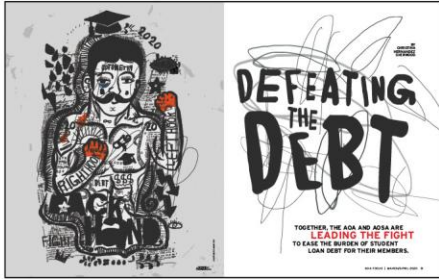
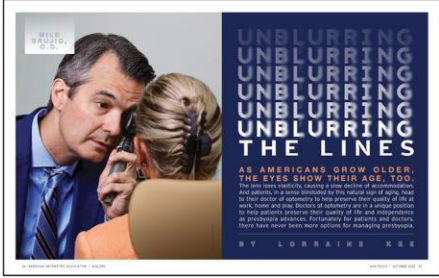
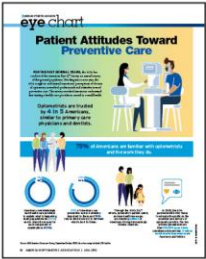
**Food Technology**  
by the Institute of  
Food Technologists:  
This magazine explores the  
intersection of business,  
science and technology in  
the global food system.

We took over design of this  
magazine in 2021 with a full  
redesign. Since then, we've  
engaged an audience of over  
15,000 food innovators  
through 11 magazine issues  
each year.



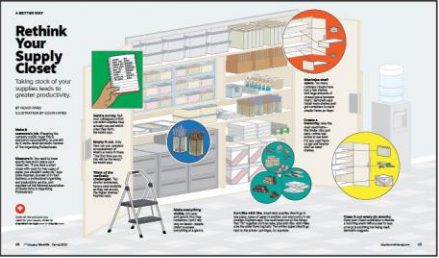
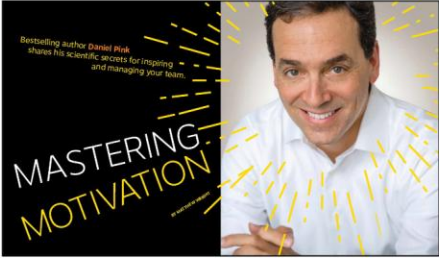
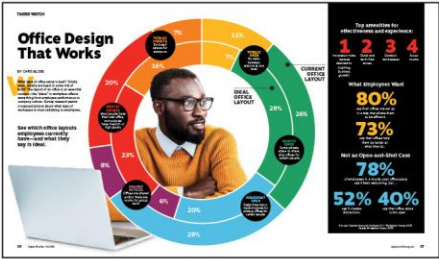


AOA Focus by the American Optometric Association:  
We designed over 30 issues of this magazine, winning eight awards over four years for Design Excellence.  
AOA's 30,000 members say the magazine is a top member benefit.





Worklife by Staples:  
Distributed to over 200,000  
decision makers, this award-  
winning magazine was a  
key tool for Staples' sales  
team. We created the  
strategy, editorial and design.



# Here's what we'll do for you.

*Our Proposal*

# Our Design Approach

Your industry is complex – your magazine shouldn't be.

It should be the visual heartbeat of a growing community, striking the perfect balance between consistency and adaptability, cohesion and flexibility. Structured, but not rigid.

Our mission? To make your content effortlessly engaging – authoritative yet inviting, professional yet approachable. Through clean typography, intuitive layouts and smart visual storytelling, we'll ensure readers can absorb information at a glance or immerse themselves in the details.

Our approach will seamlessly unite print, digital and in-person experiences, reinforcing the brand across every touchpoint. We'll combine your audience insights with our deep print design expertise. The result? A magazine that isn't just beautiful – but one that connects, informs and inspires.

# How we launch a magazine

## Mission Control

We start with an MX + Etherio launch meeting to understand your vision and goals for the program. We then huddle up and ideate on the nomenclature, structure and pacing of the magazine.

## Launch Pad

Before we start the design, we'll blend your brand's unique identity with our big, bright design ideas, creating a vision board of color, typography and imagery.

## Ignition

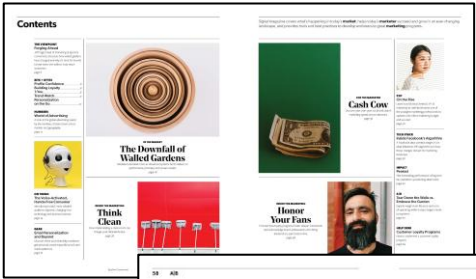
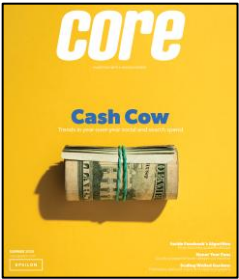
Next, we bring the ideas to life in three distinct design options for the covers, contents, departments and features.

## Final Countdown

We come back together to present you with our three options. Once you've chosen which two to move forward with, we flesh out full templates and begin work in earnest.

## Lift-Off

That all translates to a magazine that looks as good as it reads – and keeps your audience turning the pages.





# Print Production Process

## Kickoff

Editorial due to MX.  
Meet to discuss storylines/themes.  
MX provides art direction options.

## Pagination

MX establishes page order and ad placement based on Etherio's sales team's directives.

## Layout

MX designs layout.  
Etherio has two rounds of review.

## Ad close and mailing list

Ads due. MX updates pagination if needed. Mailing list due.

## Prepress and file upload

Final editorial, design, ad and color reviews.  
Approve printer soft proof. Final files shared with Etherio.

## Post-mortem

Review process, feedback and metrics if available.  
Optimize and refine for next issue.

Phase/Deliverable	March				April				May				June				July			
Kick-off and discovery																				
Creation of nameplate, cover, TOC, department and feature designs																				
Etherio review																				
Template creation																				
Kick-off and art concepts																				
First layouts and review																				
Feedback incorporated and second review																				
Pre-press																				
Files uploaded to printer and final approval																				
Digital conversion																				
Magazines printed and distributed																				
Estimated in-hands																				

The above represents our project timeline based on the structure of our proposal. A more detailed timeline will be developed at the onset of the engagement that incorporates specific dates aligned to specific requirements.

# Pricing Approach

Our goal is to ensure transparency, provide flexibility and maximize impact.

We have structured our pricing into several buckets:

- **A one-time project fee** for the initial design and template creation for your new magazines.
- **Per-issue design and production fee** for ongoing creation of the magazines.
- **Printing and mailing fees** have not been included and will be based on magazine specifications (paper stock, ink, etc.) yet to be determined. Costs for printing, mailing and postage will be passed through at cost, with our time to manage included in the per issue pricing.

# Investment Summary

Initial Design Phase	Fee	Frequency	12 Month Total
<b>Magazine Concept Design</b> <ul style="list-style-type: none"><li>Three magazine design porotypes, inclusive of:<ul style="list-style-type: none"><li>Nameplate and cover options, TOC, department and feature designs</li></ul></li><li>Two designs selected and finalized</li></ul> <b>Template Creation</b> <ul style="list-style-type: none"><li>Two full templates for all magazine sections to include: master pages, style sheets for all distinct elements, word count ranges for pages or sections as appropriate</li><li>Two comprehensive style guides for both magazines to include: font usage; color palette; page grid; treatment of recurring elements such as eyebrows, folios, tables, charts, subheads, pull-quotes, sidebars and summary boxes</li></ul>	\$20,000	One-time project	\$20,000
Per-Issue Design and Production			
<b>Design</b> <ul style="list-style-type: none"><li>Includes up to 56 pages + covers</li><li>Additional pages \$285 per page</li><li>Two rounds of client layout review before final approval</li><li>Pagination and ad placement</li><li>Stock art</li><li>Final proofreading per issue (5 hrs)*</li></ul>	\$19,600	8 issues	\$156,800
<b>Delivery</b> <ul style="list-style-type: none"><li>Print Production Management</li><li>Digital Issue Production</li><li>Ad Trafficking (10hrs)</li></ul>	\$3,480	8 issues	\$27,840
Per-Issue Sub Total	\$23,080		\$184,640
Total 12 Month Investment			\$204,640

Additional Ways We Can Support You
<ul style="list-style-type: none"><li>Commissioned artwork</li><li>On location photo shoots</li><li>Content atomization for social media</li><li>Teaser videos for each issue</li><li>Article writing and editing</li><li>Content hub creation</li></ul>

\*See page 30 below

# Pricing Assumptions

The pricing provided is predicated on the following assumptions:

- The pricing model includes a flat design rate of up to 56 pages plus 4 covers. Additional pages over 60 total pages will be invoiced at a design rate of \$285 per page.
- We'll leverage our buying power for stock imagery and have included that cost in our design fee, sparing you the hassles and expense.
- Our understanding is that the majority of ads will be pharmaceutical products, necessitating several pages of disclaimers. We have scoped our costs per page to reflect that; a higher ratio of editorial to advertising pages may require a scope adjustment.
- Two rounds of layout review plus final print approval are included. Additional rounds of review may incur additional fees.
- We estimate 10 hours of ad trafficking per issue which includes working with vendors to secure creative that meets media kit specifications. Additional hours may necessitate additional fees.

# Investing in our mutual success

**5 hours**

Final  
proofreading

Another pair of eyes always helps. We've included five hours per issue of final copy editing at no additional cost in our proposal.

**50% off**

Initial design  
phase

We're in it for the long term. If you commit to 8 issues in the first 12 months of work, we're willing to waive half of the fee for the initial design phase.

# Your Core Team



**Kim Stotlar**

**Account Supervisor**

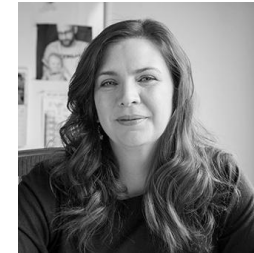
**About Kim:** Kim manages a portfolio of financial services, healthcare and association clients, focusing on client satisfaction, retention and growth. She owns day-to-day account responsibilities and strives to build strong, long-lasting client relationships. Kim has five years of print production expertise that facilitates collaboration, communication and strategic alignment with printers, clients and internal teams. She has a Master of Science degree in Health Systems Management. In her spare time, you can find her cheering on the Indiana Hoosiers, walking her Great Dane and Golden Retriever, or adding another pair of reading glasses to her collection.



**Cyndee Miller**

**VP, Executive Director  
of Content**

**About Cyndee:** Cyndee leads a wildly talented troop of content rock stars creating everything from white papers to tweets. She works with clients to create cross-channel content that meets their business objectives — and makes readers want to soak up every last character. Cyndee spent nearly two decades working as a writer, reporter and editor covering marketing and advertising. She double-majored in English and French while also working on her college's grammar hotline. She still enjoys diagramming sentences (sometimes in French).



**Tiffany Toft**

**VP, Creative Director**

**About Tiffany:** With nearly 20 years of experience in content marketing, Tiffany leads an awesome team of designers creating killer work targeting audiences from optometrists to project managers to CEOs. Whether creating a video, an infographic or a print magazine, the team is out to create designs as smart as they are pretty. Tiffany has a journalism degree from Mizzou, where she realized her passion is using design to help tell stories. She started down the path of magazine reporting, but she didn't really like writing anything beyond the lede. Designing was way more fun — and still is.

# Your Core Team



**Russell Warrington**

**Print Production Manager**

**About Russell:** A key member of MX since 2011, Russell brings 26 years of experience across the print industry. His expertise spans roles from trade publication layout artist to pre-press specialist, giving him a comprehensive understanding of the entire print production process. With a strong background in magazine design, Russell has worked extensively on layout development, ensuring visually compelling and reader-friendly publications. His deep knowledge of typography, composition and industry standards allows him to create layouts that balance aesthetics with functionality. In his role at MX, Russell serves as the head print and promotional buyer for the company's clients, overseeing procurement to maintain high-quality standards.



**Allison Merten**

**Sr. Art Director**

**About Allison:** Allison is a seasoned design professional who has worked in-house at several trade and professional associations, run her own design business and is excited to now be working in an agency environment. She specializes in creative and collaborative design solutions for a variety of clients across different industries, specializing in print and digital publication and information design. She connects with clients through a proven, thoughtful and hands-on approach to produce a clean and sophisticated aesthetic. With a flexible, team-oriented and problem-solving attitude, she takes on all her projects with professionalism and enthusiasm.



**Tim Kline**

**Image Specialist**

**About Tim:** Tim is a photographer and digital imaging specialist who works with art directors to create award-winning designs with eye-catching imagery. He combines a passion for photography, a mastery of digital imaging techniques and knowledge gained from over 25 years of experience working with countless clients.



# Why MX?

## Take it from our clients.

### Magazine Expertise

“We couldn’t be happier with the evolution of our magazine, and it wouldn’t have happened without MX.”

Mychelle Peterson, former  
VP of Content, Northern  
Trust

### Audience Insights

“Their in-depth knowledge in every industry in which they operate is unparalleled, and for us it’s meant greater results.”

Greg Cremeans,  
VP of National Accounts –  
Hospitality, Tempur Sealy

### Value-add Services

“I can make one call and know I have the resources around the globe to execute anything I need.”

Paul Lowther,  
Sr. Director of Global  
Marketing, HF Sinclair

### Scale and Reach

“They give us the resources to scale up and down as our business demands and have the right depth and partnerships to bring additional capabilities to bear when needed.”

Jason Carney,  
CIO, CCG

### Growth Mindset

“I feel like they’re an internal resource rather than a vendor... that they act like employees who have a vested interest in what we are trying to do.”

Max Spiegel,  
Senior VP of Sales &  
Marketing, NGC

We Impact the Marketplace for  
Companies That Impact the World.