

Monthly Pharmaceutical Magazine mailings...

... it's a wrap!

What they do

Communications International Group is the UK's leading provider of sector-specific news and training.



What we did

As publishers to leading monthly pharmaceutical titles Pharmacy Magazine with Training Matters, P3 with Beauty Magazine and Independent Community Pharmacist, Communications International Group wanted a reliable data provider and mailing house to fulfil the despatch of their leading titles.

All of CIG's publications are mailed on a monthly basis using our National Pharmacy Database, the UK's most up-to-date and telephone verified pharmacy database. This means that **Precision** can ensure that their magazines and advertisers' pieces can reach every independent and multiple pharmacy in the UK.

Our state of the art polywrap machines can inkjet directly on to the poly including changing variable postage paid impressions if required along with handling up to 6 additional machineable inserts plus the ability to hand feed extra inserts where necessary.

The magazines are often filled with bumper high impact inserts which means that having our hand assembly, gluing lines and finishing departments in-house to wrap bellybands or front cover tip-on.s