



## **ProCirc Launches ProCirc B2B; Lynn Bushell Named New Division's President**

MIAMI, FL (March 16, 2011) – ProCirc, the leading full-service consumer magazine audience development outsourcing company, has launched ProCirc B2B and named veteran B-to-B audience developer Lynn Bushell as President of the new, dedicated division.

ProCirc B2B has been structured to provide full-service audience development management for B-to-B media companies, including all aspects of audience acquisition, retention and cross-sales and marketing across digital and print platforms. The ProCirc B2B solution combines cutting-edge audience development expertise and significant operational and marketing scale efficiencies and resources through ProCirc's extensive infrastructure and industry partner/purchasing relationships.

Bushell's career in B-to-B circulation/audience development has included serving as VP, Circulation for Cowles Business Media and managing circulation and fulfillment for Bill Communications. Since 1994, she has served as VP, Audience Development for Lebharr-Friedman, Inc. At Lebharr-Friedman, her achievements include successfully transitioning the company from a print-centric circulation marketing model to one fully leveraging Web sites and other digital channels for digital/print audience growth and cost-efficiency gains, as well as significantly increasing the company's non-advertising revenue streams. In 2009, the B-to-B audience developers' association, NTCFI, recognized Bushell's professional accomplishments with the ARV Lifetime Achievement Award.

Lebharr-Friedman -- whose B-to-B portfolio includes *Chain Store Age*, *Drug Store News* and *Home Channel News* and their associated Web sites and 27 e-newsletters, as well as brands including *Pharmacy Practice*, *Pharmacy Tech News*, *Retail Clinician* and *Specialty Pharmacy* – has contracted with ProCirc B2B for full audience development management services.

"We view outsourcing to ProCirc B2B as the ideal solution for realizing the benefits of highly effective, innovative audience development through Lynn Bushell's long-demonstrated capabilities, while also realizing the efficiencies possible through ProCirc capabilities supporting operational needs shared by media companies serving B-to-B or consumer audiences," says John Kenlon, President of Lebharr-Friedman. "Lebharr-Friedman, like all B-to-B media companies, is focused on achieving maximum results within the most cost-effective structure possible."

"Today, vertical B-to-B market information providers are spanning all platforms and marketing paid and nonpaid offerings ranging from print publications to e-newsletters, digital reports, online database subscriptions and live and online events," says Bushell. "Success depends on engaging targeted new audience prospects and continually bringing existing users back to the brand -- both to enhance depth of audience data and knowledge to serve B-to-B marketer partners' audience targeting and engagement needs, and to maximize audience-driven revenue streams."

"Our ProCirc B2B team will work hand-in-hand with B-to-B media companies and their highly capable fulfillment, digital services, telemarketing and other supplier partners to deliver made-to-order, innovative strategic planning coupled with seamless implementation," Bushell adds. "Our dedicated, superior levels of performance will demonstrate that B-to-B audience development outsourcing is a business model whose time has come."

"With Lynn Bushell at the helm and all of ProCirc's resources and investment capabilities behind ProCirc B2B, we are ready to deliver on the unique audience development management needs of B-to-B media companies -- enhanced by the core operational value propositions that have made ProCirc the partner of choice for a large and growing number of multi-platform consumer magazine media companies," says ProCirc President Cary Zel.

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**About ProCirc** Founded in 1993, ProCirc is the nation's leading, full-service audience development outsourcing company, providing strategic, analytical and operational support to media companies of all sizes. Media clients (currently spanning more than 150 brands with combined print circulation of nearly 30 million) rely on ProCirc's experienced team of professionals to optimize their individual marketplace and audience building opportunities while realizing significant cost efficiencies and marketing advantages through ProCirc's infrastructure, scale and industry partnerships. ProCirc is a division of DJG Marketing, LLC, which also includes DJG Marketing Services (integrated marketing/research services) and WRSS (public place distribution specialists). Main office contacts: Miami (305) 441-7155; New York (212) 840-2161