

Publishing Solutions

We can improve the reach and impact of your multi-format publications, disseminating information to your target audience through the most appropriate formats and channels to market.



Publishing Solutions

We specialise in the creation, production and distribution of publications in multiple formats to deliver accessibility with impact, increase revenues and realise cost savings. We can provide a managed end-to-end solution with secure, cost-effective, no-fail delivery.

The challenge

Organisations need to make their information available in the formats that are right for their target audience, and through their customers' preferred channels. Often this means producing information in multiple formats so customers can choose the one that best suits their needs. For most organisations it is too costly to deliver all aspects of the complex publishing process in-house. By outsourcing your publishing to TSO you can concentrate on producing the information and leave the delivery to us. We offer a fully managed service, from editorial and design to multi-format production through to sales and marketing. If you'd prefer we can also offer individual services to meet your requirements.

TSO's Publishing Solutions

Expert advice on publishing strategy

We will advise you on how to best reach your target audiences and recommend the most effective formats for your information, determined by your audience, budget and communications strategy.

Create and manage content for maximum impact and improved efficiency

Our experienced editorial and design teams ensure that content is accessible and communicated to your target audiences clearly and succinctly with maximum impact and within your brand guidelines. Working with our content management system ActiveText™ will increase efficiency, consistency and accuracy, and give you greater flexibility and the opportunity to customise content.

Manage the production of your publications in multiple formats

Multi-format availability is the cornerstone of a modern communication strategy to ensure audience reach. We are expert in producing communications in print, online, and in CD, DVD and mobile formats, ensuring consistency across all versions. We print some of the most important, sensitive and time critical documents in the country and can offer a print on demand service to reduce both wastage and storage costs, and guarantee continuous stock availability.

Disseminate print and electronic publications to end users through online and offline channels

Our channels to market set us apart from other publishers. Your customers will be able to order online, over the phone, by post, or through resellers. We ensure that your target audience is aware of your publication through integrated promotional campaigns using email, direct mail, online promotion and marketing through the book trade. Our efficient warehousing and distribution system ensures that all stocked items are dispatched within 24 hours.

Publishing services

- Publishing strategy
- Editorial, creating and commissioning content
- Content management
- Design services
- Multi-format production
- Print production
- Print on demand
- Web development
- Web hosting
- eCommerce
- Order-taking and customer services
- Warehousing and fulfillment
- Marketing
- Distribution network
- Routes to market
- Bibliographics cataloguing

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