

A Case Study
Published by
Walsworth[®]

SUMMER / FALL

YOU &
VALUA
TO G
DEVOTIO
CHAE COL

DIVINE LIGHT
FOR SUCCESS

DR. CAMEKA SMITH

JACO
W | Mind Blowing
Magazine

LATAMOR

Case Study: Enhancing Print Quality and Meeting Deadlines for Mind Blowing Magazine

Challenge

Mind Blowing Magazine is a niche, life-giving publication bridging faith, fashion and culture. The magazine's publisher faced significant quality issues with their previous printer, a smaller local company. The magazine's imagery appeared blurry and lacked the crisp, professional finish they required to appeal to their audience and distributors. Frustrated with these challenges, the publisher sought a reliable printing partner who could provide superior quality and meet a tight production timeline.

Solution

Walsworth collaborated closely with the publisher to understand their concerns. To demonstrate Walsworth's capabilities, Walsworth provided a mockup of the magazine using the previous printer's specifications. The publisher was immediately impressed with the improved clarity and professional quality of the mockup.

Once the decision was made to partner with Walsworth, the team worked swiftly to meet the deadline for the magazine's first print run. Despite a tight three-week turnaround, Walsworth leveraged their robust processes and expertise to ensure on-time delivery without compromising on quality.

Results

The first issue printed with Walsworth exceeded expectations, showcasing sharp, vibrant visuals and a perfectly finished spine. The publisher was thrilled with the final product, which not only solved the quality concerns but also helped solidify the magazine's reputation with its distributors. Walsworth's ability to meet the short deadline further cemented the trust and reliability of the partnership.

The relationship between Mind Blowing Magazine and Walsworth continues to thrive, with ongoing praise for the magazine's print quality. Approximately 1,000 copies of each issue are now printed and distributed to key distributors, ensuring the magazine reaches its entertainment-focused audience with a polished and professional look.

Conclusion

By addressing the publisher's concerns around print quality and meeting deadlines, Walsworth delivered a solution that strengthened Mind Blowing Magazine's brand and built a strong, lasting partnership.

