

A Case Study  
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Bay Breeze Media

# Walsworth and Bay Breeze Media: Improving Turnaround Times With In-House Capabilities

## Background

Bay Breeze Media is a small publisher located in Traverse City, Michigan, that publishes Baylife Magazine, a regional magazine centered around the Traverse City area on Lake Michigan. Baylife Magazine prints six times per year and is comprised of high-quality photography, regional history, food and event recommendations and local advertisement. Bay Breeze Media printed Baylife Magazine with Walsworth in the past, before moving to a local printer in Traverse City for the convenience of printing in their hometown as well as reduced transportation costs.

## Challenge

In the years after leaving Walsworth, Bay Breeze Media continued to successfully print and distribute their bi-monthly magazine. However, the local printer faced challenges, including:

- **Binding limitations:** The printer had to outsource perfect binding, a part of Baylife's signature look, leading to longer turnaround times.
- **Paper supply restrictions:** The printer had limited flexibility in paper ordering, requiring Bay Breeze Media to commit to multiple issues at a time.
- **Advertising Difficulties:** Due to increased turnaround times, the magazine's ad sales cycle shrunk, making it difficult for Bay Breeze Media to secure new advertisers and affecting their billing cycles.

## Solutions

Walsworth, recognizing the challenges Bay Breeze Media was facing, offered a solution that addressed their specific needs:

- **In-house capabilities:** Walsworth's ability to handle all aspects of the printing process in-house, including binding, significantly reduced turnaround times.
- **Hassle-free paper ordering:** Walsworth utilized a streamlined paper ordering process, allowing Bay Breeze Media more flexibility in planning their publications.
- **Flexible pricing:** Walsworth was able to deliver Bay Breeze Media a quote that was only around 5% higher than what they were paying their local printer, even when factoring in the increased transportation costs of printing nearly three hours away.

## Results

By switching back to Walsworth, Bay Breeze Media experienced improved turnaround times, helping stabilize its ad sales cycle. This benefit to their ad sales more than made up for the minor price increase from switching to Walsworth by making Baylife Magazine a more attractive option for local advertisers. These reduced turnaround times also give them more wiggle room in their publishing cycle and keep their customers happy by delivering high-quality local journalism right on time.

## Conclusion

Walsworth's partnership with Bay Breeze Media demonstrates its ability to meet customer needs by providing tailored solutions. By addressing the challenges faced by Bay Breeze Media with its former printer, Walsworth was able to once again secure their business, resulting in a successful partnership. This case study highlights the value of a capable, experienced printer that can deliver high-quality results and exceptional service.

