



Brady Communications | Reading Between the Lines



Bringing four museum personalities together in a single publication.

Carnegie Magazine serves as the primary member communication for all four museums that are part of Carnegie Museums of Pittsburgh. Published six times a year, the magazine informs members of upcoming events and features editorials on some of the latest discoveries and features editorials on some of the latest discoveries from the museum's renowned scientists.

Originally launched in 1927 in pamphlet form, the publication emerged as a bi-monthly magazine in 1981 where it remained relatively unchanged for nearly twenty years. Wanting to revitalize the publication, Carnegie Museum retained Brady Communications to bring fresh thinking to the magazine's format and also establish best practices for production.

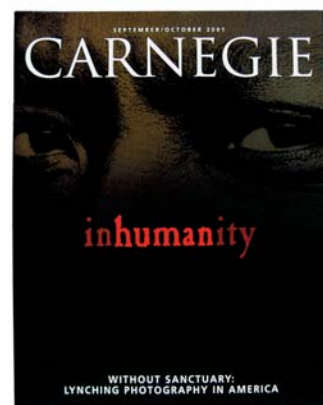
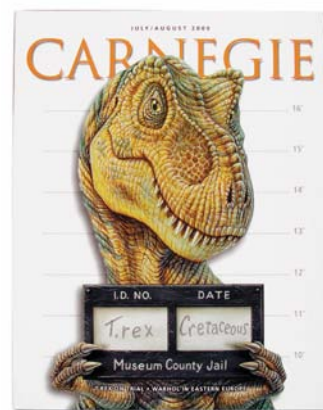
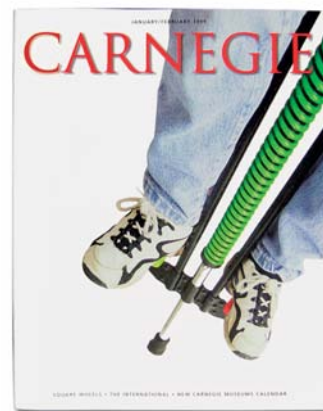
From front cover to back, exciting new improvements were made. New editorial formats were established, and special sections were added for each museum. In response to reader surveys, an expanded calendar of events was added.

Graphic improvements were made as well. A new pagination provided more creative opportunities for editorial design by expanding the number of pages for feature stories. A new grid and new fonts enhanced readability. Updated photo styles and page layouts created excitement and drew the reader into the stories.

Advertising sizes were fine-tuned to provide better revenue opportunities. Even the name of the magazine wasn't sacred: we shortened the name to just "Carnegie" for more impact.

The result of these efforts was a fresh look and new life for the Carnegie Magazine, so that it could better serve the needs of the museums and their members for many more years.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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