

# Miles 33

## Press Release

Mark Allen Group - Our Brands

**Dental Nursing**  
THE ONLY MONTHLY THAT PUTS NURSES FIRST

 **AMS Summit**  
American Manufacturing  
Strategies

**AJM**  
African Journal of Obstetrics and Women's Health

**Classical** MUSIC

**Recycling**  
& WASTE WORLD  
A leading UK journal covering all the latest developments in recycling

 **BJN**  
The Awards  
Recognising clinical excellence in nursing

**JWC** Wound Care  
Handbook  
Journal of Wound Care

**Building  
Products**  
DESIGN / INNOVATE / SPECIFY

**Gastrointestinal  
Nursing**

**FAST**  
FACILITIES & ASSURES SOLUTIONS AND TECHNOLOGY  
EXHIBITION

**SONGLINES**  
MAGAZINE

Journal of  
**AESTHETIC  
NURSING**

**ORTHODONTIC**  
update

British Journal of  
**Healthcare  
Management**

Hopscotch  
**H**  
A Division of MA Education Ltd

**ICCA**  
INTERNATIONAL CRITICAL  
COMMUNICATIONS AWARDS

 **EMBEDDED  
DESIGN SHOW**

 **ENERGY FROM WASTE**

**GRAMOPHONE**  
THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

**PracticeNursing**

**iED** support  
inspire  
achieve

**Livestock**

**ground  
handling**  
INTERNATIONAL

**HEADTEACHER**  
UPDATE

 **BJM**  
The British Journal  
of Midwifery Practice  
Awards

# Mark Allen Group goes live on Gemstone, the Enterprise Sales platform from Miles 33

*The system is used to sell multi-channel advertising and media services for their extensive portfolio of magazines in the healthcare, education, business and consumer markets.*

**May 2019, Bracknell, UK** – Miles 33 is proud to announce that the Mark Allen Group has gone live on Miles 33's Enterprise Sales Platform, Gemstone, selling advertising into their various media channels as well as event management and media services for their extensive portfolio of B2B magazines in the healthcare, education, business and consumer markets.

The system, tailored to fit the specific needs of the B2B magazine publisher, provides some unique functions. They include:

## **Controlled Circulation System**

This unique module was developed specifically for use by their Engineering/Manufacturing Division to ensure that their B2B magazines reach the correct person in the correct company who has a specific job and a specific set of skills. The Mark Allen Group's mantra is "Connecting specialist audiences with critical information". Therefore, having special tools to ensure their audiences are expressly well defined and that their magazines are delivered to by all the right people, is a critical success factor.

## **Selling of database lists**

Equally critical to success is having accurate data. Gemstone's CRM and Controlled Circulation modules have been applied as database tools to capture and manage the Mark Allen Group's extensive list of professionals and experts relevant to each industry sector. The CRM has been expanded to include many more records about these audiences. This information can be sorted and filtered by any criteria so the resulting lists can be exported, and sold, by Gemstone.

## **Specific workflows and processes to cleanse database listings**

To ensure these databases are current and accurate, processes have been setup within the Gemstone Workflow module that can extract a specific number of contacts and make them available to Gemstone users. The data can then be cleansed over the phone and then re-ingested back into Gemstone.

All this managed with a single, consolidated, system and user interface as Gemstone enables the Mark Allen Group to consolidate a number of separate systems into one.

## About The Mark Allen Group

**The Mark Allen Group** is a dynamic media company which delivers high-quality content through market-leading journals, magazines, books, events, exhibitions and websites. Their brands offer unrivalled access to specialists in healthcare, education, business and consumer markets.

Overall, the group has more than 85 brands. They publish 65 journals and magazines and manage over 200 events and 10 exhibitions per year.

Their success comes from a focus on editorial excellence; in-depth knowledge of their markets' and their customers' needs; their commitment to educate, inspire and engage their audiences; and their ability to think differently to provide innovative client-focused solutions.

Please visit the Mark Allen Group at: <http://www.markallengroup.com>

## About Miles 33

Miles 33 is a global solutions provider for the Publishing and Media markets.

With over 40 years of experience, Miles 33 is one of the largest and longest serving providers to these industries.

The current generation of solutions are designed to manage multi-channel content and cover all aspects of Advertising, Editorial, Internet and Mobile sales and distribution.

All solutions are designed to help publishers increase their revenues whilst lowering costs and improving productivity.

Miles 33 has an innovative licensing model that offers its customers exceptional return on their Investment and is easy on the cashflow.

Miles 33 has offices in Berkshire, England; Connecticut, USA; Milan, Italy and Kuala Lumpur, Malaysia. Miles 33 also has distributors in Latin America, Croatia and Italy.

Visit Miles 33 at: [www.miles33.com](http://www.miles33.com)