

big red



PUBLISHING - FULL SERVICE

ARPM RE-IMAGINES ITS MAGAZINE WITH BIG RED M

→ A CONCISE CASE STUDY

ARPM

ASSOCIATION FOR RUBBER
PRODUCTS MANUFACTURERS

AT A GLANCE

CHALLENGES

- Advertising revenue had plateaued for several years.
- Small internal team lacked capacity for writing, project management, and vendor coordination.
- Magazine design and editorial quality needed a modern, high-impact upgrade to match evolving membership expectations.

BENEFITS

- Advertising **revenue nearly doubled** compared to historical levels.
- Magazine underwent a dramatic visual and editorial transformation.
- **Significant time savings** for ARPM's internal staff.
- Enhanced member engagement and **positive feedback from board members** and featured companies.

OBJECTIVES

ARPM's magazine serves a specialized manufacturing audience and functions as a key tool for member engagement. Before partnering with Big Red M, the association faced stagnant ad revenue, a lack of customization from its previous publisher, and limited internal bandwidth to produce a high-quality publication.

Leadership wanted to modernize the magazine both visually and editorially while maintaining member relevance.

The association's small internal team needed hands-on support for content creation, project management, and vendor coordination to reduce their workload. They also sought a partner who could provide strategic input rather than simply executing a template-based approach.

Ultimately, ARPM wanted a partner that could deliver a publication that **reflected the association's growing and evolving membership, drove stronger ad sales, and allowed staff to focus on other strategic priorities.**

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Our partnership with Big Red M has been nothing short of exceptional. Their team has provided us with dependable, high-quality support and consistently gone above and beyond to understand our needs and elevate our magazine. Having Big Red M handle our advertising sales has been a game changer for our team, freeing up hours of valuable time to allow our team to focus on serving our members. They have proven to be a trusted, strategic partner, and we couldn't be happier with the support, professionalism, and creativity they bring to the table

KAITLYN TRIPLETT

Managing Director, ARPM

SOLUTIONS

Big Red M implemented a hands-on, collaborative approach that allowed ARPM to stay strategically involved while relieving day-to-day operational burdens. Our editorial team took ownership of research, writing, and story development, following ARPM's content guidance to ensure relevance for members.

A full design overhaul **modernized the magazine**, elevating its visual and print quality. Customizations such as member spotlights and industry-specific content gave the publication a personalized feel that resonated with readers and board leaders alike.

We also streamlined processes with shared documents, clear timelines, and cross-time-zone coordination, reducing back-and-forth and saving staff significant time. The combination of enhanced design, editorial excellence, and operational support resulted in **nearly double the association's prior advertising revenue** and a consistently high-quality member-facing publication.