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### **The Tablet selects 5 fifteen's ad DEPOT for its advertising solution**

The Tablet Publishing Company, today appointed 5 fifteen Ltd to supply ad DEPOT for its weekly newspaper, The Tablet and The Pastoral Review.

The Tablet, founded in 1840 by Frederick Lucas, provides international news coverage of the Catholic Church and reports on current affairs from an intellectual Catholic viewpoint. Seen as a lodestar for many in the Catholic Church, with a circulation of well over 20,000, The Tablet is a paper that covers politics as well as religion. The paper version of The Tablet underwent a complete redesign in 2006 and is distributed in over 120 countries around the world and enjoys a very loyal readership, 81% of whom subscribe to The Tablet.

As a total Web Services .NET solution, ad DEPOT will enable The Tablet to maximise advertising revenues by leveraging an integrated advertising sales process and providing a centralised 'hub' of management information. ad DEPOT, created specifically for the magazine industry, facilitates advert booking, placing, chasing and contact management to take place from one set of inter-connected components.

'I'm very excited by the possibilities that ad DEPOT affords us' states Ignatius Kusiak, Publisher, The Tablet Publishing Company. 'We were impressed with its rich web functionality and by the fact that everyone in our organisation will be able to access pertinent information no matter where they are located. 5 fifteen clearly understand our business.'

The Pastoral Review, founded to communicate and fulfil the reading needs of the diocesan Catholic priest, celebrated its 75th anniversary in 2006. Drawing from the academic experience and expertise of an editorial board of leading theologians, each bi-monthly issue of the journal brings the reader a strong mix of articles which can be applied into pastoral situations.

Rod Fenwick, Managing Director, 5 fifteen Ltd, comments, 'we are delighted to have been awarded this major contract from The Tablet Publishing Company. Once trained, users will become more productive and enjoy the ease-of-use, flexibility, and benefits of working with ad DEPOT.'

Designed and produced specifically for the magazine publishing industry, ad DEPOT is an integrated Web Services solution for advertising sales order processing that eliminates tedium, improves communication, adds speed and ensures accuracy. Implementation at The Tablet Publishing Company begins immediately.

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### **The Tablet Publishing Company**

The Tablet Publishing Company, publishers of The Tablet and its sister paper, The Pastoral Review, has for many years, been regarded as the focal point for Catholics worldwide. The Tablet is distributed in over 120 countries and remains a paper of progressive, but responsible Catholic thinking.

### **5 fifteen Ltd**

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' advertising, circulation, and new media applications. 5 fifteen works with more than 100 publishing operations worldwide, including IPC Media, Elsevier-Science, Nature Magazine, Reed Business Information and The Chronicle of Higher Education. For more information, 5 fifteen can be contacted at [www.5fifteen.com](http://www.5fifteen.com).

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