



the
RTC Group

PRESS RELEASE

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RTC SEES SURGE IN PRINT SUBSCRIBERS AND CHANGES POLICY TO ACCOMMODATE THE NEED

Reacting to industry demands The RTC Group renews subscription policy to meet demands of print subscribers

SAN CLEMENTE, Calif. March 11, 2014 – The RTC Group, Inc., publisher of *RTC* magazine, *COTS Journal* and *MEDS* magazine, has seen a recent increase in subscribers requesting printed copies. This welcome demand for these publications will enable *RTC* magazine and *COTS Journal* to nearly double the amount of readers who get the publications throughout the year by rotating subscribers on a monthly basis. (*MEDS* magazine, a new publication, is still building a qualified/opt-in database.)

“We are very excited that we can now offer our advertisers the opportunity to reach more readers throughout the year than ever before,” stated John Reardon, CEO and Founder of the RTC Group, Inc. “Although our print runs and our monthly distribution will remain unchanged—the addition of these new subscribers each month will surely bring added value to our advertisers.”

The RTC Group estimates that we will be able to send an additional fifteen to twenty thousand engineering prospects printed magazines of both *RTC* and *COTS Journal* in 2014. This surge in subscription requests, although not solely indicative of a publication’s health, definitely points toward a growing strength in the market. Due to the demand from subscribers and our advertisers’ interest in reaching as many prospects as possible, this new formula will aid *RTC* magazine and *COTS Journal* in sustaining their lead on the competition.

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About RTC Group

Our mission is not only to help you achieve your marketing goals through our various marketing vehicles, but also to build a long-term business relationship that will benefit your company for years to come. With more than 28 years of experience, the RTC Group is a client-centered company that’s experienced at producing both industry and custom publications and events, managing your company’s participation—something so crucial to your company’s success. With a strong portfolio of proven products, as well as a myriad of services including design, project management, development and rental services, the RTC Group offers an expert team that promises to generate innovative solutions that optimize your company’s ability to meet its marketing goals.

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