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Maius Minus llc is a full-service editorial and marketing production company and consultancy that serves clients big and small with unique products, outstanding content, and a commitment to making the clients' goals our own.

Principal Joan Krellenstein founded Maius Minus llc in 2001. Since that time, the company has conceived and executed a steady stream products and campaigns for an enviable client list, including household names Reader's Digest and Soho Publishing, direct-marketing companies The Bradford Group and Direct Holdings Americas, as well as brand leaders operating here and abroad. Recently, Maius Minus was engaged to develop and produce continuity products including newsletters, classical music, classic fiction collectible reprints, and several very successful coin continuity series.

Maius Minus' reputation rests on its ability to develop turn-key editorial products and programs and then convey the underlying systems and processes to its clients so as to ensure a sustained, adaptable, and profitable product cycle. The company is capable of creating, sourcing, and executing in a spectrum of media, markets, and languages by calling on a loyal team of professionals including materials and supply-chain contacts in Asia; United States-based researchers, logisticians, and specialists; as well as European and local translators and subject experts. And of course, Maius Minus is an outstanding editorial and design resource: Creating outlines, writing, editing, copy editing, proofreading, indexing, design origination, templating, and page layout are among the services available.

CONSULTING

Maius Minus can help your company analyze and repair marketing and creative problems. Specific competencies include quantitative, online market research; topic identification and ranking; designing and managing qualitative projects such as focus groups; leading new product brainstorming sessions; and translating qualitative results and themes into attainable prototypes of printed, digital, or hybrid products. Maius Minus can also draw on its knowledgeable marketing affiliates to develop direct-mail and online marketing campaigns.

FOREIGN ADAPTATION

For foreign companies seeking entry to the US market, or for US companies desiring to expand into non-English speaking markets, Maius Minus offers editorial adaptations and re-tooling. With extensive experience adapting from languages such as Swedish and German and adapting from English into such languages as Japanese, Mandarin, and North American French and Spanish, Maius Minus captures the nuances of not simply translating but seamlessly adapting both the text and the design to suit a new market. Recent adaptations include *Simplify Your Life* and *Windows Pro Secrets*.





BOOKS

For publishers looking to expand their lists, or companies desiring a traditional published book for promotional use or to fill a niche, Maius Minus offers considerable experience in producing both fiction and nonfiction highly illustrated books. Maius Minus has cultivated an excellent stable of writers, graphic designers, and other professionals who are comfortable with meeting deadlines, working within project parameters, and collaborating with each other. Recent projects include *Grandma, Tell Me Your Story*; *The Greatest Stories Never Told*; and the completely historically accurate reproduction of L. Frank Baum's classic Oz books, reissued as *The Complete Wizard of Oz Library*.



VALUE-ADDED PUBLISHING

Maius Minus understands that the written word can be advantageously—and profitably—augmented by three-dimensional products such as music CDs, coins, or even fabric patches. Maius Minus expertly creates a wide variety of products, from the mundane to the quirky, to complement and lend appeal to editorial material. All components included with a product can be designed and sourced by Maius Minus. Examples include *The Confederate State Quarters Booklet*; *Masterpiece: The Ultimate Classical Library*; and *Legends of the West: The Complete U.S. Buffalo Nickel Collection*.



MAGAZINES and NEWSLETTERS

Custom magazines and newsletters have become an established and welcome means for companies to better connect with their customers and tap new revenue streams. Maius Minus can help your company create a targeted publication that reaches your best customers, deepens your relationship with them, and calls them to action. *Figure*, a house publication created for plus-size women's retailer Charming Shoppes (and winner of Best New Magazine accolades), is an excellent example of a targeted magazine that directly speaks to a specific audience.



CONTINUITY SERIES

There's nothing like a series to keep a customer engaged and satisfied. Maius Minus knows how to build a series that attracts new customers, retains them (sometimes for years), and engenders sufficient brand loyalty to create a fertile customer base for the next series. Among the most recent continuities developed by Maius Minus is the card-and-box recipe set, *Family Favorites Made Easy*.

