



K I N G *f* I S H<sup>®</sup>  
M E D I A

The Leading Private Media™ Solutions Company

*at a*  
at a glance





at a  
glance

King Fish is the leading custom media marketing solutions company delivering programs designed to spur relationship marketing and customer retention, and as a result drive qualified leads. King Fish has pioneered the concept of Private Media™, bringing a vibrant and measurable new media philosophy to their clients.

King Fish is unique among custom media companies by offering a full suite of platforms and solutions including custom print magazines and newsletters, Websites, Webcasts, virtual tradeshows, podcasts, live events, market research and brand identity marketing solutions.

**Founded:** 2001 by President Cameron Brown

**Location:** Salem, Massachusetts

**Employees:** 18

**Web Site:** [www.kingfishmedia.com](http://www.kingfishmedia.com)

**Blog:** King Fish Media Think Tank [www.kingfishmedia.com/thinktank/](http://www.kingfishmedia.com/thinktank/)

**Management Team** – Averages 20 years experience in media, marketing and advertising.

Cameron Brown, President

Brad Ketchum, VP, Sales

Gordon Plutsky, Director of Marketing and Research

Scott Berkley, Creative Services Director

Nicole Porter, Director of Webcasting and Streaming Media

### Custom Media Services Offered:

**Custom Publications:** custom magazines, magalogs, custom newsletters, white papers

**Interactive:** custom web sites, HTML email, email newsletters, interactive advertising

**Rich Media/Video:** webcasts, podcasts, virtual trade shows, video emails and online video

**Face to Face Events:** Multi-day conferences, road shows, round tables, award shows, seminars

**Marketing and Brand Identity:** direct mail, presentations, marketing templates, logos and brand identity systems, marketing style guides, audience development/media buying services

**Market Research:** surveys (phone and online), focus groups, data analysis, web usability testing

**Content Creation Services:** King Fish maintains a significant network of editors, writers, designers and speakers. King Fish matches subject matter experts and well-known writers with the appropriate content projects.



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### A sample of 2007-2008 projects

- 250 Webcasts
- 15 Podcasts
- 25 White Papers
- Launched 4 Web sites and over 750 pages of original Web content
- Produced over 10 million print magazines totaling 1,500 pages of original content.
- Produced 4,000,000 print newsletters with original content
- Produced and managed 20 live events ranging from ½ seminars to three-day conferences

### Partial Client List

#### TECHNOLOGY COMPANIES

- Arigo
- Avnet
- ATG
- BTM
- Computer Associates
- Dell
- Equallogic
- IBM
- Hewlett-Packard
- iPass
- imakenews
- Kronos
- PC Connection
- Nuance
- SAP America
- Sun Microsystems
- Synnex

#### MEDIA COMPANIES

- Ascend Media
- The Economist
- Inc and Fast Company Magazine
- ON24
- PBS/WGBH
- Reed Business Interactive
- Source Media/On Wall Street Magazine
- Tech Target
- TechWeb/UBM
- Ziff Davis Enterprise

#### B2B and B2C COMPANIES

- Acadient
- Affinion Group
- Albertsons/Shaws
- Aramark
- City of Salem, MA
- Compass Bank
- Garlinghouse
- Harvard Business School Publishing
- Kroll
- Local Motors
- The March Group
- Michigan State University
- The New England Cord Blood Bank
- SCORE
- Sun Trust
- Verizon

### Awards and Honors

King Fish Media is one of the fastest growing custom media and marketing companies in the US, and was recently named to the Entrepreneur Magazine Hot 500 List and the 2007 Inc. Magazine 5000 list. Additional recent awards include MINs Integrated Marketing Award, the CPC Gold Pearl Award, four Print Excellence and Knowledge (PEAK) awards, and the King Fish Think Tank ([www.kingfishmedia.com/thinktank/](http://www.kingfishmedia.com/thinktank/)) blog has been named one of the leaders in content marketing by Junta42. King Fish has also been named to the Boston Business Journal as one of the region's fastest growing businesses, and was among the Top 30 Best Places to Work.



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### Cameron Brown, President

Cam is the founder and president of King Fish Media, one of the fastest growing custom media companies in the U.S. His broad range of experience includes designing and managing large scale, multi-platform custom media solutions within B2C markets and in the technology, healthcare, automotive, internet, and consumer electronic industries. He also consults with King Fish clients on their customer acquisition, retention and sales strategies. At King Fish, he pioneered the concept of Private Media™, bringing a vibrant and measurable new media philosophy to their clients. Cam has over 20 years of print, interactive, video, live events and marketing/advertising experience with industry leaders such as Arnold Communications and The Robb Report. At Ziff Davis Media, Cam founded and headed the first ever custom media business unit at the company. He also frequently provides strategic marketing consulting to the investment and venture capital community focused on emerging companies, advising them on their communication strategies and execution.

He serves on the Board of Advisors for Pixel Bridge, Inc., an Internet consulting firm, and on the Board of Directors of Baby Age, a Web-only retailer of baby and juvenile products. Additionally, he serves on the Advisory Board of Give Us Your Poor, an organization that brings together the latest research, multimedia, celebrities, citizens, homeless people, and partner organizations to help end homelessness, and is also an Advisor to The Giving Planet, which provides workshops for youths designed to explore themes of global citizenship, cultural awareness, and social responsibility through the medium of digital photography and dialogue via video conferencing. Cam lives on Boston's North Shore with his wife and three kids.

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