

Proc case is the editor of Oracle Professional magazine

Pinnacle Publishing

Client since October 2000
Location: Naples, FL, USA
Industry: Media/Publishing



Client Overview

For more than 15 years, Pinnacle Publishing has been delivering high-end technical content to developers and database administrators working with a variety of development tools and environments. Pinnacle offers newsletters and magazines to its subscribers in the latest technology topics, including XML, Microsoft .NET, SQL Server and Oracle.

Client Objectives

For over 10 years Oracle Professional has been the choice of thousands of developers as the resource for the latest techniques available in Oracle technology, and to explore creative, advanced approaches to solving problems with PL/SQL. It also delivers extensive coverage of the latest features available in various Oracle database releases, including Oracle10g.

In 2000, Pinnacle was looking for a talented, competent Editor to take control of the monthly newsletter, as well as design a new weekly e-newsletter to be emailed to subscribers.

Proc case Contribution

Based on Proc case's background as an Oracle expert, as well as its strong history in the training industry, Pinnacle invited Proc case to assume editorial duties of publishing both the monthly magazine and the weekly e-newsletter.

Proc case was involved in the recruitment of new and existing authors, worked with authors to brainstorm article ideas and edited the submitted articles. Pinnacle also wanted to expand its monthly newsletter reach, so with the help of Proc case, it introducing a weekly subscriber email, called Oracle Pro Tips, Trends & Technology eNewsletter that grew to over 20,000 regular subscribers.

Technology

Newsletter content included articles on all product lines within Oracle

Results

Proc case helped increase the technical level of the monthly newsletter and introduced a regular Oracle Tips email to further support the newsletter and increase subscribers.