

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying,

Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work



Right and below: Outdoor posters



Charterhouse

The growing demand to control print spending, maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



Various samples of work

proactive solutions to any creative challenges that are placed their way.

Today, Charterhouse has a £10m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hatfield or within its client's offices, working side by side to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients, major advertising agencies, which include WORS, Publicis Dialog, Nielsen & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Wm

"The appointment of Charterhouse as our print management company effectively control the cost of our in-store print."

Paul R Day, Production Controller, Wickes Marketing Department

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our knowledge base, purchasing standards of production, marketing and design, meeting deadlines and client briefs."

Helen Riddle, Head of Production, Publicis Dialog

"Charterhouse has been working with us for four years. The service we have received has always exceeded our expectations and the quality of the work is very high. Due to the nature of our work and the tight deadlines, Charterhouse is always able to produce the work on time and to a high standard."

Michael French, Creative Services Manager, T-Mobile UK

solution to each and every production need.

Charterhouse has an extensive array of digital proofing, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, Charterhouse will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs full-bed proofing press, a good example of Charterhouse's ability in a new way, to check colour on CTP plates. Most clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com

Gary Mahoney, Managing Director



Gary Mahoney, Managing Director



ВЫСШАЯ ШКОЛА ЭКОНОМИКИ
НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ



Рынок

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the ability to instantly exceed its clients' expectations.

Its aim is to lighten the workload and reduce the time from the very first meeting it participates in to its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

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Various samples of Renault work

Right hand side of Renault

Минимум 5 различных определений рынка. 4 и 5 определения – классические в экономической теории.

Это место, где регулярно встречаются продавцы и покупатели и организуется процесс торговли (противопоставляется в российской традиции магазину)

Это определенная территория, на которой происходят акты купли-продажи (например, российский рынок)

Это суммарный платежеспособный спрос, предъявляемый на определенный вид товара (например, рынок рекламы; рынок газет)

Рынок представляет собой саморегулирующийся механизм спроса и предложения. Хозяйственные агенты (актеры) сами решают, что продавать и по какой цене. Такой рынок характеризуется как сфера, где доминирует конкуренция между независимыми агентами и свободное ценообразование

Рынок – это экономическая система, в которой саморегулирующийся рыночный механизм является господствующей формой хозяйства.

Р. Бойе



Рынок

Элементы рынка

- Участники рынка (продавцы-покупатели)
- Состав производимых и обмениваемых товаров (товарной группы)
- Структурные элементы – связи между участниками рынка (поставщики, конкуренты и т. д.)
- Институты (элементы ограничения (правила), ограничивающие и стимулирующие поведение участников рынка – они же «рыночные актеры»)
- Концепции контроля (представления «рыночных актеров» о рынке и успешной стратегии на нем)

Единое определение: «совокупность структурно связанных продавцов и покупателей определенного товара (товарной группы), деятельность которых регулируется сходными правилами и разделяемыми большинством участников рынка концепциями контроля»

Радаев В. В.

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the results constantly exceeding its clients' expectations.

Various samples of Annual work

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Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and a print management company had emerged. He had emerged forward. While in the early 1990s many companies were cutting their print buying departments, Charterhouse adapted to meet the new requirements. They have a team of print management professionals who also acts as a consultancy to help clients with needs for print related products.

One of the company's strengths is that almost all of the staff have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for its ability to effectively control the print process, work to tight deadlines, and deliver high quality results.

NEW MINI SEEKS ATTENTION FROM PASSER-BY. SUCCEEDS. THE END.

IT'S A MINI ADVENTURE



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the first

the client will fight to get it approved the client's branding before progressing further. It also runs a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS systems to track the progress of print jobs. Charterhouse is not just a print company but also recognises the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a further way of working that is off-site but still very much on-site. The core principle at the heart of the way Charterhouse works is to provide a full network of clients and prefers to work in partnership with these suppliers to ensure efficiencies, rather than using purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and increase levels of responsive service Charterhouse is perfectly positioned to deliver in a growing and demanding market.

www.charterhouseuk.com

"T-Mobile has been with Charterhouse for the past four years. They have provided us with an outstanding service. The quality of their work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, Charterhouse has always left with the least amount of time to produce our work and have never missed a delivery date."

Guy French, Creative Services Manager, T-Mobile UK

Gary Mahoney, Managing Director

...exceeding expectations on print



Виды рынков, на которых работают фирмы

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Various samples of Renault work

Right and left Outdoor posters

3 основных рынка + рынок поставщиков (см. следующее занятие)

■ Рынок клиентов (те, кому мы продаем продукцию) определяет «прибыльность и доходность предприятия»

■ Рынок труда (с которого мы набираем работников и куда периодически отпускаем работников) определяет «эффективность предприятия»

■ Рынок инвестиций (покупатели наших акций или желающие войти в состав наших учредителей) определяет «стоимость предприятия»

...exceeding expectations on...





Уникальность экономики медиа

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One of the keys to Charterhouse's success is the experienced team of print professionals who can offer a service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print management Charterhouse is totally innovative, with no in-house press capabilities. This means they can select the best printer for the job, the right specialist that fits the timelines and the budget. It also means that they can get on with doing what is good at, controlling the quality of the print and managing the process from start to the delivery.

Ten years ago Margaret Mahoney, recognised that the market for print was changing and management had emerged as a key factor in the future of the industry. When in the early 1990s many companies were cutting their print buying departments on their core activities, Charterhouse adapted to meet the need for advice and professional guidance from the print management team. It also acts as a consultant to clients with needs for print related projects.

One of the company's strengths is that almost all of the staff have a very strong print manufacturing background and are all well versed in the strengths and weaknesses of the processes. They handle a huge variety of projects, including above and below advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

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В традиционном бизнесе торговля разными благами не зависит друг от друга. То есть, если Вы одновременно торгуете самосвалами и автомобилями, а завтра перестанете продавать самосвалы, это не мешает Вам продолжать продавать автомобили.

В медиабизнесе рынки аудитории и рекламы взаимосвязаны. Если Вы прекратите работать на рынке аудитории, то Вы не сможете продолжать работать на рынке рекламы, потому что рекламодателю нет необходимости размещать рекламу в тех СМИ, которые никто не читает.

Эффективность контента в плане привлечения аудитории (измеряемая в показателях рейтинга или «количества аудитории») выступает основным конкурентным критерием для рекламодателя, которому необходимо добиться некоей эффективности рекламной кампании, измеряемой в количестве контактов информации о рекламируемом продукте с потенциальным потребителем.

NEW MINI SEEKS ATTENTION
FROM PAPER TO TV
SUCCEEDS.
THE END.

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client will fight the bill and approve the client's bill, pressing further. Charterhouse also runs a full-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS management systems to track the progress of print jobs. Charterhouse totally believes in the use of electronic systems, but also recognises the importance of the human element. Clients are not seen as a hurdle to be overcome, but as a partner to be worked with.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are always looking for ways to reduce costs, Charterhouse is perfectly positioned to deliver a growing and demanding market. Charterhouse is a company that is always looking for ways to improve its service. The quality of work has always exceeded expectations and the prices are very competitive. Charterhouse is always left with the best of work and have never had a delivery date.

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Рыночные структуры

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

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One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed quality when it comes to print. Charterhouse is totally independent, with no other commercial interests.

This print firm fits the budget can confirm the delivery.

Ten years ago Managing director, Gary Mahoney, print management had emerged as the way forward. They were cutting back on their print buying and looking for a company to take over their print management. Charterhouse adapted to meet the needs for quality advice and support from the client's perspective. It also acts as a consultant to companies with new and existing print requirements.

One of the key factors in Charterhouse's success is that all its staff have a print background and are all very aware of the strengths and weaknesses of the print process. They have a wide range of projects, including above the line advertising, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of
Annual work

Black and white
Corporate projects

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clients will fight the cost to improve the client's response time. Charterhouse also runs a flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs.

Совершенная конкуренция

Олигополия

Монополия

Количество актеров на рынке достаточно велико для того, чтобы каждый из них существенно влиял на рынок и цену. Свободная цена, конкуренция по издержкам

Количество актеров на рынке ограничено. Каждый из актеров существенно влияет на рынок. Возможны сговоры, ценовые войны.

На рынке только один актер. Он может всецело диктовать цену, препятствовать другим актерам выходить на рынок. По сути, в классическом виде, рынком это назвать нельзя.

печать

Телевидение

Кабельная сеть



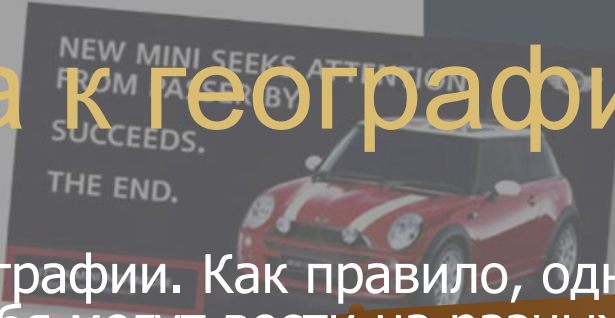
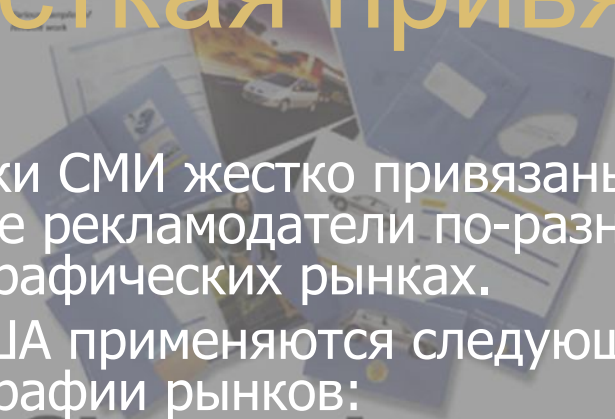
Жесткая привязка к географии

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One of the keys to Charterhouse's success is the experienced team of print professionals who can give a service on-site so ensuring a response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as a way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse will fight to improve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of old technology in a new way. Many clients rely on it for quality checking all their work. A great deal of time and investment has also been spent on bespoke MIS systems which track jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human element. MIS systems are not seen as a threat to face-to-face interaction with its clients. It is a fantastic way of communicating with clients off-site, but the personal touch is still the core of Charterhouse's way of working. Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and achieve high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

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Рынки СМИ жестко привязаны к географии. Как правило, одни и те же рекламодатели по-разному себя могут вести на разных географических рынках.

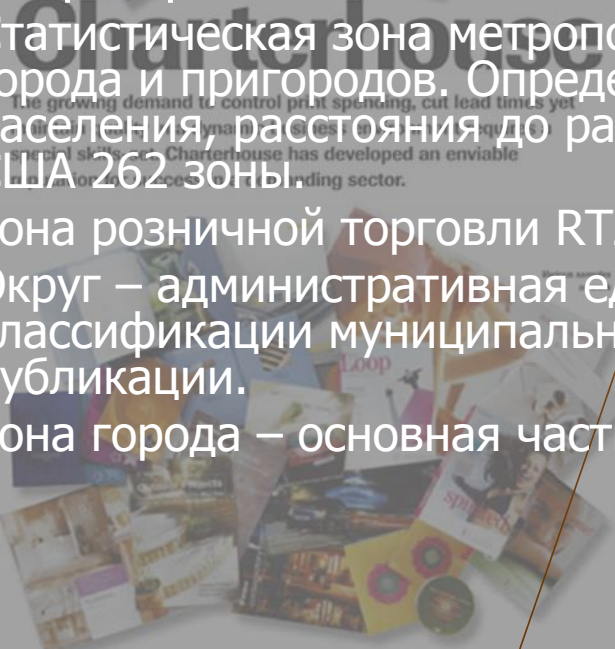
В США применяются следующие понятия для характеристик географии рынков:

■ Статистическая зона метрополии MSA – социоэкономической регион города и пригородов. Определяется на основе плотности населения, расстояния до работы. Не менее 100 тыс. жителей. В США 262 зоны.

■ Зона розничной торговли RTZ – используется Бюро аудита тиража.

■ Округ – административная единица. Используется для классификации муниципальной рекламы, обязательной к публикации.

■ Зона города – основная часть города и ближайшие пригороды.



proactive solutions to any creative challenges that are placed their way. Today, Charterhouse has a £10m turnover and a team of 100 staff. Headquarters in Huddersfield or within its regional offices, we can provide a full service office in the heart of your business. Charterhouse has a long history of working with its clients, major advertising agencies, which include WORS, Public Dialog, Weldon & Kennedy handling accounts for Nike, Honda, Camelot, BMW, Renault and many others. We work closely with direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Wores and T-Mobile. Charterhouse project managed the rebranding of One 2 One to T-Mobile and continues to manage all their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient and cost-effective solution.

"The appointment of Charterhouse as our print management company has enabled us to effectively control the print costs and quality of all our print work. This has been a real win-win for us." Paul Widdows, Print Manager, Wickes Marketing Department

"Publicis Dialog to our client has provided us with a wide-ranging knowledge base, purchasing standards of production and a high level of service. This has enabled us to create a dynamic nature of our business and always left with the best of work and have never missed a deadline." Helen Riddle, Head of Production, Publicis Dialog.

"T-Mobile has been working with Charterhouse for this time they have provided us with an outstanding service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the best of work and have never missed a deadline." Gary French, Creative Services Manager, T-Mobile UK

...exceeding expectations on print



...exceeding **expectations** in...

я СМИ

...department will fight client
...it and approve the client's
...branding before progressing further.
...Nothing is left to chance. It also runs a
...flat-bed proofing press, a good example of
...utilising old technology in a new way. It
...on CTP plates.
...for quality
...checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of joint jobs. Charnhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site but the personal touch is still the core principle at the heart of the way

Ы досуга

«Charterhouse has made a valuable contribution to the service and creative policies Dialog to our knowledge bases, purchase standards of production marketing and from the cross-industry design uses and its staff Helen Griffin, and its policies Dialog»

ЛЯМИ.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and receive high levels of responsive service, Chartreuse are perfectly positioned to deliver to a growing and demanding market.

Зонтичная конкуренция по Дж. Россу

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its workload and reduce their cost. From the very first meeting it pours its client's creative team into understanding a client's objectives at an early stage. Charterhouse's experience and expertise in practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its professionals who can provide a personal service on-site so ensure a response and guarantee when it comes to print buying.

Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work

Right and below: Outdoor posters

Charterhouse

The growing demand to control print... maintain quality in a dynamic... special skills-set. Charterhouse... reputation for success in a...

NEW MINI SEEKS ATTENTION FROM PASSER-BY.

SUCCEEDS. THE END.

solution to each and every production need.

Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the

client will fight to get the best price and approve the client's branding before progressing further.

Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

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In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com

...exceeding expectations in print

"T-Mobile has been with Charterhouse for this time they have provided us with an excellent service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the best of work and have never let us down." Gary French, Creative Services Manager, T-Mobile UK

Gary Mahoney, Managing Director



Три вида концентрации в медиаиндустрии

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

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workload and reduce their cost. From the very first meeting it participates fully with its client's creative understanding a early stage Charterhouse experience and practical solution. One of the success is the professionals service on-site response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with

Charterhouse

This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on controlling managing the delivery.

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a specialist skills set. Charterhouse has developed an available

Ten years ago, when print was a major cost, many companies were cutting back on their print buying departments to concentrate on their core activities. Charterhouse adapted to meet the needs for quality advice and from the past also acts with needs. One of the strengths is that they have a very background in processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

s in a d

Горизонтальная

"The apollo management effectively co our in-store Paul R Day, Ph Wickes Market

Производящая компания

recognizes the importance of the business touch. MIS systems are not seen as a substitute for face-to-face interaction with

Is a fantastic way of working with its clients office touch is all the core of the way work. Charterhouse has a full network of suppliers to work with these suppliers to their purchasing muscle to force price down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and service of responsive service is a perfectly positioned to meet the growing and demanding

Charterhouseuk.com
Gary Mahoney, Managing Director

...exceeding expectations

Вертикальная (конгломерат)

"Charterhouse has made a significant contribution to the service and creativity provided by Publicis Dialog to our client base, their knowledge base, purchasing standards of production and marketing 'crowd', deadlines and Helen Fiddler

"T-Mobile the past few years provided a lot of work for us, their prices are very competitive. Due to the dynamic nature of our business we are always left with the time to produce our work and have never missed a delivery date." Paul French, Creative Services Manager, T-Mobile UK

телеканал

Кабельная сеть



Рынок медиапоставщиков: ТВ

Кинокомпании

Передающие
центры

Производитель
и
программ

Телекомпания
(эфирная)

Оператор кабельного
и спутникового ТВ

Информационны
е
агентства

Производитель канала
(кабельного,
спутникового)

Производитель
контента
на диске

Поставщики
Техники и
студийных
мощностей

Вид связи

Поставщик

Клиент



Рынок медиапоставщиков: пресса

Инф.
агентства

Распространите
ли

Хоз. нужды

Издание

Печать и тираж

Рекламное
агентство

Вид связи

Поставщик

Клиент

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and

Various samples of Renault work

Right and below: Outdoor posters

NEW MINI SEEMS ATTENTION FROM PASSER-BY.

SUCCEEDS. THE END.

IT'S A MINI ADVENTURE

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practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print

Digital, it also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and

special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

proactive solutions to any creative challenges that are placed their way.

Today, Charterhouse has a £10m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hadden or within its client's offices, working side by side to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients, major advertising agencies, which include WORS, Public Dialog, Neelken & Kennedy, handling projects for Nike, Honda, Camelot, BMA, Renault and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Marks and T-Mobile. Charterhouse project managed the rebranding of One 2 One to T-Mobile and continues to manage all their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient

"The appointment of Charterhouse as our print management company effectively control the cost of our in-store print," Paul R Day, Production Controller, Wickes Marketing Department

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our knowledge base, purchasing standards of production and marketing. They have always met deadlines and client briefs."

"T-Mobile has been with us for the past four years. They have provided us with an excellent service. The quality of their work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, we have always left with the time to place our order and have never had a delivery date."

www.charterhouseuk.com

Gary Mahony, Managing Director

www.printmediamag.co.uk

Рынок медиапоставщиков: онлайн

Инф.
агентства

Поисковики

Хостинг

Онлайновый ресурс

Соц. сети

Печать и тираж

Рекламное
агентство

Вид связи

Поставщик

Клиент

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Right, of course: Outdoor posters

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IT'S A MINI ADVENTURE

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"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our clients who are always looking for a high standard of production and marketing. Charterhouse has always met the 'crowd', despite the deadlines and client briefs."

"T-Mobile has been with Charterhouse for the past four years. They have provided us with an excellent service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, we have always left with the time to produce our work and have never had a delivery date."

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Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver a winning and rewarding market.

www.charterhousesuk.com

Gary Mahony, Managing Director

www.printmediamag.co.uk

Производственная цепочка медиабизнеса

Производство контента

Создание прав

Покупка, продажа прав

Упаковка, установка цены

Вывод на рынок

Распространение контента

Закупка готовой продукции

Продюсирование

Хранение

Дистрибуция/продажа

Продажа рекламы

Опись и цена

Продажи

Производство рекламы

Инкорпорация

Взаимодействие с конечным потребителем

Приобретение

Подключение

Обслуживание

Удержание

Творческие работники:
музыканты, продюсеры,
сценаристы и т.п.

Рекламодатели

Приобретатели прав:
другие масс-медиа,
издатели дисков,
телеканалы и т.п.

Потребители

B2C
рынки

Производство контента

Съемка фильмов,
видео, подготовка
журналистских
материалов,
продюсирование
музыки и т.п.

Упаковка контента

Готовые элементы для
продажи:
телепередача, ток-
шоу, газета, журнал,
фильм, интеграция
рекламы и т.п.

Дистрибуция

Распространение
через разные
технологические
платформы: радио,
ТВ, тираж, онлайн,
сети кинозалов

Потребление контента

B2B
рынки

Продажа прав

Продажа прав на
контент другим каналам
коммуникации, продажа
прав на трансляцию
другим каналам

Трансфер прав

Осуществление
технической передачи
проданного контента

Производство рекламы

Продажа рекламы

Продажа рекламы

Инкорпорирование рекламы

Установка рекламы в
контент

Сырьевые
потоки

Денежные
потоки



Творческие работники:
музыканты, продюсеры,
сценаристы и т.п.

Рекламодатель
и

Агрегаторы:
технологически
е компании

Приобретатели прав:
другие масс-медиа,
издатели дисков,
телеканалы и т.п.

Потребители

B2C
рынки

Производство контента

Съемка фильмов,
видео, подготовка
журналистских
материалов,
продюсирование
музыки и т.п.

Упаковка контента

Готовые элементы
для продажи:
телепередача, ток-
шоу, газета,
журнал, фильм,
интеграция
рекламы и т.п.

Агрегация контента

Размещение и
систематизаци
я контента на
платформах
для хранения и
продажи

Дистрибуция

Распространени
е через разные
технологически
е платформы:
радио, ТВ,
тираж, онлайн,
сети кинозалов

Потребление контента

B2B
рынки

Производство рекламы

Продажа прав

Продажа прав на контент
другим каналам
коммуникации, продажа
прав на трансляцию
другим каналам

Трансфер прав

Осуществление
технической
передачи
проданного
контента

Продажа рекламы

Продажа рекламы

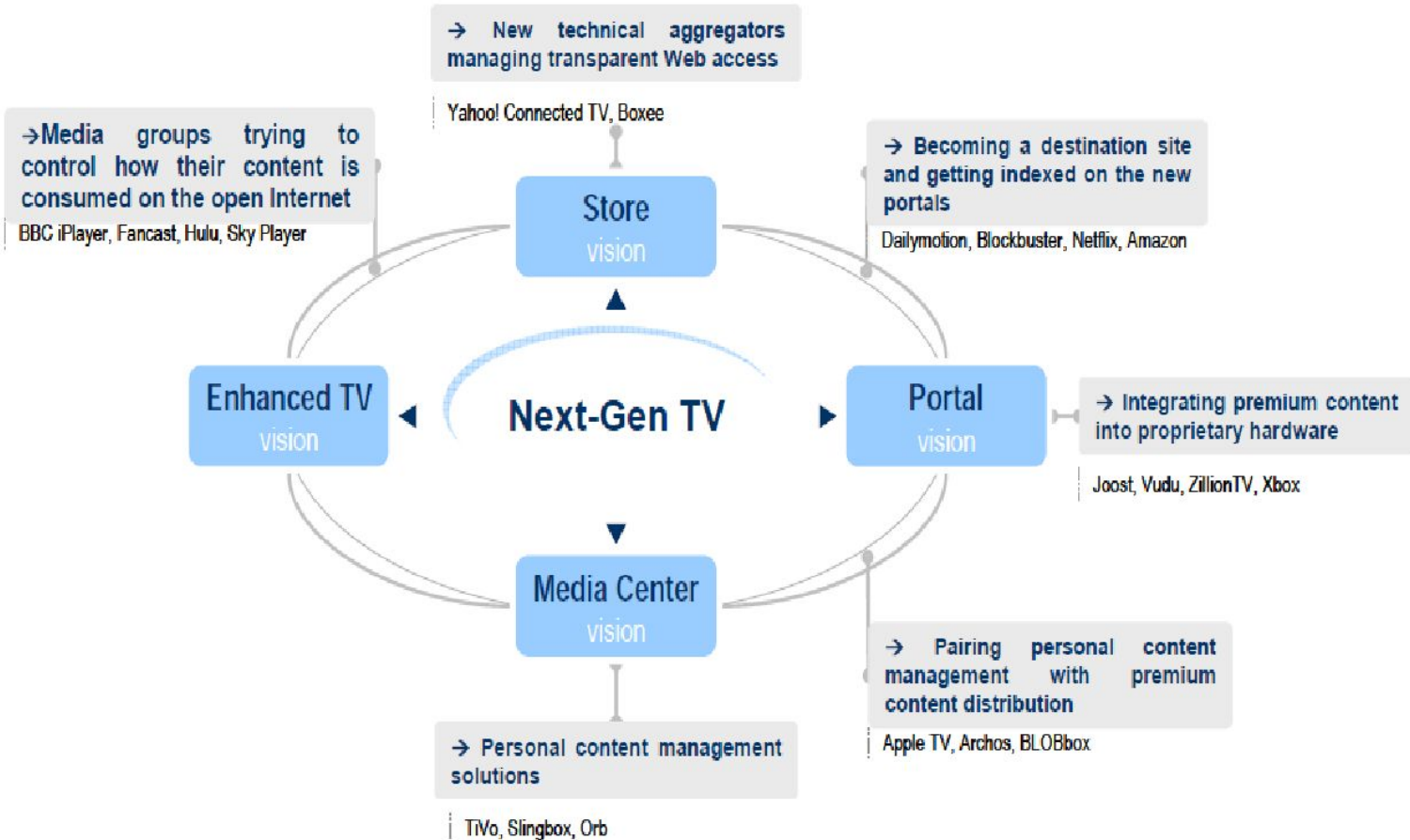
Инкорпорирование рекламы

Установка рекламы в
контент

Сырьевые
потoki

Денежные
потoki

Модели агрегации



Издержки в медиаиндустрии

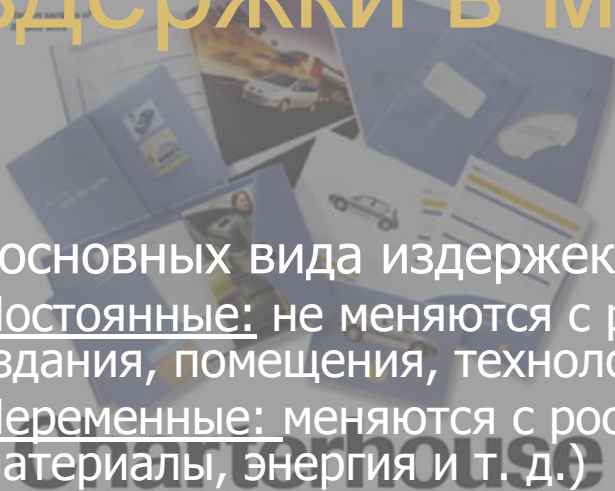
Charterhouse has been a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right price, and the right terms and conditions to fit the business and the budget. It also means that Charterhouse can get on with doing what it does best: controlling the quality of the process, managing the process from start to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the print was changing and print management had emerged as the key forward. While in the early 1990s many companies were cutting back on print buying departments to concentrate on their core activities, Charterhouse adapted to meet the new requirements and professional guidance. Apart from the print management, Charterhouse also acts as a consultant to companies with needs for print related services.

One of the company's strengths is that almost all of the account holders have a very strong print background and are all very experienced in the strengths and weaknesses of each of the processes. They handle all the projects, including above the line advertising work, point of sale, direct mail, cardboard engineering, and rebranding projects with the same appreciation for the technical side of printing. Above all they can provide



Два основных вида издержек

Постоянные: не меняются с ростом масштабов производства (здания, помещения, технологии, зарплаты)

Переменные: меняются с ростом объема производства (расходные материалы, энергия и т. д.)

В медиаиндустрии особый феномен – высокий уровень постоянных издержек – стоимости одного номера газеты или трансляции передачи на одного человека.

Условно говоря, если Вы производите 1 экз. газеты, Вам надо иметь весь штат журналистов, всю редакцию, коллектив, дизайнеров, верстальщиков и т. д. Стоимость 1 экземпляра газеты оценивается примерно в 40% всех издержек. При этом стоимость каждого последующего увеличения тиража – минимальна (включает стоимость тиражирования 1 номера).

Средняя доля цены одного экземпляра составляет 40%-60% в структуре всех расходов.



Постоянные и переменные издержки

Точка безубыточности определяет прибыльность компании.

Главный вопрос: какой минимальный уровень издержек и уровень производства надо поддерживать, чтобы не выходить в минус?

Виды издержек

Постоянные

Не меняются от масштаба производства. Вся мат.-тех. часть, помещение, коммунальные расходы. В телевизионном бизнесе все редакционные затраты и затраты на контент (вне зависимости от количества проданной рекламы наши затраты на контент одинаковы).

Переменные

Меняются в зависимости от роста производства. В телевизионном бизнесе – в первую очередь зарплата персонала отдела продаж (чем больше агентов, тем больше мы продаем). Расходы на агентов – переменные издержки.

Точка безубыточности

Charterhouse has become a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the results constantly exceeding its clients' expectations.

Its aim is to lighten its clients' workload and reduce the time to the very first meeting it provides to its client's creative team. By understanding a client's early stage Charterhouse can draw on its experience and expertise to provide practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a service on-site so ensuring a quick response and guaranteeing quality when it comes to print. Charterhouse is totally committed to no in-house press capabilities. This means they can ensure the printer for the job, the one that fits the timelines and the budget. It also means they can get on with doing what they do best at, controlling the quality of the managing the process from reception to the delivery.

Ten years ago Margaret Mahoney recognised that print was changing and management had emerged forward. While in the early companies were cutting back on their print buying departments on their core activities, Charterhouse adapted to meet the new advice and professional guidance from the print management also acts as a consultant to companies with needs for print related.

One of the company's strengths is that almost all of the staff have a very strong print background and are all very experienced in the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

То есть, часть издержек растет с ростом масштабов производства (кол-во агентов по продажам), а часть – не изменяется. Сложность – в вычислении такого масштаба производства, чтобы при заданной цене сумма издержек была не выше суммы дохода.

Наши постоянные издержки на производство контента и административный аппарат, а также здание составляют 1 млн. USD в месяц.

У нас работают 5 агентов по продажам при уровне продаж 2500 секунд рекламы в день = 75000 в мес. Средняя зарплата менеджера (с бонусами) – 1500 USD. Получается, что 1 менеджер продает по 500 секунд в день, то есть по 15000 сек. в месяц. Тогда переменные издержки на единицу продукции (секунду) составляют 0,1 USD. Цена 1 секунды рекламы составляет 200 руб. (8,5 USD).

Если посчитать точку безубыточности, получится, что наша компания убыточна, так как нашей точкой безубыточности является 119000 секунд в месяц, что требует добавления труда еще по меньшей мере трех агентов по продажам.

$$ТБ = \frac{Е_{const}}{P_u - E_{var}}$$

$$ТБ = \frac{1000000}{8,5 - 0,1} = 119000$$

...exceeding expectations in print



ТБ в печатных СМИ

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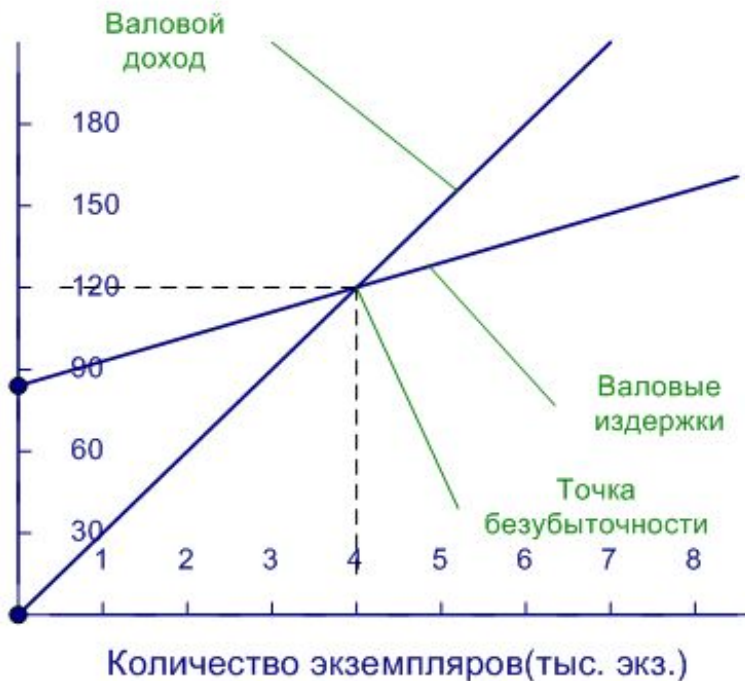
Various samples of Renault work

Light as a feather, quick as a flash

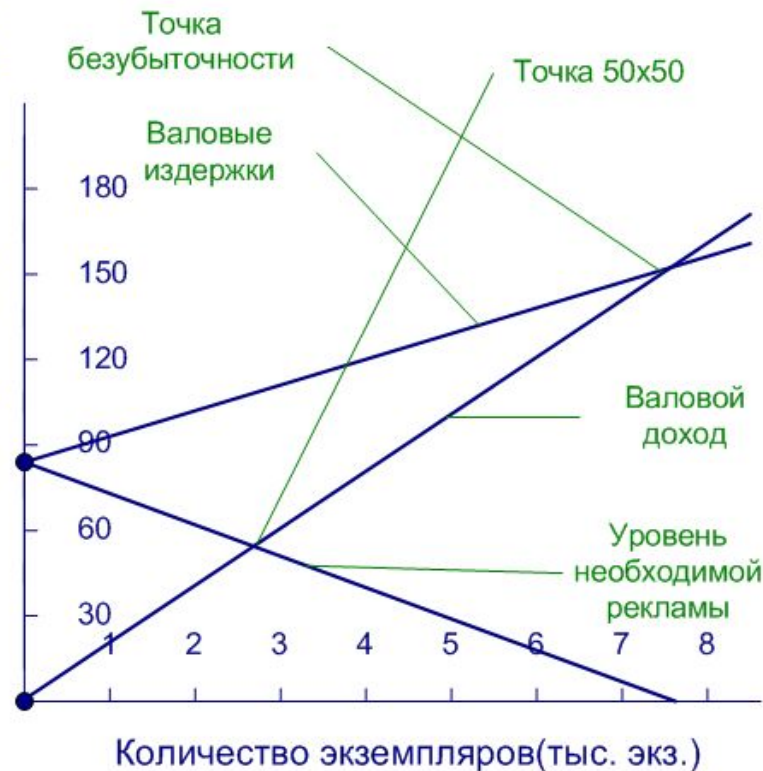
NEW MINI EXITS FROM PASSERBY SUCCEEDS. THE END.

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to reproduce every

Валовой доход и издержки (тыс. руб.)



Валовой доход и издержки (тыс. руб.)



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...exceeding expectations

clients such as Marks & Spencer, Wears and T-Mobile. Charterhouse project managed the rebranding of One 2 One to T-Mobile and continues to manage all their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient

"T-Mobile has been with Charterhouse for the past four years. They have provided us with an excellent service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, we have always left with the best of time to produce our work and have never had a delivery date."

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www.charterhouseuk.com

Gary Mahony, Managing Director

www.printmediamag.co.uk | June



Точка безубыточности

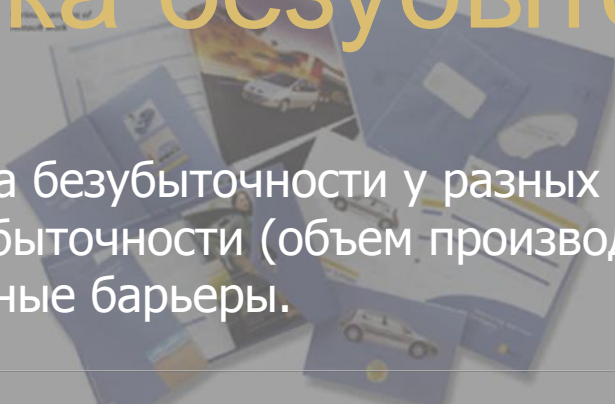
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Its aim is to lighten its workload and reduce their cost. From the very first meeting it provides its client's creative team with a clear understanding of a client's objectives at an early stage. Charterhouse's experience and expertise provide practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site ensuring a quick response and guaranteed results. And yet when it comes to the right cost for Charterhouse is totally independent, with no in-house capacity of its own. This means it can select the right printer for the job and the right cost for the budget. It means that Charterhouse can get on with the job and it, controlling the quality of the work, and managing the process from inception to the delivery.

Ten years on, Charterhouse's Gary Mahoney says that the market for print was changing and print management had emerged as the way forward. When he joined Charterhouse, companies were starting back on their print buying, determined to concentrate on their core businesses. Charterhouse adapted to meet the new reality, offering advice and personal guidance. Apart from the print management services, it also acts as a results-driven partner with needs for a reduction in costs.

One of the company's major strengths is that almost every account manager has a very strong print management background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in the demanding sector.

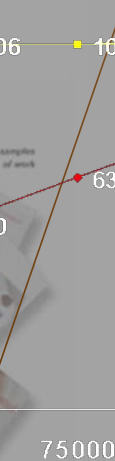


...exceeding expectations in print

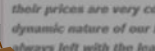
Валовой доход тыс USD



Убыток



Объем продаж (в сек.)



Валовой доход
Издержки



Затраты на единицу продукции падают с ростом масштаба

Charterhouse has grown into a major player in the print industry, leading the way forward with a range of innovative initiatives. For many years it has built up a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their costs. At every first meeting it participates fully with its client's creative team. By understanding a client's business in its early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

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Various samples of
Research work

Right and below:
Outdoor posters

NEW MINI: STEALS ATTENTION FROM PASSER-BY.

SUCCESS: THE END.

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the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS (management systems) to track and control the progress of print jobs. Charterhouse totally believes in the use of electronic systems, but also recognises the importance of the human touch. Systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a wide network of suppliers and a strong purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com

Charterhouse for this time they have service. The quality of work has always exceeded expectations and prices. Due to the Charterhouse is always left with the time to produce a delivery date."

Gary Mahoney, Managing Director

www.printmediamag.co.uk | June

масштаба предполагает, что газета остается убыточной (канал убыточным) до достижения определенного большого объема производства. Французское «Инфо Матэн (Утренние новости)» для достижения рентабельности должно было выйти на тираж 120 тыс. экз. Увеличение рекламных доходов позволяет снизить цену издания для читателей и увеличить их количество. Однако как показывают эмпирические исследования доля рекламных доходов влияет лишь на количество страниц, а не цену. Во французских региональных ежедневных газетах при доле рекламных доходов 30% бюджета издания цена одной страницы составляет 18 сантимов, а при 50% она снижается до 10 сантимов.

Вывод: «увеличение количества читателей может привести к убытку». Дело в том, что если рекламодатель не готов платить больше за большее количество аудитории, потому что не соответствует его целевой группе, издатель будет терять эффективность с увеличением продаж.



Закон спроса

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Various samples of Renault work

цена билета

16
15
14
13
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0

20000 30000 40000 50000 60000 70000 80000 90000

объем билетов в кино

...exceeding expectations in print

NEW MINI SEEKS ATTENTION FROM PASSER-BY. SUCCEEDS. THE END.

IT'S A MINI ADVENTURE

UNDERSTANDING DRIVE

"The appointment of Charterhouse as our print management company effectively control the cost of our in-store print."

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our knowledge base, purchasing and production standards, and the 'crowd', day-to-day deadlines and client briefings."

"Charterhouse has been a great partner for us. They have provided us with an excellent service. The quality of work has always exceeded our expectations and they are very cost effective. Due to the Charterhouse is always left with the best of work and have never had a delivery date."

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, it will fight to it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

Gary Mahoney, Managing Director



цена билета

Charterhouse

The following... to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skill set. Charterhouse has developed an enviable reputation for success in a demanding sector.

Vertical samples
of rock

proactive solutions to any creative challenges that are placed their way.

Today, Charterhouse has a £18m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Huddersfield or within its 12 offices, working side by side to assist instilling in their clients' production needs. It still maintains a studio in the West End in order to be close to a number of its clients, major advertising agencies, which include WCRS, Publicis Dialog, Alden & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with 000 as Marks & Spencer and T-Mobile. Charterhouse project managed the rebranding of One 2 One T-Mobile and continues to manage all ETOB B KИ project management team to handle the work on-site, providing the most efficient

"The appointment of C management company effectively control the our in-store print."
Paul R Day, Production C
Wickes Marketing Depart

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Helen Riddle, Head of Product & Publicity Dialog

"T-Mobile has been with Charterhouse for the past four years. They provided us with an outstanding work has always exceeded their prices are very competitive due to the dynamic nature of our market. We are always left with the feeling that our work and have new ideas from French, Creative Services and T-Mobile USA."

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* www.charterhouseuk.com

Cory Mahoney, Managing Director

...exceeding **expectations** in mi

объем билетов в кино

Пример пиратской индустрии

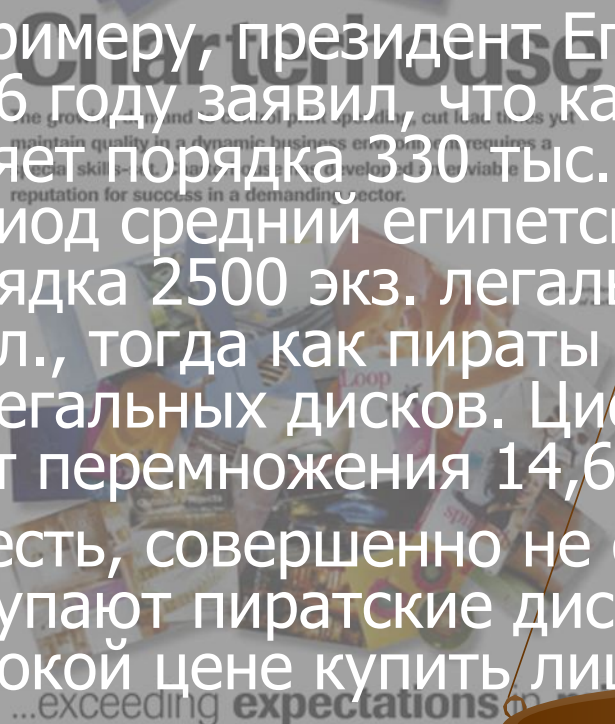
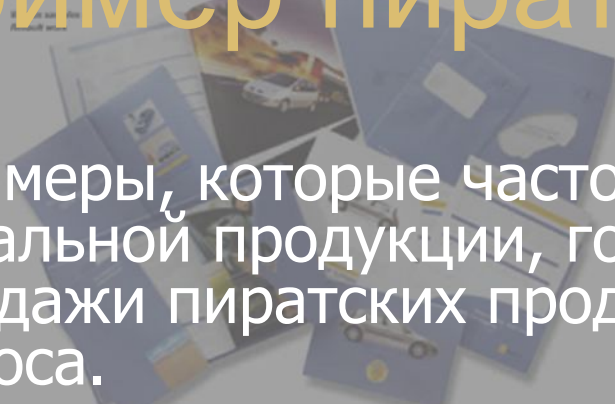
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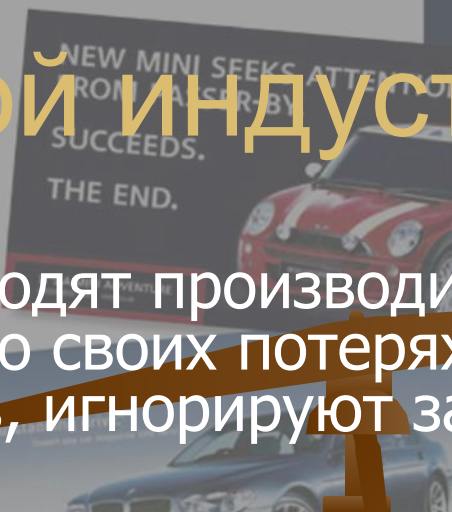
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Примеры, которые часто приводят производители легальной продукции, говоря о своих потерях от продажи пиратских продуктов, игнорируют закон спроса.

К примеру, президент Египетской цензурной палаты в 1996 году заявил, что каждый египетский фильм теряет порядка 330 тыс. долл. из-за пиратов. В тот период средний египетский фильм продавался на порядка 2500 экз. легальных дисков по цене 14,6 долл., тогда как пираты выпускали 22500 экз. нелегальных дисков. Цифра 330 тыс. получена за счет перемножения 14,6 на 22500.

То есть, совершенно не факт, что все те, кто покупают пиратские диски, готовы будут по более высокой цене купить лицензию.



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A great deal of time and investment has been put into Charterhouse's MIS system, which is a fantastic way of communicating with clients off-site but a personal touch is still the core of the business. At the heart of the way Charterhouse works is its full network of suppliers and partners to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

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www.charterhouseuk.com

Charterhouse for this time they have provided an excellent service and a great example to the industry. Charterhouse is always left with the best of time to produce a delivery date."

Gary Mahoney, Managing Director



Эластичность спроса по цене

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η = Процентное изменение по количеству / Процентное изменение по цене

Процентное изменение вычисляется по среднему показателю изменения (первоначальное значение + измененное значение / 2)

Важный показатель в экономике: позволяет судить о том, насколько критичны для потребителя изменения в цене и как это сказывается на спросе.

Если $\eta > 1$, спрос на товар считается эластичным, если $\eta < 1$, спрос на товар считается неэластичным

...exceeding expectations on...



Пример вычисления

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Charterhouse is a good at what it does, and its reputation for success in a demanding sector. maintain quality in a dynamic business environment requires a...

...exceeding expectations in...

One of the company's major strengths is that almost all of the account managers have a very strong print production background. They are well aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work

Right and left Outdoor posters

NEW MINI SEEKS ATTENTION
FROM PASSERBY
SUCCEEDS.
THE END.
IT'S A MINI ADVENTURE

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the first step is to check it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognises the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with clients. It is a personal way of communicating with clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

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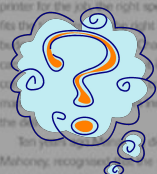
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Gary Mahoney, Managing Director

www.printmediamag.co.uk | June

В сентябре 1993 года NewsCorp Руперта Мердока снизила стоимость номера газеты Times с 45 до 30 пенсов. Через два месяца число читателей выросло с 360 000 до 453 000.

Показатель эластичности составил 0,57, что означает, что спрос на газету оказался неэластичным по цене. То есть ожидать бурного роста потребителей в связи с падением цены в данном случае бессмысленно. Через девять месяцев тираж вырос до 515000 экз. Попробуйте вычислить самостоятельно показатель эластичности за 9 месяцев.



$$\eta = \frac{\frac{453000 - 360000}{360000} \cdot 100}{\frac{45 - 30}{45 + 30} \cdot 100} = \frac{25.83}{33.33} = 0.775$$

$$\eta = \frac{453000 - 360000}{360000} \cdot 100 \cdot \frac{45}{45 - 30} = 25.83 \cdot 1.5 = 38.75$$

$$\eta = \frac{453000 - 360000}{360000} \cdot 100 \cdot \frac{45}{45 + 30} = 25.83 \cdot 0.6 = 15.5$$

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Три фактора, влияющие на эластичность

Наличие и доступность субститутов (товаро-заменителей): если субститут имеется и издержки переключения минимальны, при повышении цены потребители массово уходят.

Доля дохода, которая расходуется на покупку товара или услуги: если доля большая, то потребитель более чувствителен к цене.

Длительность рассматриваемого периода (эластичность по газете Таймс в 9-месячный период выше, чем в 2-х месячный).

CHARTERHOUSE ● ● ● FEATURE

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Various samples of Renault work

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www.charterhouseuk.com

"The appointment of Charterhouse as our print management company has been a great success. The team has provided us with a high level of service and has exceeded our expectations in all areas."

Paul R Day, Production Controller, British Airways

"Charterhouse has made a significant contribution to the service and creative quality of our print work. Their knowledge and experience has enabled them to create a high level of service and has exceeded our expectations in all areas."

Head of Production, British Airways

"T-Mobile has been working with Charterhouse for this time they have provided us with an excellent service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the least amount of time to produce work and have never failed to deliver on time."

Head of Production, T-Mobile UK

Gary Mahoney, Managing Director



Эластичность спроса на медиапродукты

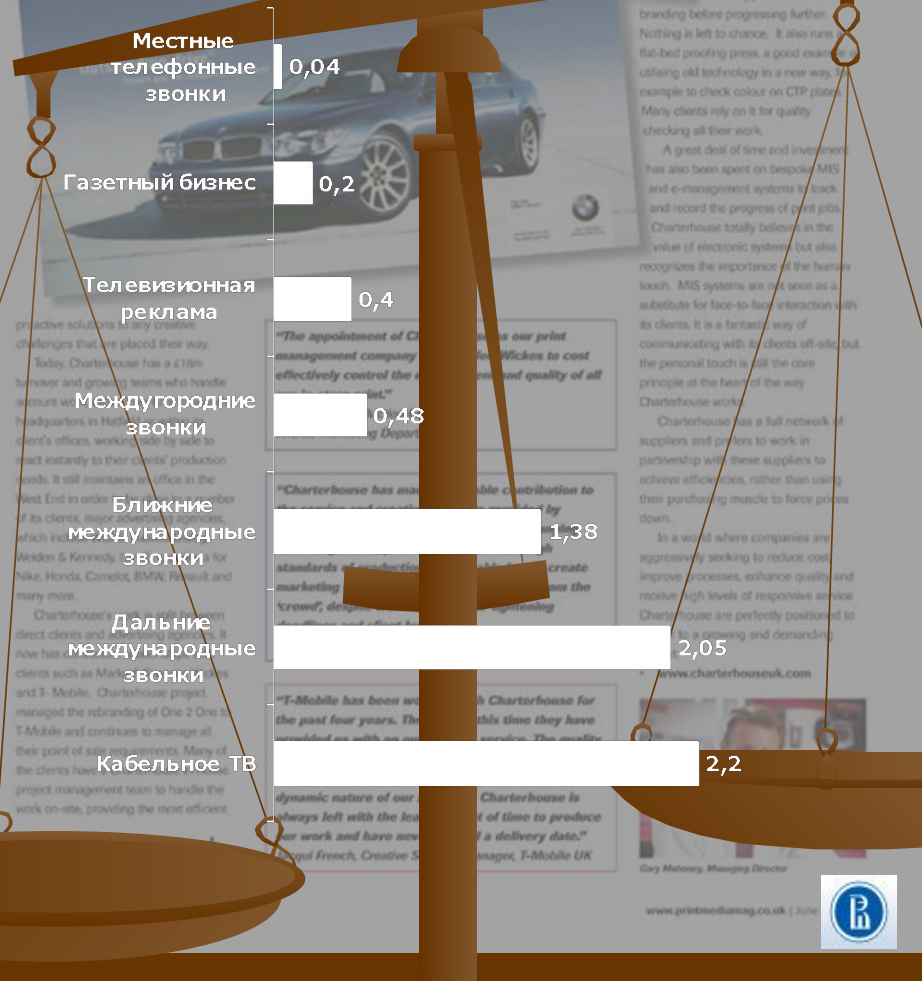
Эластичность некоторых благ в медиа

Спрос на местную телефонную связь практически не эластичен по цене. Спрос на международную и междугородную связь эластичен. Эластичность повышается с расстоянием звонка (Albon, Hardin and Dee, 1997)

Спрос на рекламу на телевидении неэластичен по цене (Peacock, 1986)

Спрос на газеты и печатные издания малоэластичен по цене (Lewis, 1995)

Спрос на услуги кабельного ТВ сильно и значительно эластичен по цене



Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying department to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of recent work

Right and below: Outdoor posters

The growing demand to control print spending, cut lead times yet maintain quality, has led Charterhouse to develop a new set of skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

...exceeding expectations in print



Некоторые закономерности

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Its aim is to lighten its clients' workload and reduce their very first meeting it presents to its client's creative team. By understanding a client's early stage Charterhouse experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse success is the experienced senior professionals who can provide a personal service on-site so ensuring response is guaranteed when it comes to print buying.

Charterhouse is totally independent with no in-house press capacity. This means they can select the printer for the job, the right one that fits the timelines and the print cost budget. It also means that they can get on with doing what is good at controlling the quality of the managing the process from start to the delivery.

Ten years ago Margaret Mahoney recognised that print was changing and print management had emerged as a new business. While in the early 90s companies were cutting back on their print buying departments on their core activities, Charterhouse adapted to meet the needs for advisory advice and professional print management from the print management industry also acts as a consultant to clients with needs for print related products.

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Важно понимать, что если компания Универсал снижает цену на музыкальные диски с 18,98 до 12,98.

Это составляет 38% от средней цены (15,98). То есть средний рост продаж для того, чтобы такая стратегия была успешной, должен был составить не менее 38%.

Иногда слишком большая эластичность может представлять проблему. К примеру, в июле 1998 года

Спринт Канада снизило цену на безлимитные телефонные междугородние переговоры до 20

долларов в месяц. Стоимость почасовой минуты составляла 0,10 долларов. То есть наговорив 200

минут в месяц, клиент начинал говорить бесплатно. Однако Спринт недооценил спрос, который привел к

перегрузке сети и невозможности звонить.

В результате компания была вынуждена вводить планку ограничения 800 минут за 20 долларов.

...exceeding expectations on

Закон предложения

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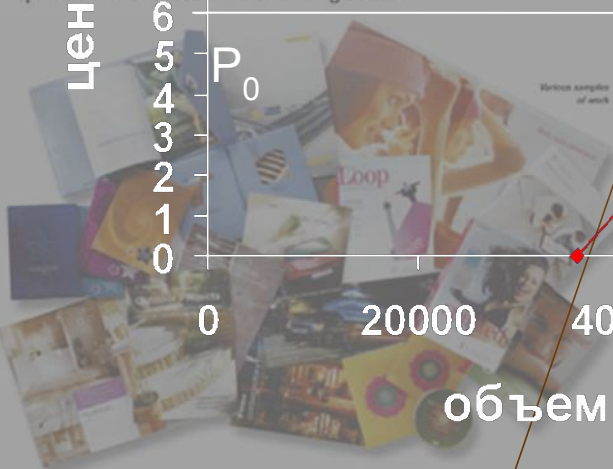
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Various samples of Renault work



Charterhouse

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...exceeding expectations on...

proactive solutions to every creative challenge that we placed their way.

Charterhouse has a £10m turnover and growing teams who handle account work, with them Charterhouse's headquarters is in Huddersfield within its offices, working side-by-side to meet instantly to their client production needs. It still maintains an office in the West End in order to be close to a number of its clients, major advertising agencies, which include WCRS, Public Dialog, Wiken & Kennedy handling print for Honda, Conker, BMA Press and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as T-Mobile, Charterhouse project managed the rebranding of One 2 One T-Mobile and continues to manage all the work on-site, providing the most efficient

NEW MINI SEEKS ATTENTION
FROM PETER DINKLEY
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THE END.
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Paul R Day, Production Controller, Wickes Marketing Department

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Эластичность предложения

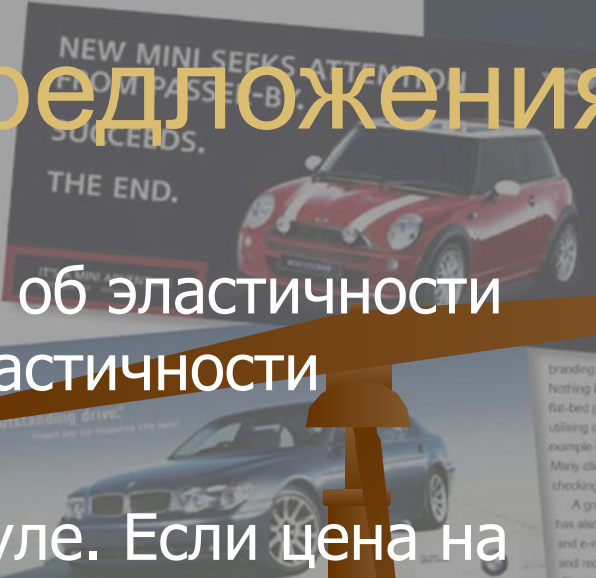
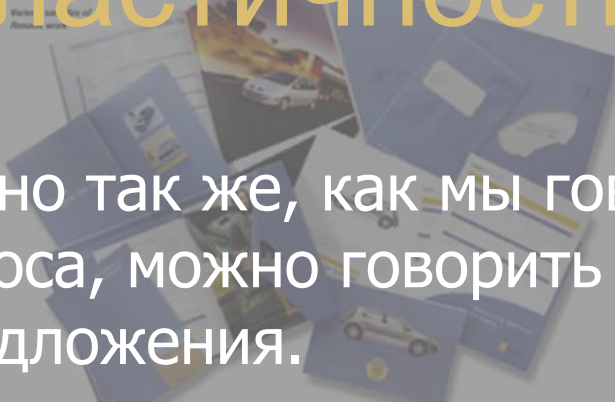
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www.charterhouseuk.com



Gary Mahoney, Managing Director

Точно так же, как мы говорим об эластичности спроса, можно говорить об эластичности предложения.

Вычисляется по схожей формуле. Если цена на билеты в кино меняется с 8 до 10 долл., что приводит к росту предложения с 63000 до 70000, то:

$$\eta = \left[\frac{70000 - 63000}{70000 + 63000} \div 2 \right] * 100 = \left[\frac{10 - 8}{10 + 8} \div 2 \right] * 100 = \left[\frac{2}{9} * 100 \right] = 22,22$$

$$\eta = \left[\frac{70000 - 66500}{70000 + 66500} \div 2 \right] * 100 = \left[\frac{3500}{68250} \div 2 \right] * 100 = 10,53$$

$$= \frac{10,53}{22,22} = 0,47$$

...exceeding expectations on print



Рыночная цена

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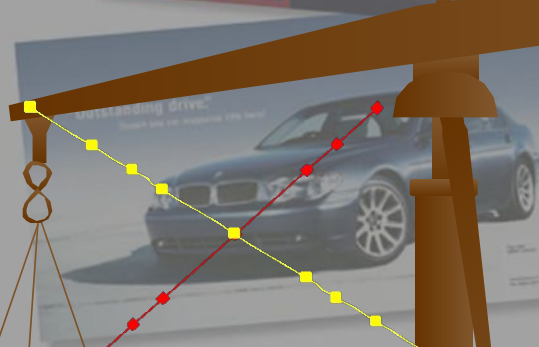
...exceeding expectations in print

Цена билета

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объем билетов в кино



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Charterhouse's working relationship between its clients and advertising agencies is now has contractual relationships with clients such as Marks & Spencer, Wiles and T-Mobile. Charterhouse project their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient

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Paul R Day, Production Controller, Wickes Marketing Department

"Charterhouse has made a valuable contribution to the service and creative excellence provided by Publicis Dialog to our client who's ranking knowledge, ease, purchase standards, production market, and client feedback on the 'crowd'."

Helen Roper, Head of Production, Publicis Dialog

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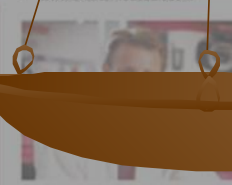
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A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com



Gary Mahoney, Managing Director



Насколько цена рыночна

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to consistently exceed its clients' expectations.

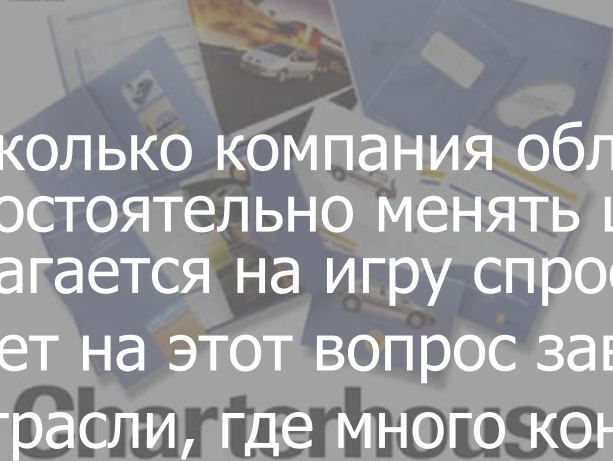
Its aim is to lighten the workload and reduce their cost. From the very first meeting it partners its client's creative team to gain a full understanding of a client's objectives. In an early stage Charterhouse leverages its experience and expertise to offer practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its professionals who can provide a service on-site ensuring a quick response and guaranteed results. And yet when it comes to print business Charterhouse is totally independent, no in-house press capacity or its own. This means they can select the best printer for the job, the right one that fits the timelines and the client's budget. It also means that Charterhouse can get on with doing what it does best, controlling the quality of the print and managing the process from inception to the delivery.

Ten years ago Margaret Mahoney recognised that the market for print was changing and that print management had emerged as a new way forward. While in the early 1990s many companies were cutting back on their print buying departments, Charterhouse adapted to meet the needs for many advice and professional services from the print management industry. It also acts as a consultant to companies with needs for print related services.

One of the company's strengths is that almost all of the account teams have a very strong print industry background and are all very experienced. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Business
Renowned



Charterhouse

...exceeding expectations in print

NEW MINI SEEKS ATTENTION FROM PRESS. BY THE END, THE END.



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a design house, the client will fight to

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In a world where companies are aggressively seeking to reduce costs, Charterhouse's cases, enhance quality and service. Charterhouse is perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com

"Charterhouse for this time they have service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, Charterhouse is always left with the best of time to produce work and have never missed a delivery date."

Gary Mahoney, Managing Director

www.printmediamag.co.uk | June



Изменения спроса

Под воздействием разных факторов, влияющих на спрос (доходы, цена на товар-заменитель) объем спроса может меняться, и тогда кривая смещается. Если спрос увеличивается – вправо. Если уменьшается – влево.

Charterhouse

The growing demand for cost-effective print spending, cut lead times yet maintain quality in a demanding business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

цена билета

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

0 1000 2000 3000 4000 5000 6000 7000 8000 9000 1E+05

объем билетов в кино

...exceeding expectations

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with new ideas and initiatives. For many years a long list of blue-chip clients has established a pedigree of print management with the company exceeding its clients' expectations.

Its aim is to lighten its clients' workload and reduce costs. At every first meeting it presents a plan to its client's creative team. By understanding a client's needs at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work

Bill at Charterhouse: Quality poster

NEW MINI SEEKS ATTENTION FROM COMPASSIONARY. SUCCEEDS.

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solution to each and every production need.

Charterhouse has an extensive array of digital filmmakers and designers in order to be able to manage any job it receives from a design house. When a file comes in from a client, the

department will fight to it and approve the client's branding before progressing further.

Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

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www.charterhouseuk.com

Charterhouse for the time they have provided us with service. The quality of work has always exceeded our expectations and prices are very competitive. Due to the Charterhouse is always left with the best of time to produce work and have never missed a delivery date."

Gary Mahoney, Managing Director

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Изменение спроса и справедливая цена

Изменение спроса влечет за собой изменение справедливой (равновесной) цены.



Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten the workload, reduce the cost, and very fine meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to offer practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

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One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work

Right and below: Outdoor posters

Charterhouse

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

Various samples of work

proactive solutions to any creative challenges that are placed their way.

Today, Charterhouse has a £10m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hadden or within client's offices, working side-by-side to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients' major advertising agencies, which include WORS, Publicis Dialog, Kennedy & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Wores and Mobile. Charterhouse project managed the rebranding of One 2 One T.A. and continues to manage all the rest of sale response. Many of these clients have a Charterhouse in-house print management team to handle the workload, providing a more efficient

NEW MINI SEEKS ATTENTION FROM PASSER-BY.

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solution to each and every production need.

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www.charterhouseuk.com

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Gary Mahoney, Managing Director

www.printmediamag.co.uk | June

Причины изменения спроса

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten the workload and reduce the time to the very first meeting it participates in with its client's creative team. Understanding a client's early stage Charterhouse has the experience and expertise to provide practical solutions to meet the challenge.

One of the keys to Charterhouse's success is the experience of the professionals who can provide a personal service on-site so ensure a fast response and guaranteed results. And yet when it comes to print management Charterhouse is totally in tune with the no in-house press capacity of its own. This means they can select the best printer for the job, the one that fits the timelines and the budget. It also means they can get on with doing what is good at, controlling the quality of the managing process from the delivery.

Ten years ago Margaret Mahoney recognised that the market for print was changing and a new management had emerged. While in the early 1990s many companies were cutting back on their core activities, Charterhouse adapted to meet the need for advice and professional guidance. Apart from the print management, they also acts as a consultant to companies with needs for print related products.

One of Charterhouse's company is that almost all of the advertising teams have a very strong print background and are all very experienced in the strengths and weaknesses of each of the processes. They handle all projects, including above the line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Изменения цен на товары-субституты (товары-заменители) прямо пропорциональны изменению спроса. Вспомним наш пример с Таймс и Индепендент. Снижение цены на Таймс с 45 пенсов до 30 пенсов привело к снижению тиража Индепендент с 360000 до 240000 (что автоматически повлияло на равновесную цену, которая должна была снизиться).

Изменения цен на комплементарные товары обратно пропорциональны. К примеру, повышение цен на телевизионные приемники приведет к падению спроса на просмотр ТВ.

Изменение доходов. Затрагивает в первую очередь товары эластичные по цене. Разделение на «нормальные продукты» и «низшей категории» продукты. Спрос на продукты «низшей категории» обратно пропорционален доходам (к примеру, черно-белые ТВ).

Увеличение числа потенциальных покупателей (в сфере культурных продуктов – Индия и Китай).

Ожидания будущей цены (характерно для технологических новинок).

Отложить покупку I-Phone в ожидании лучшей цены.

Наконец, банальные вкусы.

...exceeding expectations in print

Кросс-эластичность спроса

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip customers and established a pedigree in print management with the aim to constantly exceed its clients' expectations. Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it partners fully with its client's creative team to gain a full understanding of a client's objectives at an early stage. Charterhouse's experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensure a personal response and guaranteed results. And yet when it comes to print business, Charterhouse is totally independent of any in-house press capacity or its own.

This means they can select the best printer for the job, the right equipment to fit the timelines and the right cost for the budget. It also means they can control the quality of the colour, and managing the process from the delivery.

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One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of the processes. They handle a wide variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

...exceeding expectations on print.

Попытка оценить эластичность спроса через эластичность товаров-субститутов или комплементарных товаров, а также на основе оценки доходов.

η_{xz} = процентное изменение спроса на товар X / процентное изменение цены на товар Z.

Соотношение будет позитивным в случае, если товары – субституты, и негативным в случае, если они комплементарные.

По такой же модели измеряется изменение доходов и эластичность спроса. К примеру, комитет Пикока (оценка положения Би-Би-Си и попытка ввести рекламу) в 1986 году вычислил эластичность спроса на телерекламу по доходу населения. Коэффициент оказался 2.0.

Вернемся к примеру Индепендент и Таймс.

$$\eta = \left[\frac{360000 - 240000}{360000 + 240000} \cdot 100 \right] = \frac{120000}{300000} \cdot 100 = 40$$

$$\eta = \left[\frac{45 - 30}{30 + 45} \cdot 100 \right] = \frac{15}{37,5} \cdot 100 = 40$$

$$= 1$$