

The Newsletter Company

What We Do

Portfolio

Principals

Contact



WE CREATE PRINTED NEWSLETTERS.

A-Z. Start to Finish.

The more complex the newsletter, the more we shine.

Welcome to The Newsletter Company, your turnkey source for publishing printed newsletters. That's all we do. We're not an ad agency or PR firm that also does newsletters — newsletters are all we do. Our motto is "on time, in budget, and error free". That's what our clients tell us they want, and we deliver.

35 YEARS IN PUBLISHING

Newsletters, Magazines, for companies large and small. And all that experience translates into one big benefit: We not only have answers, we know what questions to ask.

BROAD EXPERIENCE

From Nonprofits to Fortune 500's

Many publishers are "niche" companies, working with one industry, often repurposing content across many publications. We do just the opposite. We work with a wide range of industries, and we create content specifically for each client.

COMPLEX = GOOD

We're the leader in multi-version newsletter publishing. We work with corporations to create a newsletter that meets their objectives and adheres to their graphics standards. Then we work with their franchisees, dealers, agents or individual stores to customize each newsletter for their particular needs.

PORTFOLIO

B2C MULTI-VERSION



NONPROFIT



B2B



WHO WE ARE

Sherry McKinley, President, founded the company in 1981. She has worked in advertising and publishing since graduating from the University of Texas in 1978.



Mary Ann McKinley, Vice President, is also a University of Texas advertising graduate. Mary Ann joined the company in 1987 to manage the production and distribution of the corporate newsletters.